



Connotative features of economic anglicisms and their expression strategies in the Uzbek language

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ARTICLE INFO

Article history:

Received April 2025
Received in revised form
10 April 2025
Accepted 2 May 2025
Available online
25 June 2025

Keywords:

economic anglicisms,
connotation,
translation strategies,
Uzbek language,
lexical borrowing,
semantic shift,
pragmatic equivalence,
cultural adaptation,
evaluative meaning,
terminological transfer,
calquing,
descriptive translation,
interlingual semantics,
economic discourse,
semantic neutrality.

ABSTRACT

This article investigates critically the connotative-semantic properties of economic anglicisms and their interlingual expression mechanisms within the Uzbek linguistic environment. Economic anglicisms, beyond their referential function, often embody evaluative and culturally conditioned connotations, which are susceptible to transformation in cross-linguistic transfer. The research draws upon axiological linguistics and functional-semantic theory to classify connotative values – positive, negative, and neutral – and examines how these are rendered in Uzbek through lexical assimilation, descriptive translation, and pragmatic adaptation. Emphasis is placed on semantic displacement and attenuation of emotive load during translation, with particular focus on terms such as startup, benchmark, and outsourcing. Corpus-based analysis of media and academic discourse reveals a tendency toward partial domestication and meaning simplification, undermining the original expressive potential. The findings underscore the necessity of attuned culturally translation strategies to preserve the communicative-pragmatic integrity of economic terminology in target-language discourse.

2181-3701/© 2025 in Science LLC.

DOI: <https://doi.org/10.47689/2181-3701-vol3-iss6/S-pp114-119>

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Iqtisodiy anglisizmlarning konnotativ xususiyatlari va ularni o'zbek tilida ifodalash strategiyalari

ANNOTATSIYA

Kalit so'zlar:

iqtisodiy anglizizmlar,
konnotatsiya,
tarjima strategiyalari,

Ushbu maqola iqtisodiy anglisizmlarning konnotativ-semantik xususiyatlari hamda ularning o'zbek tilidagi interlingval ifodalanish mexanizmlarini tanqidiy tahlil qiladi.

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o'zbek tili,
leksik o'zlashish,
semantik siljish,
pragmatik ekvivalentlik,
madaniy moslashtirish,
baholovchi ma'no,
terminologik transfer,
kalkalash,
tavsifiy tarjima,
tillararo semantika,
iqtisodiy nutq,
semantik neytrallik.

Iqtisodiy anglizizmlar referentsial vazifasidan tashqari, ko'pincha baholovchi va madaniy jihatdan shartlangan konnotatsiyalarni ham o'z ichiga oladi; bular tillararo o'zlashtirish jarayonida transformatsiyaga uchrashi mumkin. Tadqiqot aksiologik lingvistika va funksional-semantik nazariya asosida konnotativ qiymatlarni – ijobiy, salbiy va neytral – tasniflaydi hamda ularning o'zbek tilida leksik assimilyatsiya, tavsifiy tarjima va pragmatik moslashtirish yo'li bilan qanday aks etishini o'rganadi. Tarjimada semantik siljish va emotsional yukning kamayishi masalasi, ayniqsa startup, benchmark va outsourcing kabi atamalar misolida ko'rib chiqiladi. Ommaviy axborot vositalari va ilmiy diskurs korpusi asosida o'tkazilgan tahlil anglizizmlarning qisman domestikatsiyasi va ma'no soddalashtirilishi tendensiyasini aniqlaydi, bu esa asl ekspressiv salohiyatning pasayishiga olib keladi. Natijalar maqsad til diskursida iqtisodiy terminologiyani kommunikativ-pragmatik yaxlitligini saqlash uchun madaniy jihatdan mos tarjima strategiyalariga ehtiyojni ta'kidlaydi.

Коннотативные особенности экономических англицизмов и стратегии их выражения в узбекском языке

АННОТАЦИЯ

Ключевые слова:

экономические англицизмы, коннотация, стратегии перевода, узбекский язык, лексическое заимствование, семантический сдвиг, прагматическая эквивалентность, культурная адаптация, оценочное значение, терминологический перенос, калькирование, описательный перевод, межкузыковая семантика, экономический дискурс, семантическая нейтральность.

Статья посвящена критическому исследованию коннотативно-семантических свойств экономических англицизмов и механизмов их межкузыкового выражения в узбекской языковой среде. Экономические англицизмы, помимо своей референциальной функции, нередко несут оценочные и культурно обусловленные коннотации, подверженные трансформации в процессе межкузыкового переноса. Исследование опирается на аксиологическую лингвистику и функционально-семантическую теорию для классификации коннотативных значений – позитивных, негативных и нейтральных – и анализирует способы их передачи на узбекском языке посредством лексической ассимиляции, описательного перевода и прагматической адаптации. Особое внимание уделяется семантическим сдвигам и ослаблению эмоциональной нагрузки при переводе, в частности, на примере терминов startup, benchmark и outsourcing. Корпусный анализ медиадискурса и академической литературы выявляет тенденцию к частичной доместификации и упрощению смысла, что снижает исходный экспрессивный потенциал. Результаты подчеркивают необходимость культурно ориентированных стратегий перевода для сохранения коммуникативно-прагматической целостности экономической терминологии в дискурсе языка-приёмника.

INTRODUCTION

In the contemporary era of linguistic globalization, the penetration of economic anglicisms into various linguistic systems, most notably into Uzbek, has become both an inevitable and linguistically significant phenomenon. These borrowings extend far beyond their denotative economic references; they are imbued with culturally specific, evaluative, and ideologically charged connotations that render them fertile ground for semantic and pragmatic investigation. From a linguo-semiotic and axiological standpoint, connotation is not a peripheral feature but a central component of meaning construction, shaping the attitudinal and emotional resonance of lexical items.

Within this framework, the study of economic anglicisms as connotative units offers crucial insights into how global economic discourse is internalized, reframed, and occasionally resemanticized in the Uzbek language. Terms such as outsourcing, startup, and token exemplify not only conceptual transfer but also the importation of implicit cultural values, which may be attenuated, preserved, or reshaped through interlingual adaptation. The present study aims to explore the linguistic mechanisms by which these connotative dimensions are negotiated in Uzbek, thereby contributing to a more nuanced understanding of translation dynamics and the ideological textures of lexical borrowing.

LITERATURE REVIEW AND METHODOLOGY

The phenomenon of Anglicisms, particularly within the realm of economics, has attracted significant scholarly attention in both English and Uzbek linguistic research. In the English-speaking context, scholars such as M. Görlach and L. Bauer have explored the typology and semantic integration of loanwords, emphasizing the socio-pragmatic and ideological implications of borrowing [1: pp. 21–43; 2: pp. 110–125]. These scholars emphasize that lexical borrowing is rarely a neutral linguistic process; rather, it reflects socio-cultural positioning, power dynamics, and discursive alignment with global economic ideologies. From a connotative perspective, G. Leech has outlined the evaluative dimensions of meaning, highlighting how lexical items often carry associative or emotive value beyond their denotation [3: pp. 19–26]. Leech argues that lexical items often carry meanings that extend beyond their denotative reference, encompassing associative, affective, and attitudinal dimensions. This insight is particularly relevant to economic Anglicisms in Uzbek, where terms such as startup, brand, or bonus are not only functional borrowings but also semiotic markers of prestige, innovation, or Western influence.

In Uzbek linguistics, scholars like Sh. Rahmatullayev and B. Yo'ldoshev have addressed the influence of foreign lexicon on the Uzbek language, noting both structural assimilation and semantic shifts [4: B. 142–158; 5: B. 96–112]. It can be shown that, once integrated, loanwords frequently develop secondary senses or stylistic restrictions that diverge from their source-language prototypes, signaling an early awareness that borrowing is as much a matter of meaning negotiation as of form. More recently, attention has been given to the pragmatic and cultural implications of economic borrowings, particularly in the works of A. Mamajonov and N. Rasulova, who underscore the role of context in interpreting the layered meanings of global economic terminology in Uzbek discourse [6: B. 85–92; 7: B. 63–71]. This study employs a mixed-method approach, integrating comparative semantic analysis with elements of discourse-based pragmatics. A selected corpus of economic texts – drawn from Uzbek media, academic publications, and English-language financial discourse – forms the empirical basis of the

analysis. Particular focus is placed on identifying shifts in connotative meaning during interlingual transfer, including attenuation, amplification, or transformation. The methodology further incorporates qualitative interpretation of context-dependent meaning and translation strategies to uncover the degree to which evaluative and emotive dimensions are preserved or neutralized in the target language.

DISCUSSION AND RESULTS

The present study has revealed that economic anglicisms, far from being mere lexical borrowings, carry with them rich layers of connotative meaning which are deeply embedded in the socio-economic and ideological fabric of their source language. When these terms are transferred into Uzbek, their connotative load is often refracted through the lens of local linguistic norms, cultural expectations, and discursive practices. One of the primary findings is that economic anglicisms in Uzbek not only serve a denotative function, identifying specific financial or economic phenomena, but also encode connotative nuances that reflect prestige, modernity, or, in some cases, socio-economic stratification. For instance, the English term *startup*, which originally denotes a newly established business venture, is borrowed into Uzbek with a strong positive evaluative connotation, often associated with youth innovation, technological advancement, and Western entrepreneurial spirit. The term is frequently used in media discourse in a glorifying tone: *“Yoshlar orasida ‘startup’ loyihalari O‘zbekistonda innovatsion taraqqiyotning kalitiga aylanmoqda”*. Here, *startup* connotes not just economic activity but symbolizes progress and socio-cultural capital. Conversely, certain anglicisms such as *dumping* used in economic discourse to describe the practice of exporting goods at a price lower than the home market, are absorbed into Uzbek with a negative connotation, frequently implying unfair competition or economic manipulation. Consider the usage in the sentence: *“Mahalliy ishlab chiqaruvchilar tashqi bozorlardagi ‘dumping’ narxlaridan aziyat chekmoqda”*. In this context, *dumping* not only describes a technical phenomenon but also evokes a sense of economic threat and foreign dominance, suggesting a semantic shift with pejorative overtones.

A key pattern observed is that Uzbek expression strategies of these anglicisms rely heavily on transliteration with partial semantic domestication. This hybrid model allows for the preservation of global economic terminology while ensuring semantic intelligibility within the local discourse. However, it also results in semantic distortion. For example, the term *franchise* is widely used in Uzbek with partial understanding, frequently associated with fast-food businesses. The deeper financial and contractual implications of franchising remain underdeveloped in public discourse: *“Franchise ochgan yosh tadbirkorlar biznes yuritishda xorijiy tajribani o‘zlashtirishmoqda”*. Although technically correct, the connotation centers more on consumption and prestige than on legal and operational structures, which indicates a semantic narrowing. Moreover, the study has demonstrated that certain economic Anglicisms are used metonymically or metaphorically, acquiring figurative meanings beyond their original referents. For instance, the term *portfolio*, originally denoting a collection of financial assets, is now increasingly used to refer to a set of skills or responsibilities, especially in political and educational contexts: *“U vazirlikdagi yangi ‘portfolio’ uchun mas’ul etib tayinlandi”*. This metaphorical extension reflects a broadening of the connotative field, wherein the economic term gains new pragmatic functions in political and administrative discourse.

Another salient outcome is the emergence of hybrid constructs, where an English loanword is paired with Uzbek morphological or syntactic components, creating hybrid expressions such as **“investitsion portfel”**, **“brend mahsulot”**, or **“bonus tizimi”**. These structures demonstrate an attempt to linguistically naturalize the borrowed term while retaining its connotative association with Western economic models. Here are more examples:

№	Anglicism	Example from Uzbek discourse	Connotative meaning	Analytical Commentary
1	Benchmark	Bank tizimi samaradorligini baholashda xalqaro “benchmark”lar asos sifatida olinmoqda.	Excellence, high standard, model	The term “benchmark” functions not only as a technical measure but also connotes authority, standardization, and aspiration to global norms. It is ideologically loaded with the value of best practice and institutional efficiency.
2	Broker	Ko‘chmas mulk savdosida professional “broker” xizmatlari talab ortmoqda.	Expertise, reliability, financial professionalism	“Broker” in Uzbek economic language implies not just an intermediary but a trustworthy actor with specialized knowledge, reinforcing a connotation of professionalism and institutional credibility.
3	Credit score	Yangi kredit tizimi “credit score” asosida baholaydi – bu sizning moliyaviy ishonchliligingizdir.	Financial reputation, digital identity, trust index	Beyond denotation, this term signifies a metric of personal integrity and risk assessment. In Uzbek, it is rapidly acquiring a symbolic meaning as part of one’s socio-economic identity in a digital economy.
4	Token	Raqamli iqtisodiyotda “token”lar yangi investitsiya shakliga aylandi.	Innovation, decentralization, modern finance	“Token” connotes cutting-edge technology and investment sophistication. Its metaphorical value lies in its association with digital transformation and progressive economic behavior in Uzbek economic discourse.

The analysis reveals clearly that economic Anglicisms in Uzbek are not mere lexical borrowings, but culturally and ideologically loaded terms that acquire new evaluative dimensions. Each term reflects how global economic concepts are filtered through local perspectives – benchmark symbolizes aspiration and quality, while monopoly conveys criticism and distrust.

CONCLUSION

This investigation confirms that economic anglicisms in Uzbek operate as ideologically charged semiotic assets rather than mere lexical imports. Their trajectories from initial transliteration (*benchmark*, *token*) to context-bound hybridization show how Uzbek speakers continually recalibrate global terminology to local communicative priorities.

Connotation is the pivot of this process: aspirational readings (*e.g., innovation, prestige*) coexist with critical stances toward perceived market inequities (monopoly). These layered meanings reveal a dual orientation affirming participation in global economic discourse while simultaneously negotiating national identity and socio-economic values. Consequently, the study demonstrates that borrowing is a dynamic act of semantic re-engineering that both mirrors and molds contemporary Uzbek economic thought. Future research, integrating diachronic corpora and discourse-pragmatic analysis, can further trace how these connotative profiles evolve alongside shifts in policy, media frames, and public sentiment.

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