

THE STUDY OF WOMEN'S COSMETIC TERMINOLOGY IN ENGLISH AND UZBEK LANGUAGES

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<https://doi.org/10.5281/zenodo.15637163>

Abstract. *This thesis explores the linguistic analysis of women's cosmetic-related terminology in English and Uzbek languages. The field of cosmetics is notable in modern society for its socio-economic and cultural significance. Within this study, the integration, adaptation, translation, and usage of cosmetic-related terms in the Uzbek language are examined. English terms borrowed into Uzbek are analyzed both morphologically and semantically, and common translation challenges are highlighted. Based on these observations, the necessity of standardizing cosmetic terminology in Uzbek is substantiated.*

Keywords: *cosmetics, terminology, English language, Uzbek language, translation, loanwords, semantics, linguistics.*

With the development of the press, mass media, and especially internet resources, there has been a noticeable increase in the use of beauty, fashion, and cosmetic-related terms in everyday language. English, being the leading language in the beauty industry and cosmetics production, plays a dominant role in the spread of these terms into various languages, including Uzbek. In such a context, questions arise regarding how these terms are used in Uzbek, how they are perceived and accepted, and the challenges in translating them and ensuring semantic compatibility. Currently, the usage of English cosmetic terms in Uzbek lacks a systematic and standardized framework, leading to inconsistencies and variations in their application.

Cosmetic terminology mainly includes product names (foundation, concealer, highlighter, toner, mascara), usage methods (blending, contouring, exfoliating), and adjectives that describe the effects (matte, glossy, radiant, waterproof). These terms originated in English and are widely used in the international market. Some have entered Uzbek via Russian, while others have been directly borrowed from English. For instance, terms such as lipstick — pomada, mascara — tush, foundation — tonal krem, eyeliner — ko'z qalam are actively used in Uzbek. However, terms like primer, concealer, and highlighter are often used in their original English form. On one hand, this reflects the natural influence of a global language; on the other hand, it points to the absence or limited recognition of their Uzbek equivalents.

When it comes to translation, literal translations of certain terms often fail to convey their full meaning. For example, the term concealer is translated as “yashiruvchi krem,” which does not entirely capture its function as a product that masks skin blemishes, wrinkles, and shadows while enhancing aesthetics. Similarly, translating highlighter as “yorqinlashtiruvchi” is insufficient, as it is a product used to emphasize specific areas of the face and shape facial structure. Therefore, not only semantic aspects but also cultural context and aesthetic perceptions should be considered when translating such terms. From a linguistic perspective, cosmetic terms carry specific semantic connotations. These terms do not merely denote products but also convey emotional and cultural values such as beauty, confidence, modernity, and attractiveness.

For instance, illuminating foundation might be translated as “yorug‘lik beruvchi asos,” but it also implies a radiant, healthy appearance through beauty. This underscores the importance of considering not only the surface meaning of the word but also its deeper connotative elements in translation.

In practice, multiple Uzbek versions of the same product name, with varied spellings and uses, are observed. For example, the term primer is used in different forms like “asos kremi,” “makiyaj osti vositasi,” and “tayyorlovchi krem.” This indicates a lack of official standardization. As a result, linguistic unity is disrupted, causing confusion among consumers, translators, and specialists. Therefore, organizing and standardizing cosmetic terminology, incorporating it into official dictionaries, and aligning it with national language policies is an urgent task. Furthermore, Uzbek linguistic capabilities should be fully utilized in word formation. For instance, instead of using moisturizer, the term “namlantiruvchi vosita” can be coined. Such an approach not only purifies the language but also helps preserve the national characteristics of the Uzbek language when creating new terms.

In conclusion, cosmetic terminology in English and Uzbek is a unique object of linguistic study. This field plays an important role in both language development and cultural representation. Accurately translating English cosmetic terms, analyzing them semantically, adapting them to the internal structure of the Uzbek language, and most importantly, standardizing and formalizing them can ensure linguistic unity. Such research contributes to the compilation of scientific dictionaries, the improvement of translation methodology, and the advancement of language policy.

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