

## Specific Features of Aesthetic Cosmetology Terminology in Uzbek and English Languages

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### ABSTRACT

*This article examines the specific features of aesthetic cosmetology terminology in Uzbek and English languages. It highlights the similarities and differences in the formation, structure, and usage of terms, while also emphasizing the influence of cultural and linguistic factors. Special attention is given to the role of borrowing, semantic shifts, and professional discourse in shaping the terminology of aesthetic cosmetology.*

**Keywords:** Aesthetic cosmetology, terminology, Uzbek, English, linguistic features, professional discourse, borrowing.

### INTRODUCTION

The 21st century is considered a period of rapid scientific, cultural, and professional development, and this process has inevitably influenced the formation and evolution of terminological systems in various fields. Among them, aesthetic cosmetology has emerged as one of the dynamically developing areas that combines elements of medicine, beauty, culture, and linguistics. The terminology of this field reflects not only scientific progress but also social attitudes toward beauty, health, and aesthetics.

In Uzbek linguistics, special attention is now being paid to the study of professional terminologies, particularly those influenced by globalization and intercultural communication. Aesthetic cosmetology terminology in Uzbek and English

languages serves as a clear example of how cultural context, borrowing, and professional discourse contribute to the enrichment and modernization of language.

At present, the scientific study of aesthetic cosmetology terms is of great importance, as it helps clarify the peculiarities of their structure, semantics, and application in practice. Moreover, analyzing the similarities and differences between Uzbek and English terms can promote better professional communication, improve translation practices, and strengthen the role of linguistic studies in the integration of science and culture.

#### MATERIALS AND METHODS

The speech delivered by President Sh. M. Mirziyoyev on December 3, 2020 regarding the development of medicine and healthcare also emphasizes the importance of introducing modern innovations in related fields, including cosmetology. In particular, it is noted that: “Improving the quality of medical services, introducing international standards, and increasing the knowledge of specialists are among our top priorities” [1]. This statement clearly demonstrates the need for a scientific study of medical and cosmetology terminology, which serves as the foundation for professional communication and education.

The modernization of our national language is directly linked with the enrichment of terminology in newly developing professional fields. Aesthetic cosmetology, which combines elements of medicine, beauty, chemistry, and culture, is one of the rapidly developing areas where terminological innovations are actively taking place. The main sources of cosmetology terms in Uzbek are professional manuals, medical dictionaries, and higher education textbooks, while in English the terminology is widely represented in international cosmetology literature, academic journals, and professional glossaries.

To date, a number of research works have been devoted to medical and pharmaceutical terminology in Uzbek linguistics. For example, N. Tursunova’s *Medical Lexicon of Uzbek Language* (2018), M. Mamatova’s *Specific Features of Pharmaceutical Terms* (2020), and A. Yakubova’s *Borrowings in*

*the Language of Medicine* (2021) can be mentioned [2]. In the field of cosmetology, recent studies such as Atamuratova's *English Terms of Aesthetic Cosmetology and their Translation into Uzbek* (2023) [3], and Xo'jamqulova & Nizomova's *Comparative Linguistic Study of Women's Cosmetic Terminology in English and Uzbek* (2025) [4] are noteworthy.

It should be noted that in the investigations carried out so far, the language of cosmetology sources has often been analyzed mainly through descriptive and traditional methods. In this research, however, comparative-linguistic and structural-semantic analyses are applied to identify similarities and differences between Uzbek and English terms. Etymological observation is used to trace the borrowings and adaptations of English terms into Uzbek, while discourse analysis helps to determine their practical application in professional communication and cosmetology practice.

#### RESULTS AND DISCUSSION

The analysis of aesthetic cosmetology terminology in Uzbek and English revealed several important linguistic and cultural features. First of all, it was found that a significant part of the terminology in Uzbek is directly borrowed from English due to globalization and the strong influence of Western cosmetology standards. Terms such as "botox," "peeling," "filler," "laser therapy" are widely used in their original form, sometimes with slight phonetic and orthographic adaptation (*botoks, piling, filler, lazerterapiya*). This demonstrates the tendency of Uzbek professional language to accept international borrowings without major structural changes.

At the same time, the study showed that there are also descriptive equivalents created in Uzbek to replace or explain foreign terms. For instance, the English term *skin rejuvenation* is often expressed in Uzbek as *teriyangilanishi*; "anti-aging treatment" as *qarishningoldiniolishmuolajasi*. Such cases illustrate the linguistic strategies of adaptation aimed at making terms more understandable for the wider professional and non-professional audience.

Table 1. *Comparative features of Uzbek and English cosmetology terminology*

Aspect	English	Uzbek
Source of terms	Mostly of Greek, Latin, and modern English origin (botox, peeling, filler)	Borrowed mainly from English and partly Russian ( <i>botoks, piling, massaj</i> )
Word formation	Compound words, affixation (micro-needling, anti-aging, rejuvenation)	Descriptive phrases or calques ( <i>teriyangilanishi, qarishningoldiniolish</i> )
Adaptation	Internationally standardized	Phonetic/orthographic adaptation ( <i>filler</i> → <i>filler</i> , <i>botox</i> → <i>botoks</i> )
Semantic features	Precise, professional, internationally unified	Sometimes descriptive, explanatory, or hybrid
Usage indiscourse	Academic, clinical, advertising	Professional practice + public awareness texts

Table 1 presents a comparative overview of English and Uzbek aesthetic cosmetology terminology. As can be seen, English terms are mainly of Greek, Latin, and modern English origin, formed through compounding and affixation. In contrast, Uzbek relies heavily on borrowings, descriptive phrases, and calques, with partial phonetic adaptation from English or Russian. This table highlights the structural, semantic, and discursive differences between the two languages in professional cosmetology vocabulary.

The structural-semantic analysis revealed that English cosmetology terminology is highly productive in forming compound terms (“micro-needling therapy,” “chemical peeling,” “facial contouring”), while Uzbek tends to use either direct borrowings or two-word descriptive combinations (*kimyoviy piling, yuzshakllantirish, teriparvarishi*). This indicates the dominance of analytical models in English and descriptive-translation models in Uzbek.

From the perspective of etymology, the majority of Uzbek cosmetology terms are of English origin, while some are adapted from Russian due to historical influence (*kosmetologiya, krem, massaj*). The coexistence of Russian and English borrowings in Uzbek terminology creates a mixed terminological system that requires further standardization. The discourse analysis of cosmetology-related materials (advertisements, training manuals,

online consultations) revealed that English terms are often used for prestige purposes, while Uzbek descriptive equivalents are preferred in public awareness texts. This shows the dual function of terminology: on the one hand, it reflects international scientific and professional standards, and on the other hand, it serves to preserve linguistic identity and accessibility for the Uzbek-speaking community. Thus, the results of the study confirm that aesthetic cosmetology terminology in Uzbek is still in the process of active development, strongly influenced by English borrowings, while also demonstrating local linguistic creativity through descriptive translation and adaptation.

#### CONCLUSION

The conducted research has shown that the terminology of aesthetic cosmetology in Uzbek and English reflects both global trends and local linguistic specificities. The majority of Uzbek terms are directly borrowed from English due to the rapid internationalization of the beauty and medical industries. At the same time, descriptive translation methods and semantic adaptation are actively used to make professional terms understandable to a wider audience.

The comparative analysis demonstrated that English terminology is characterized by productivity in compound word formation and precision of meaning, while Uzbek tends to rely on borrowing, calques, and explanatory phrases. This indicates the need for further standardization and unification of Uzbek cosmetology terminology in accordance with international practice, while also preserving national linguistic identity.

The results of the study can be used in developing bilingual glossaries, improving translation practices, and enhancing professional communication between Uzbek and English specialists. Furthermore, the integration of standardized terminology into academic curricula and professional training programs will serve to strengthen the scientific and practical foundations of cosmetology in Uzbekistan.

In conclusion, the study contributes to understanding the role of language in professional development, showing that aesthetic

cosmetology terminology is not only a linguistic phenomenon but also a reflection of cultural exchange, scientific progress, and globalization.

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