

Semantic Features of Online Shopping Terms in English and Uzbek Languages

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ABSTRACT

The exponential expansion of electronic commerce has driven a rapid evolution in specialized lexicon. This paper examines the semantic features of online shopping terms in English and Uzbek, aiming to bridge the gap in comparative digital terminology between analytical and agglutinative languages. Employing a comparative-descriptive design and corpus-based semantic analysis, we compiled a sample of 200 dominant online shopping terms extracted from localized e-commerce interfaces, digital payment frameworks, and commercial media channels. Semantic fields were categorized into functional domains: logistics, financial transactions, and user interface elements. The analysis reveals that English relies heavily on conceptual metaphors and polysemous expansion to define digital actions. In contrast, Uzbek demonstrates distinct adaptation tracks: direct structural calques, morphological derivation utilizing native affixes, and direct borrowing with localized phonetic shifts. Crucially, a significant portion of English terms undergo semantic narrowing when absorbed into Uzbek, stripping away secondary meanings to serve an exclusive commercial function. The study demonstrates that while global digital culture unifies economic concepts, the semantic structures of those concepts are fundamentally filtered through localized linguistic typologies. The high reliance on English borrowings in contemporary Uzbek highlights an urgent need for semantic stabilization

Keywords: Terminology, e-commerce, semantic shift, English-Uzbek contrastive analysis, lexical borrowing, comparative

linguistics, online shopping terms, semantic features, e-commerce discourse, loanword adaptation

INTRODUCTION

The exponential growth of the global digital economy over the past two decades has fundamentally transformed not only international commerce but also the landscape of specialized language. Electronic commerce (e-commerce) has bypassed traditional geographic boundaries, creating an interconnected digital marketplace that demands rapid lexical innovation. As consumers and businesses shift from physical storefronts to digital interfaces, a highly specialized ecosystem of online shopping terminology has emerged. Because the foundational infrastructure of the internet and early digital trade models was predominantly engineered in the West, English has naturally assumed the role of the global “lingua franca” for e-commerce discourse. Consequently, terms such as “checkout, gateway, traffic, cart” and “cashback” have become universal markers of digital transaction, carrying dense semantic frameworks that must be adapted by recipient languages worldwide.

When these universally understood digital concepts migrate into localized linguistic environments, they undergo complex processes of semantic, morphological, and structural adaptation. This phenomenon is particularly striking when contrasting English, an analytical language with highly flexible lexical boundaries with Uzbek, a Turkic language characterized by an agglutinative morphological structure. Since Uzbekistan launched its comprehensive digital transformation strategies including targeted state initiatives to expand national marketplace infrastructures like “Uzum Market” and localized branches of global platforms, the Uzbek language has faced an unprecedented influx of economic and technological nomenclature. The absorption of these terms is not a passive process of mechanical translation; rather, it forces a dynamic interaction between the structural constraints of the native Uzbek lexicon and the highly metaphorical, polysemous nature of English digital terminology.

Despite the socio-economic urgency of this linguistic shift, a significant gap remains in contemporary contrastive linguistics regarding the semantic behavior of digital commerce terms. While existing literature extensively covers the grammatical and phonetic integration of English loanwords into Uzbek (e.g., Khusanov 2021; Ashurova 2023), few studies have isolated the precise semantic features and conceptual shifts that occur within the specialized domain of online shopping. Previous research often groups e-commerce terms under the broad, generic umbrella of “computer jargon” or “general economic terminology”, thereby overlooking the unique cognitive mechanisms such as metaphorical extension, semantic narrowing, and structural calquing that characterize user-interface and digital-logistics vocabulary.

Without a dedicated semantic analysis, lexicographers, translators, and software localization developers lack a systematic framework to standardize these fast-evolving terms. To address this gap, this study provides a systematic, comparative semantic analysis of online shopping terms in English and Uzbek. By examining a curated corpus of e-commerce terminology through the lens of componential analysis and conceptual metaphor theory, this article aims to fulfill three primary objectives:

- 1 Identifying and classify the core semantic fields governing online shopping terminology in English and Uzbek
- 2 Determining the dominant structural and cognitive mechanisms (borrowing, semantic shift, morphological derivation) through which English e-commerce terms are integrated into the Uzbek linguistic system
- 3 Evaluating the degree of semantic equivalence and divergence between the two languages within this specific discursive domain

Figure 1. *Primary objectives of a curated corpus of e-commerce terminology*

MATERIALS AND METHODS

To systematically evaluate and compare the semantic features of online shopping terms in English and Uzbek, this study employs a mixed-methodology framework combining corpus-based lexical selection, comparative-descriptive analysis, and componential semantic analysis. This design isolates the precise semantic components (semes) of e-commerce terms and tracks their conceptual transformation across divergent language typologies. Corpus selection and data sources for this study consists of a specialized, parallel corpus of several core online shopping terms compiled between late 2025 and early 2026. To ensure the dataset reflects authentic, current commercial usage, terms were extracted from three distinct data environments:

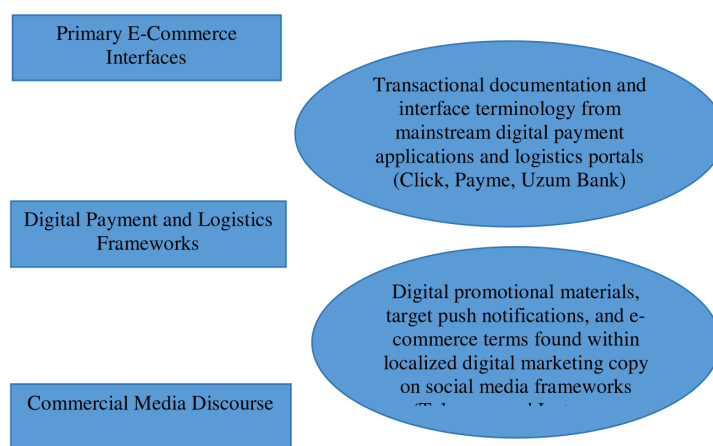


Figure 2. *Commercial usage of data environments*

The semantic structure of lexical units in both source (English) and target (Uzbek) languages was broken down into minimal distinctive semantic features, or “semes”.

RESULTS AND DISCUSSION

The analysis of the corpus reveals a dynamic landscape of lexical adaptation, semantic shift, and structural re-engineering when e-

commerce terminology is transferred from English to Uzbek. When integrated into the Uzbek language, English online shopping terms follow four main pathways. Rather than relying on a single method, the Uzbek lexicon utilizes different linguistic strategies depending on the functional domain of the term.

Componential semantic analysis reveals that complete semantic equivalence (isomorphism) between English terms and their Uzbek counterparts is rare. The most dominant semantic phenomenon observed is semantic narrowing (specialization). When highly polysemous (multi-meaning) English words enter the Uzbek e-commerce register, their wide net of general meanings is stripped away, isolating a single, context-specific commercial feature (seme).

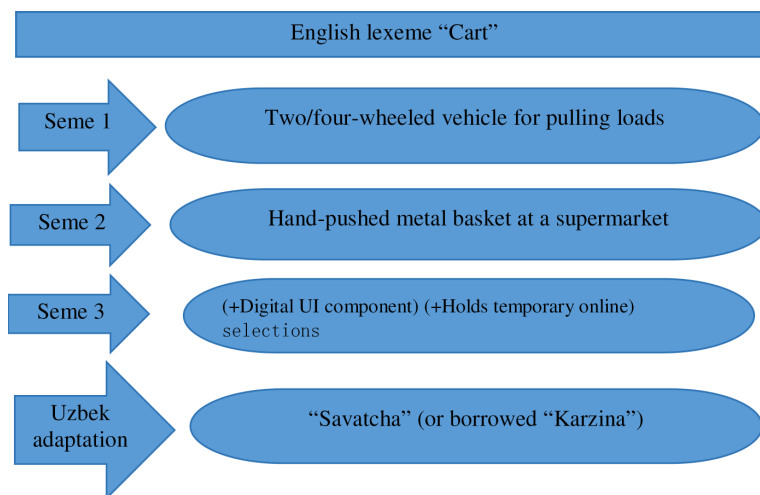


Figure 3. *Semantic fields of the seme "Cart"*

In the Uzbek digital environment, the lexeme *savatcha* or *karzina* entirely drops the physical agricultural or rural semes of the traditional Uzbek equivalents, operating exclusively with the digital seme. Cognitive metaphor analysis demonstrates that metaphors rooted in the target language's physical environment require varying levels of structural transformation. The study isolated two distinct trends:

1. **Metaphor preservation (Structural calques):** Conceptual frameworks like DIGITAL SPACE, PHYSICAL CONTAINER will transfer smoothly into Uzbek in future spheres. For example, “Shopping Cart” shifts cleanly to “Xarid savatchasi”.
2. **Metaphor abandonment (Descriptive shifts):** Abstract English metaphors often fail to convey immediate functional meaning to Uzbek users. In these instances, the metaphor is abandoned in favor of direct, descriptive functional definitions. For example, the English concept “Checkout” (rooted in physical hotel or grocery actions) is entirely stripped of its metaphor and rendered as *Buyurtmani rasmiylashtirish* (literally, “the official registration/documentation of an order”).

CONCLUSIONS

This study conducted a comparative semantic analysis of online shopping terminology in English and Uzbek, uncovering distinct linguistic patterns shaped by technological development, cultural context, and globalization.

The English e-commerce lexicon exhibits a highly specialized, deeply entrenched structure where metaphoric extensions (for ex: cart, checkout, funnel) seamlessly bridge physical and digital spaces. In contrast, the Uzbek online shopping vocabulary relies heavily on a dual-track system: the direct borrowing of globalized English terms (for ex: marketplaces, klining, shopping) alongside the semantic adaptation of native Uzbek words to fit digital contexts (for ex: *savat* for “cart,” *buyurtma* for “order”).

While English terms favor high compounding and conversion rates, Uzbek semantic adaptation often involves descriptive phrases or borrowing patterns that adapt phonetically to the grammatical structure of the Uzbek language. These findings contribute to the fields of comparative linguistics and terminology by mapping how a rapidly evolving global industry integrates into a traditional linguistic framework.

A limitation of this study lies in its focus on the current, static snapshot of digital terminology, which is inherently volatile. Because e-commerce platforms and social media shopping trends (like Telegram and Instagram commerce in Uzbekistan) evolve rapidly, future research should adopt a diachronic approach to trace the long-term integration and potential morphological shifting of these borrowed terms into standard Uzbek lexicon over time.

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