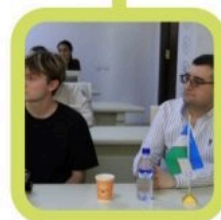




Ministry of Higher
Education, Science
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Pragmalingvistika, funksional tarjimashunoslik va til o'rgatish jarayonlari integratsiyasi

Прагмалингвистика, функциональное переводоведение и интеграция процессов преподавания языка

Pragmalinguistics, functional translation studies and integration of language teaching processes

International Scientific and Theoretical Conference

Section 1: Cognitive science and linguoculturology in modern linguistics.

Section 2: Literary studies and society.

Section 3: Problems of comparative typology and translation studies, modern problems of philology.

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**O‘ZBEKISTON RESPUBLIKASI OLIY
TA’LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
BUXORO DAVLAT UNIVERSITETI**

Ingliz tilshunosligi kafedrası

**PRAGMALINGVISTIKA, FUNKSIONAL
TARJIMASHUNOSLIK VA TIL O‘RGATISH
JARAYONLARI INTEGRATSIYASI**

**mavzusidagi xalqaro miqyosidagi ilmiy-nazariy anjuman materiallari
TO‘PLAMI**

2025 yil, 29-mart

Buxoro – 2025

Pragmalingvistika, funksional tarjimashunoslik va til o'rgatish jarayonlari integratsiyasi maqola va tezislar to'plami, to'plovchi va nashrga tayyorlovchi: M.A.Shukurova, G.F.Xayrullayeva, A.X.Qodirova; Buxoro; 2025 yil, 337 bet.

To'plamda respublikamiz olimlari, katta ilmiy xodim-izlanuvchilari va mustaqil izlanuvchilarining xorijiy tillarda o'quv va badiiy adabiyotlar, elektron darsliklar, ixtisoslashtirilgan rasmlar bilan bezatilgan gazetalar va jurnallarni yaratish hamda chop etish samaradorligini oshirish, yoshlarda chet tilni egallash darajalarining Yevropa tizimi (CEFR)ni o'rganishning o'rni, yoshlarga chet tilni o'rgatishning psixologik aspektlari, chet tilni o'rganishda til xususiyatlarining ahamiyati va muammolari, til va madaniyatlararo kommunikatsiya metodlari, tilshunoslik va adabiyotshunoslik masalalari, uslubshunos olimlarning ilg'or tajribalarining roli kabi masalalar talqiniga bag'ishlangan maqolalari o'z ifodasini topgan. To'plamda til muammolari bilan qiziquvchi ilmiy xodimlar, katta ilmiy-xodim izlanuvchilar, mustaqil tadqiqotchi-izlanuvchilar, magistrantlar va o'quvchilar foydalanishlari mumkin.

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THE INFLUENCE OF GLOBALIZATION ON CLOTHING TERMINOLOGY

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Abstract. Globalization has significantly impacted various aspects of language, including the terminology related to clothing. This study explores the influence of globalization on clothing-related vocabulary in English and Uzbek, focusing on lexical borrowings, semantic shifts, and cultural integration. The research highlights how global fashion trends, media, and technological advancements contribute to the spread and adaptation of clothing terms across languages.

Keywords: globalization, clothing terminology, linguistic borrowing, cultural integration, semantic shift.

ВЛИЯНИЕ ГЛОБАЛИЗАЦИИ НА ТЕРМИНОЛОГИЮ ОДЕЖДЫ

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Аннотация. Глобализация значительно повлияла на различные аспекты языка, включая терминологию, связанную с одеждой. В данном исследовании рассматривается влияние глобализации на лексику, относящуюся к одежде, в английском и узбекском языках, с акцентом на заимствования, семантические изменения и культурную интеграцию. В работе подчеркивается, как мировые модные тенденции, средства массовой информации и технологические достижения способствуют распространению и адаптации терминов, связанных с одеждой, в разных языках.

Ключевые слова: глобализация, терминология одежды, языковое заимствование, культурная интеграция, семантические изменения.

GLOBALIZATSIYANING KIYIM-KECHAK TERMINOLOGIYASIGA TA'SIRI

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Annotatsiya. Globalizatsiya tilning turli jihatlariga, jumladan, kiyim-kechak bilan bog'liq terminologiyaga sezilarli ta'sir ko'rsatdi. Ushbu tadqiqot ingliz va o'zbek tillarida kiyim-kechak leksikasiga globalizatsiyaning ta'sirini o'rganadi va bunda leksik qarz olishlar, semantik o'zgarishlar hamda madaniy integratsiya jarayonlariga e'tibor qaratiladi. Tadqiqot shuni ko'rsatadiki, jahon moda tendensiyalari, ommaviy axborot vositalari va texnologik taraqqiyot kiyim-kechak atamalarining turli tillarda tarqalishi va moslashuviga xizmat qiladi.

Kalit so'zlar: globalizatsiya, kiyim-kechak terminologiyasi, lingvistik qarz olish, madaniy integratsiya, semantik o'zgarish.

Introduction. Language and culture are deeply interconnected, reflecting the historical, social, and economic changes within societies. One of the most dynamic areas where this connection is evident is clothing terminology. As globalization accelerates cultural exchange, fashion trends, international trade, and technological advancements significantly influence the vocabulary related to clothing. This phenomenon is particularly noticeable in languages such as English and Uzbek, where foreign terms are frequently borrowed, adapted, or semantically shifted to accommodate new concept [1].

This study aims to analyze how globalization shapes clothing-related vocabulary in English and Uzbek. It will examine lexical borrowings, semantic changes, and the integration of foreign terms into the linguistic systems of both languages. By exploring these aspects, the research seeks to understand the broader implications of globalization on linguistic and cultural identity[2].

1. Globalization and Clothing Terminology

Globalization has led to increased cross-cultural interaction, significantly affecting clothing terminology in different languages[3]. English, as a global lingua franca, has influenced many languages, including Uzbek, particularly in the domains of fashion, trade, and media.

2. Borrowing of Clothing Terms

One of the primary ways globalization affects clothing terminology is through loanwords—foreign words integrated into another language. In Uzbek, many English-origin clothing terms have been adopted, often without significant modification[4]. Examples include:

T-shirt → "T-shirt" (Uzbek: futbolka)

Jeans → "jeans" (Uzbek: jinsi shim)

Sneakers → "krossovka" (from Russian, influenced by English "cross" or "sneakers")

Hoodie → "hudiy" (direct borrowing)

3. Semantic Shifts in Clothing Terminology

Some existing words change their meanings due to global influences. For example:

The Uzbek word "shim" originally referred to any type of trousers but is now sometimes used specifically for Western-style pants.

"Kostyum" in Uzbek traditionally referred to a full outfit but is now commonly associated with Western business suits.

4. The Role of Media and Fashion Industry

International fashion brands and media play a crucial role in spreading new clothing terminology. Global events like Fashion Weeks, Hollywood movies, and social media influencers introduce and popularize terms that enter everyday usage. Uzbek youth, especially, are more likely to use English-based fashion terms due to exposure to global media.

5. The Impact on Traditional Clothing Terminology

While globalization introduces new terms, it also affects traditional clothing vocabulary. Some Uzbek traditional garments have become less common in daily speech, while others are being rebranded for global markets. For example:

"Chopon" (a traditional Uzbek coat) is still widely recognized but is now sometimes marketed internationally as "ethnic outerwear."

"Do'ppi" (Uzbek skullcap) is sometimes replaced in speech by the globalized term "cap" among younger generations[5].

6. Hybridization of Clothing Terms

Some clothing terms are adapted to fit the phonetic and grammatical structures of Uzbek, creating hybrid words:

"Brend kiyimlar" (from English "brand" + Uzbek "clothing")

"Sport kiyimlar" (from English "sport" + Uzbek "clothing")

7. Challenges and Cultural Concern

Loss of native terminology: As borrowed words dominate, traditional Uzbek clothing terms risk becoming obsolete.

Cultural identity shifts: The preference for Western clothing and terminology may lead to a decline in local fashion heritage[6].

Code-switching: Young speakers often mix Uzbek and English clothing terms in daily conversations, sometimes creating linguistic ambiguity.

Conclusion. Globalization has significantly influenced clothing terminology in both English and Uzbek, leading to the widespread adoption of foreign words, semantic shifts, and the hybridization of linguistic structures. The increasing presence of English-origin fashion terms in Uzbek reflects the global interconnectedness of cultures, driven by international trade, media, and digital communication[7]. While this linguistic expansion enriches vocabulary and facilitates cross-cultural communication, it also raises concerns about the gradual decline of traditional clothing terminology and cultural identity.

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LISONIY KORPUSLAR SO'Z QO'LLASHGA OID STATISTIK BAZA SIFATIDA

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Annotatsiya. *Lisoniy korpuslar, ta'limiy ahamiyatga ega bo'lib, unda xorijiy til o'qitish auditoriyalarida o'quvchga so'z qo'llashga doir aniq statistik ma'lumotni berishi bilan ahamiyatlidir. Maqolada korpuslarning ushbu xususiyatini ochib berish maqsadida Sketch engine platformasi yordamida matnlar tahlilini korpus asosida amalga oshirib, ular taqdim etishi mumkin bo'lgan ichki imkoniyatlar ko'rsatib, sanab o'tiladi.*

Kalit so'zlar: *Korpus lingvistikasi, korpus, Sketch engine, tagging, POS tagging, ta'limiy korpus*

KIRISH. Bugungi kunda kompyuter texnologiyalari rivojlanib borgan sayin, o'z-o'zidan bu texnika tatbiqiga bo'lgan qiziqishlar ko'lam ham kengayib bormoqda. Birgina tilshunoslik nuqtai nazaridan olib qaraydigan bo'lsak, kompyuter lingvistikasining paydo bo'lishi bugungi kunda fan oldida turgan muammolarning ko'pchiligiga yechim topish imkonini berdi. Shu o'rinda, kompyuter texnologiyalarini tillar ustida olib boriladigan izlanishlarda qo'llashning ijobiy tomonlariga tayanib, yana bir soha o'rta qiqdi. Tilshunoslikning yangi tarmoqlaridan biri sifatida qaralayotgan bu soha Korpus lingvistikasi deb atala boshlandi.

Korpus yaratishdan oldin tilshunos ahamiyat berishi kerak bo'lgan terminlarni o'rganib chiqib, shunday xulosa qilish mumkin: lingvistik korpus va til/matn korpusi bir biridan tubdan farq qiladigan tushunchalardir. Lingvistik korpus bu tilshunoslikka oid bo'lgan matnlarni o'z ichiga oladi va izlanishlarni korpus tahlillari asosida olib borishni nazarda tutadi [3]. Vaholanki, til korpusi tabiiy tildan yig'ilgan matniy manbalarni o'z ichiga olib, shu til xususidagi xulosalarga kelish uchun qo'llaniladi [2].

Korpuslarning ahamiyatiga to'xtaladigan bo'lsak, har qanday mavjud til o'zining lisoniy korpusiga ega bo'lishining ahamiyati va zaruriyati juda yuqoridir. Zero, til har doim rivojlanishda va o'zgarishlarga yuz tutar ekan, uning bugungi kundagi holati xususida lingvistik xulosalarni bir necha o'n yilliklardan so'ng til sohiblarining ko'nikmalariga qarab chiqarib bo'lmaydi. Chunki, ular ham shu ijtimoiy muhitning bo'lagi sifatida tildagi o'zgarishlarni o'zlariga singdirib borishadi. Shunday ekan, ayni paytda tillarning bugungi holatini elektron shaklga o'tkazish ertangi izlanishlarga keng yo'l ochishning imkonini beradi.

ASOSIY QISM.

Korpuslar til o'rganuvchilarini keng va cheklanmagan miqdordagi lisoniy misollar bilan ta'minlaydi. Ushbu misollar nafaqat til o'rganish va o'rgatishda qolaversa, lug'atlar yaratishda ham keng qo'llanilishi mumkin. Zotan, korpus tahlillarini lug'atshunoslikda qo'llashning ahamiyati juda yuqori bo'lib, u sohaga bir qancha afzalliklarni taqdim etadi: a) So'zlar tartibi eng ko'p qo'llanilgandan eng kam sonli qo'llanilganga avtomatik tartiblanib beriladi; b) Korpus yaratishga va ulardan kuantitativ natijalarni olish bir necha daqiqalarnigina oladi; v) Korpus tahlillari so'z qo'llanilishiga nisbatan keng qamrovli misollar bilan ta'minlaydi [1].