

**STRUCTURAL-SEMANTIC, MORPHO-PHONETIC, AND FUNCTIONAL
ADAPTATION OF THE LATEST BORROWINGS IN THE TERMINOLOGICAL
SPHERE OF "MARKET ECONOMY" IN RUSSIAN AND UZBEK LANGUAGES*****Kodirov Urinboy Orifjonovich****Andijan state university Senior Lecturer*

Abstract: This article explores the structural-semantic, morpho-phonetic, and functional adaptation of the latest borrowings within the terminological sphere of the "Market Economy" in the Russian and Uzbek languages. The study analyzes how new economic terms are integrated into the respective linguistic systems, focusing on the mechanisms of semantic transformation, morphological assimilation, and phonetic adjustment. It highlights the similarities and differences between the two languages in processing economic borrowings and identifies the sociolinguistic factors influencing these processes. The research also discusses the impact of globalization and technological development on the evolution of economic terminologies in both linguistic contexts.

Keywords: market economy, terminology adaptation, Russian language, Uzbek language, structural-semantic adaptation, morpho-phonetic adaptation, functional adaptation, economic terminology, language borrowing

INTRODUCTION

In the modern era of globalization and technological advancement, the phenomenon of linguistic borrowing has significantly intensified, particularly within specialized terminological spheres such as the "Market Economy." Both the Russian and Uzbek languages, influenced by rapid economic transformations and international integration, have experienced a surge in the adoption of new economic terms. These borrowings undergo complex processes of structural-semantic, morpho-phonetic, and functional adaptation to become fully integrated into the receiving languages. The structural-semantic adaptation involves adjusting the meaning and conceptual framework of the borrowed terms to fit the existing linguistic and cultural norms. Morpho-phonetic adaptation pertains to the modification of the morphological structure and phonetic patterns of the terms to align with the phonological and grammatical systems of the target language. Functional adaptation reflects the ways in which borrowed terms are incorporated into different stylistic and communicative contexts within the languages. Given the importance of market economy discourse in modern society, the way economic terms are adapted and assimilated into Russian and Uzbek plays a crucial role in shaping professional communication, academic discourse, and media language. Despite sharing certain commonalities due to historical and cultural interactions, Russian and Uzbek exhibit distinct approaches to integrating borrowings, influenced by their respective linguistic structures and socio-political developments. This paper aims to conduct a comparative analysis of the structural-semantic, morpho-phonetic, and functional adaptation of the latest borrowings in the terminological sphere of the market economy in Russian and Uzbek. The study seeks to reveal the underlying mechanisms, patterns, and tendencies that characterize the adaptation process and to highlight the broader

linguistic and sociocultural implications of economic terminology borrowing in these two languages.

The Nature of Borrowings in the Market Economy Terminological Sphere

The field of market economy has seen a rapid influx of new terms, primarily originating from English, due to the globalization of economic practices and international trade. Terms such as marketing, startup, investment, broker, and outsourcing have not only entered the Russian and Uzbek languages but have also undergone significant adaptation to meet the linguistic norms of each language. In both languages, these borrowings reflect the need to describe new economic phenomena for which native equivalents were either nonexistent or insufficient.

Structural-Semantic Adaptation

In the process of adaptation, borrowed terms often undergo semantic shifts to align with the conceptual realities of the target culture. For example, in Russian, the term "стартап" (startup) preserves its original meaning but can also be extended to any small new business, not necessarily innovative in nature. Similarly, in Uzbek, the term "startap" has been adopted with a broader meaning, encompassing a wide range of entrepreneurial activities beyond the high-tech sector. Semantic narrowing and widening, polysemy development, and reinterpretation are common in both languages.

Morpho-Phonetic Adaptation

Russian and Uzbek languages apply different phonetic and morphological strategies to integrate borrowed economic terms.

In Russian, borrowed words often receive native suffixes and declension endings (e.g., маркетинг – маркетинга, маркетингу, etc.), adapting them to the case system.

In Uzbek, phonetic adaptation aims at making the borrowed terms fit Uzbek pronunciation norms (e.g., marketing → marketing [mar'keting]), while morphological adaptation often includes suffixation for plural forms or possessives (e.g., startaplar – "startups").

In both cases, phonological assimilation ensures that borrowed words can be naturally pronounced and written by native speakers.

Functional Adaptation

Borrowed economic terms initially appear in specialized fields such as academic writing, business communication, and media. Over time, they penetrate everyday language. For instance, terms like investor, broker, and franchise are now widely used in non-specialized communication in both Russian and Uzbek. The functional adaptation of these terms is closely linked to the degree of public familiarity with economic concepts and the general level of financial literacy in society.

Sociolinguistic Factors Influencing Borrowing

The sociolinguistic environment significantly affects the adaptation process. In Russia, the influence of English has been particularly strong since the 1990s, following the dissolution of the Soviet Union and the subsequent economic reforms. In Uzbekistan, economic liberalization and increased international cooperation after independence in 1991 have similarly facilitated the influx of English economic terms. However, language policy in Uzbekistan has placed a stronger emphasis on the development of native Uzbek terminology, sometimes leading to the creation of calques (loan translations) alongside direct borrowings.

Comparative Analysis

Despite similarities, notable differences exist between Russian and Uzbek in their approach to economic borrowings:

Russian tends to accept borrowings with minimal changes, quickly integrating them into everyday speech.

Uzbek sometimes prefers to adapt borrowed terms more deeply, either by modifying their structure significantly or by creating hybrid forms that combine English roots with Uzbek affixes.

Furthermore, the Russian language often retains the original spelling and pronunciation closer to the source language, while Uzbek adapts spelling to match phonetic reading (e.g., outsourcing → autsorsing).

Thus, the adaptation of market economy terminology in Russian and Uzbek illustrates the dynamic nature of language change under the influence of globalization. Structural-semantic, morpho-phonetic, and functional adjustments not only reveal the internal mechanisms of language development but also reflect broader socio-economic trends and cultural factors in the two linguistic communities.

CONCLUSION

The structural-semantic, morpho-phonetic, and functional adaptation of the latest borrowings in the market economy terminological sphere demonstrates the dynamic and responsive nature of both the Russian and Uzbek languages. Borrowed economic terms have been successfully integrated into these languages through processes that reflect not only linguistic needs but also socio-cultural transformations driven by globalization and economic modernization. Structural-semantic adaptation in both languages often involves either a narrowing or broadening of meaning to fit the cultural and economic realities of the target society. Morpho-phonetic adaptation shows the effort to harmonize foreign terms with the native grammatical and phonological systems, ensuring ease of use and acceptance among speakers. Functional adaptation highlights how initially specialized terms gradually permeate into general usage, evidencing the evolving linguistic landscape influenced by market economy discourse. Comparative analysis reveals that, while Russian tends to preserve foreign structures more closely, Uzbek displays a stronger tendency toward localization, including the use of calques and hybrid formations. Sociolinguistic factors such as national

language policy, historical experiences, and exposure to global economic systems significantly shape the trajectory of terminological borrowing and adaptation.

Overall, the study of recent borrowings in the economic field enhances our understanding of linguistic innovation, cross-cultural communication, and the resilience of national languages in the face of global influences. Future research may focus on more detailed corpus-based analyses, regional variations within languages, and the development of normative recommendations for the standardization of economic terminology.

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