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researchers and students: theory and practice collection of materials of the  
international scientific and practical conference on the topic

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In the collection of materials of the conference, the role and role of Science, Education and production in the era of globalization, the pressing problems of the issues of interaction of these processes, feedback on their solutions were presented by mature specialists of the field.

In addition, research on the scientific and practical topic, carried out in the economics, Exact Sciences, Natural Sciences and socio-humanities during the globalization period, information is presented in the scientific and practical fields, which includes the latest innovative technologies in the fields of production.

It can be argued that this collection is one of the specific intersections of current thoughts and innovative ideas of the world of science. This scientific and practical conference was actively attended by professors and scientific researchers engaged in scientific research in Uzbekistan and foreign countries. In increasing the position of the scientific and practical conference, the professors and teachers of domestic and foreign higher educational institutions made a significant contribution.

Professors and teachers of foreign higher educational institutions who actively participated in the work of the conference made a worthy contribution to the high level of interaction with scientists of our country. The processes of international cooperation with foreign countries and exchange with them in the field of Science in the era of globalization have a positive effect on the development of Higher Education, the fields of Science and production. The materials of this conference are special in that they include a wide range of research, from theoretical developments to practical solutions, demonstrating the diversity of approaches and directions in this area.

In conclusion, it should be noted that this scientific and practical conference will be a very useful collection for everyone who is interested in modern research in the fields of further development of Higher Education, Science, Education and production in the era of globalization. The authors are responsible for the content and quality of the articles and abstracts included in the collection.

## ENGLISH LOANWORDS IN MODERN UZBEK ADVERTISING: PHONOLOGICAL AND MORPHOLOGICAL ADAPTATION, FREQUENCY PATTERNS, AND ATTITUDES AMONG YOUNG CONSUMERS

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**Abstract:** The globalization of English products and services has led to widespread borrowing into Uzbek, particularly in commercial discourse where loanwords signal modernity and international appeal. This article examines the use of English loanwords in advertising materials in Uzbekistan, including flyers, billboards, and mass media. It analyzes their frequency of use across different fields, their phonological and morphological adaptation, and the attitudes of young consumers aged 18 to 30 toward these borrowings. The findings indicate that loanwords appear most frequently in the fashion and business sectors. These words are often selected because they retain their original phonological features while being morphologically adapted to Uzbek grammatical structures.

**Key words:** English loanwords, Uzbek advertising, phonological adaptation, morphological adaptation, commercial discourse, young consumers, frequency patterns.

### **Introduction**

As a global language, English exerts a substantial influence on the Uzbek lexicon, particularly in commerce and youth culture. With the rapid development of technology and changes in consumer attitudes, Uzbek commercial discourse has undergone noticeable lexical hybridization through the incorporation of English words. In urban areas, where young people tend to live in environments saturated with advertising, exposure to promotional messages about products used in everyday life is constant. As a result, international consumer trends have become one of the most visible arenas of linguistic contact. Markets frequently adopt English terms such as “sale,” “premium,” “online,” and “brand,” as well as size labels like “S,” “M,” and “L.” These terms are used not only to evoke innovation and sophistication but also to position products as part of a cosmopolitan and forward-looking lifestyle.

As these borrowings enter everyday commercial language, they are often adapted in two ways: phonologically and morphologically. While their pronunciation is largely retained to preserve their foreign appeal, they are integrated

into Uzbek grammatical structures through suffixation, as seen in forms such as “*brendlar*,” “*onlaynda*,” and “*marketingda*.” This process allows the borrowed words to function naturally within Uzbek while maintaining their symbolic value associated with modernity and global culture. And also, the use of foreign languages, particularly English, in advertisements helps consumers perceive the product as high-quality and enhances the brand’s prestige<sup>63</sup>.

**Materials and Research Methods:** This study employs a mixed-method approach combining both quantitative and qualitative analysis to investigate the use of English loanwords in modern Uzbek advertising.

### **Materials**

The research data consist of advertising materials collected from various commercial sources in urban areas of Uzbekistan. A total of 100 advertising samples were selected for analysis. These materials include printed flyers, billboards, shop banners, and online advertisements from social media platforms and commercial websites available on different websites on the net. The advertisements were selected from several sectors where English loanwords are commonly used, including fashion, technology, food services, and business promotion. These materials were chosen because advertising language often reflects current linguistic trends and consumer-oriented communication strategies. In addition to advertising texts, data were also obtained through a questionnaire survey conducted among young consumers aged between 18 and 30. Fifty participants took part in the survey. The respondents were asked to evaluate their perceptions of English loanwords in advertisements and their attitudes toward the use of such terms in commercial communication.

### **Research Methods**

Several research methods were applied to analyze the collected data. First, a lexical analysis was conducted to identify English loanwords appearing in the advertising materials. Each advertisement was examined to determine the presence and frequency of borrowed English words. Second, phonological analysis was used to examine how English words are adapted to Uzbek pronunciation and spelling patterns. Particular attention was given to changes in sound structure when English terms were incorporated into Uzbek. Third, morphological analysis was applied to investigate how English loanwords function within Uzbek grammatical structures. This involved examining the addition of Uzbek suffixes such as plural markers and case endings to borrowed words. Finally, descriptive statistical analysis was used to present the frequency and distribution of English loanwords across different advertising sectors. The survey responses were also analyzed to determine general attitudes of young consumers toward the use of English terms in advertising. These methods allowed for a comprehensive examination of both the linguistic adaptation of English loanwords and the social perception of their use in modern Uzbek advertising. To analyze the data, lexical analysis was used to identify English loanwords and determine their frequency in advertisements. Phonological

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<sup>1</sup> Smith, J. The Effects of Foreign Language in Advertising on Consumer Perception. – New York, NY. – Marketing Press, 2019. – P.45.

advertisement show how they were adapted to pronounce and spelling, while morphological analysis investigated the use of Uzbek grammatical suffixes with borrowed terms. Additionally, survey was conducted among 50 young consumers to explore their attitudes toward English loanwords in advertising. In addition, English loanwords contribute to the formation of linguistic and social identity among young consumers too.<sup>64</sup>

Source of data	Type of material	Number of samples
Printed advertisements	Flyer, posters	30
Outdoor advertisements	Billboards, shop banners	40
Online advertisements	Social media ads	30
Survey participants	Young consumers	50

The most frequent domains were: fashion and beauty, technology and gadgets, food and cafes, business and services. Most common words “*sale*”, “*online*”, “*premium*”, “*brand*”, “*marketing*”. Phonological and morphological adaptation Phonologically, words are mostly retained “*brand*” → /brend/, “*sale*” → /seyl/. Morphologically, Uzbek suffixes are frequently added “*brendlar*”, “*onlaynda*”, “*marketingda*”. Many slogans keep the pure English form. Examples: “*Premium sifatli kiyimlar – New Collection!*”, “*Onlayn buyurtma – Fast delivery!*”, “*platform*”, “*discount*”.

**Result**

Analysis of 100 advertising samples revealed that English loanwords are widely used in Uzbek advertising, especially in fashion, technology, and business sectors.

Sector	Ads collected	Ads with English words	Common terms observed
Fashion	25	20 (80%)	Online, app, collection, delivery
Technology	20	15 (75%)	Tech, app, online, platform
Food and drinks	20	12 (60%)	Delivery, menu, snack, online
Business services	20	17 (85%)	Marketing, service, strategy, platform
Miscellaneous	15	10 (67%)	Online, delivery, service, discount

The analysis of 100 advertising samples showed that English loanwords are widely used across different sectors. In the fashion sector, 25 advertisements were collected, of which 20 (80%) contained English words such as online, app, collection, and delivery. This indicates a strong preference for English terms to highlight modernity and convenience in clothing and accessory promotions. In technology-related ads, 20 advertisements were collected, and 15 (75%) included English words like tech, app, online, and platform. These terms emphasize digital products, platforms, and online services, reflecting the influence of global technology trends. For the food and drinks sector, 20 ads were analyzed, with 12 (60%) featuring English words such as delivery, menu, snack, and online. English

<sup>64</sup> Brown, L., & Ali, R. Language, Identity, and Consumer Culture. – London. – Sociolinguistics Pub., 2020. – P.33.

loanwords in this domain often relate to service convenience and modern food trends, though their use is slightly less frequent compared to fashion and technology. In business services, 20 advertisements were collected, with 17 (85%) containing English words like marketing, service, strategy, and platform. This high frequency shows that English terms are especially associated with professional and corporate communication, conveying sophistication and international standards. Finally, in the miscellaneous category, 15 ads were analyzed, with 10 (67%) including English words such as online, delivery, service, and discount. This demonstrates that even outside the main sectors, English loanwords appear consistently in commercial communication. In fact that choice of language and cultural alignment is an important factor in advertising effectiveness, as the language used must align with consumer values.<sup>65</sup>

Overall, the data reveal that English loanwords are most prevalent in fashion, technology, and business advertising, with phonological retention and morphological adaptation (e.g., *marketingda*, *deliverylar*, *onlaynda*) allowing these words to integrate naturally into Uzbek while maintaining their modern and international appeal.

### Discussion

English loanwords in Uzbek advertising serve both informational and symbolic purposes. They signal to modernity, convenience, and global appeal, especially for young urban consumers. Phonological adaptation: Words maintain English sounds with minor adjustments to Uzbek pronunciation (*app* → *app*, *platform* → *platforma*). Morphological adaptation: Uzbek suffixes allow loanwords to fit grammar naturally (*marketingda* = *in marketing*, *deliverylar* = *deliveries*, *onlaynda* = *online*). Young consumers generally respond positively to these borrowings, seeing advertisements with English words as trendy, professional, and modern.

### Conclusion

In sectors like fashion, technology, and business, which mainly target young consumers, modern Uzbek advertising heavily relies on English loanwords, including frequently used terms such as online, app, delivery, marketing, service, and platform. Borrowed words are phonologically retained but morphologically integrated using Uzbek suffixes. Young consumers perceive them positively, associating these words with modernity, convenience, and international trends. A minority prefers Uzbek alternatives, suggesting the need to balance globalized marketing language with the preservation of native vocabulary. Overall, English loanwords enhance advertising effectiveness and reflect linguistic and cultural adaptation in Uzbekistan.

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