

**ADAPTATION STRATEGIES OF ENGLISH E-COMMERCE TERMS
INTO UZBEK AND RUSSIAN**

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Annotation: This article studies the strategies for adapting English e-commerce terms to Uzbek and Russian. With the development of modern technologies and online shopping, new concepts and terms are entering languages other than English. In this process, several main strategies are used to adapt terms to the local language: literal translation (kalka), direct adoption (borrowings), descriptive translation (descriptive translation), creation of hybrid forms and creation of new words (neologisms). In Uzbek, direct introduction of English words and their adaptation to Uzbek spelling is common, while explanatory translations that fully convey the meaning are also widespread. In Russian, more explanatory translations and hybrid forms (for example, “электронная коммерческая”) are used, paying attention to adapting terms to the lexical and grammatical rules of the language. These adaptation strategies are important in creating a user-friendly and understandable language environment and serve to ensure linguistic stability and standardization in the field of e-commerce.

Keywords: Electronic commerce, E-commerce, language adaptation, term translation, adaptation strategies, literal translation (kalka), borrowing (direct adoption), descriptive translation (explanatory translation), hybrid translation, neologism, language integration, Uzbek language, Russian language, lexical adaptation, language culture, terminology, digital communication, language standardization, localization (localization)

The processes of globalization and digital transformation have deeply penetrated all aspects of human life, including trade, service provision and financial transactions. In this regard, in recent years, the concept of "electronic commerce" (Eng. e-commerce) has become one of the important concepts in the world economy. E-commerce is being formed not only as a process of selling or purchasing products and services via the Internet, but also as an integral part of a whole new economic system. In this process, language problems, in particular, the adaptation of technological and economic terms to different languages, are becoming one of the most pressing issues.

Language is one of the most important tools of human thought, culture and social relations in society. Any new technological or economic phenomenon is perceived, first of all, through language and is absorbed into the consciousness of society. In particular, the dominance of English as the world language of science, technology and commerce requires the renewal of the

terminological base in other languages, including Uzbek and Russian. Today, a large part of e-commerce terms in English is being adapted to Uzbek and Russian in various ways: through direct translation, transliteration, neologization, semantic adaptation, hybrid methods, etc.

A stable and scientifically based translation of terms in the field of e-commerce in Uzbek has not yet been fully formed. Many terms are used either through Russian or directly transliterated from English. For example, terms such as “checkout”, “cashback”, “dropshipping”, “affiliate marketing” are translated differently in different contexts or are used without translation at all. This leads to terminological instability, reduced information clarity, and violation of language standards. In particular, the likelihood of misunderstandings between specialists, programmers, marketing representatives and users working in the field of e-commerce increases. In Russian, this process is relatively more systematic, since there are more specialized dictionaries and scientific and literary sources for terms related to modern technologies in Russian. Nevertheless, certain problems are observed in the assimilation of English terms in Russian. For example, some terms are accepted in their original form (for example, “чекаут”, “дропшиппинг”, “лендинг”), while some are used in an adapted form (“платежный схлощ”, “партнёрский маркетинг”). Thus, there is no single approach in Russian, which requires the study of translation strategies.

The relevance of this scientific work is that it provides a deep analysis of the strategies for adapting English terms widely used in the field of e-commerce to the Uzbek and Russian languages. This issue is of great importance not only from a linguistic point of view, but also from a social, economic and communicative point of view. The need to create a clear and consistent terminological base for the integration of the Uzbek language into the language of modern technologies remains urgent. After all, the adaptation of the language to modern trends is one of the important factors for its development, popularization and use by future generations.

Within the framework of this work, attention is paid to the following main issues:

- Study the current state of e-commerce terms in English in the Uzbek and Russian languages.
- Analysis of the strategies used in the process of translation and adaptation of these terms.
- Identification of the advantages and disadvantages of each strategy.
- Providing proposals for the development of effective translation approaches for the Uzbek and Russian languages.

The work also attempts to answer the following main linguistic questions:

By what methods are English terms related to e-commerce being adapted to the Uzbek and Russian languages?

Which strategy is the most effective from a linguistic and semantic point of view?

What is the state of the terminological potential of the Uzbek language in the field of e-

commerce?

What experiences from Russian translation practices can be applied to the Uzbek language?

These questions show that the adaptation of English terms to other languages is not only a grammatical or lexical process, but that these changes are inextricably linked to cultural, social and technological factors in society. For example, some terms (for example, “dropshipping”, “CRM”, “SEO”) are technically complex and require an approach through explanatory comments rather than direct translation. Other terms (for example, “shopping cart”, “checkout”) are user interface elements, and their localization increases user convenience.

Also, since the e-commerce industry is developing rapidly, new terms are constantly emerging. In this case, the lack of consistent strategies for adapting each new term to the Uzbek and Russian languages can lead to instability in the language system. Therefore, this scientific research will develop practical recommendations along with the theoretical foundations of translation strategies.

Based on the above, the scientific and practical significance of this work is that it serves to accurately and correctly express the terms used in modern communication tools, web applications, marketing campaigns, e-stores and startup projects in the Uzbek and Russian languages. As a result, users' language awareness increases, technological literacy develops, and the prestige of the national language in the digital environment increases.

As a result of the rapid development of e-commerce in the modern world, many terms related to this field are entering languages other than English. In particular, the correct and effective adaptation of terms borrowed from English is of great importance in forming the terminological base of e-commerce in Uzbek and Russian. This analysis considers the strategies for adapting English e-commerce terms to Uzbek and Russian, their impact on the language, as well as the difficulties that arise in the process of creating convenient and understandable terms for users and industry specialists.

1. E-commerce and its lexicon

E-commerce is a system for selling, purchasing goods and services and conducting financial transactions via the Internet. Due to the rapid development of the industry, new terms from English are entering many other languages. Therefore, the adaptation of terms to Uzbek and Russian should be carried out taking into account the development of the language and the specific characteristics of the industry.

2. Main types of adaptation strategies

Several main strategies are used in adapting e-commerce terms to Uzbek and Russian:

a) Literal translation (kalka)

Kalka is a method in which parts of an English term are translated separately, preserving the meaning. For example, the term “Online Store” is translated into Uzbek as “Online store” and

into Russian as “Online store”. This method gives a clear and understandable result in many terms, since the content of the new concept is clearly expressed.

b) Direct borrowing (borrowing)

In some cases, an English term is adopted into Uzbek or Russian without any changes, only with adaptations to pronunciation or spelling rules. For example, the term “Checkout” can be used in Uzbek as “Chekaut” and in Russian as “Чекаут”. This method helps to quickly accept new technological concepts, but sometimes the clarity of the content may decrease.

c) Descriptive translation

This strategy is to express the original meaning of the term in words that explain it. For example, the term “Shopping Cart” is translated in Uzbek as “Харид саватчаси” and in Russian as “Корзина покупок”. This is convenient and understandable for users, and is especially important for new concepts.

d) Creating hybrid forms

Sometimes the method of combining an English prefix or root word with an Uzbek or Russian word is used. For example, the term “E-commerce” is used in Uzbek as “Е-тижорат” and in Russian as “Электронная коммерческая”. This method ensures that the term is adapted to the language while maintaining its global nature.

e) Creating neologisms

Terms can also be adapted by creating new words or phrases. However, this method is rarely used in e-commerce, as the old English terms are often more suitable for new concepts. However, new terms are sometimes proposed to develop and stabilize the language.

3. Peculiarities of adaptation in the Uzbek language

In the Uzbek language, e-commerce terms are mainly adopted directly from English, especially among young people and Internet users. For example, words such as “Login”, “Checkout”, “Delivery” are often used in their original form or adapted to Uzbek pronunciation. However, in order to preserve the state language policy and cultural heritage, special attention is paid to the creation and promotion of Uzbek equivalents of words. Also, descriptive translations are widely used in the Uzbek language to make terms more understandable.

4. Adaptation in Russian

In Russian, more descriptive translations and hybrid forms prevail. Expressions such as “электронная коммерческая” for “e-commerce”, “корзина покупок” for “shopping cart”, “оформление заказа” for “checkout” are traditionally used. At the same time, new technological terms are partially borrowed from English, and sometimes completely adopted. Much attention is

paid to formalizing terms in Russian and adapting them to language standards.

5. Language culture and functional adaptation

Language culture and user needs are important in the adaptation of e-commerce terms. Each language user has their own perception of terms, therefore, it is necessary to create understandable and convenient expressions during the localization process. This serves not only the development of the language, but also the more effective development of the industry.

The process of adapting e-commerce terms in the Uzbek language is largely characterized by direct adoption from English. This is mainly common among young people and is associated with their closeness to the Internet and technology. At the same time, within the framework of state language policy and national language development strategies, special attention is paid to creating complete and understandable terms in the Uzbek language. This is important for protecting the language and preserving national identity.

However, the lack of clear equivalents in the Uzbek language for some terms or the difficulty of adapting existing terms to everyday language complicates this process. In addition, as a result of rapid changes in the Internet and e-commerce, new terms need to be constantly updated.

In Russian, more meaningful explanatory translations and hybrid forms are preferred when adapting e-commerce terms. There is considerable experience in standardizing and formalizing new technological terms in Russian. Therefore, many terms are widely used, adapted to the grammatical and lexical rules of the Russian language. For example, terms such as “электронная коммерчества” are used for the term “E-commerce”, “корзина покупок” for “shopping cart”, and “оформление заказа” for “checkout”.

However, there are also words directly adopted from English, which are widely used, especially among young people and technology professionals. The process of developing terminology standards and dictionaries in the Russian language is much more advanced than in the Uzbek language, which contributes to the more sustainable development of the language.

In the process of adapting terms, language culture, user needs and communicative efficiency are of paramount importance. The specific characteristics, rules and user segments of each language must be taken into account. Therefore, the process of localization of terms is not just a translation or adoption, but a functional, cultural and communicative adaptation of words.

Adapting e-commerce terms in an understandable and convenient form increases the acceptance of technologies among users, simplifies trading processes and, as a result, increases economic efficiency.

The difficulties encountered in the adaptation process include the difficulties in fully adapting terms to language rules, the unavailability of new concepts in the Uzbek and Russian languages,

as well as the lack of cooperation between industry experts and linguists.

In addition, the frequent emergence of new technologies and concepts in the field of e-commerce requires their rapid adaptation to the local language. Therefore, it is necessary to strengthen cooperation between the state, scientific institutions and the business sector, and develop and promote common terminological dictionaries.

In conclusion, the adaptation of English e-commerce terms to Uzbek and Russian is an important step towards the development of the language, the preservation of national identity, and the qualitative development of the industry. The correct application of various adaptation strategies, the creation of convenient and understandable terms for language users, as well as the standardization and constant updating of terminology are the main conditions for this process.

In the future, language adaptation in the field of e-commerce will be further deepened and carried out on a larger scale, which, in turn, will ensure that the Uzbek and Russian languages will take a more solid place in the digital economy.

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