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**LEXICAL-SEMANTIC CLASSIFICATION OF ONLINE SHOPPING  
TERMS.**<https://doi.org/10.5281/zenodo.15203456>**To'xtasinova Zarina***Doctoral student of Karshi State University*

ORCID:0009-0004-8641-1704

*E-mail: zarinatuhtasinova7@gmail.com***Annotation**

This article analyzes the lexical-semantic properties of terms used in online trading activities. During the study, the origin of online trading terms, their division into semantic groups, the ways in which they entered the Uzbek language and their assimilation were studied. Also, semantic relations of terms such as synonymy, antonymy, polysemy were analyzed, and proposals were put forward for their use based on national language standards. The practical significance of the work is that it provides important theoretical and practical information on the systematization of online trading terminology and its role in linguistics.

**Keywords**

online trading, term, lexical-semantic analysis, terminology, assimilation, synonymy, antonymy, neologism, electronic commerce

**ONLAYN SAVDO TERMINLARINING LEKSIK-SEMANTIK TASNIFI.****To'xtasinova Zarina***Qarshi davlat universiteti doktoranti*

ORCID:0009-0004-8641-1704

*E-mail: zarinatuhtasinova7@gmail.com***Annotatsiya**

Mazkur maqolada onlayn savdo faoliyatida qo'llaniladigan terminlarning leksik-semantik xususiyatlari tahlil qilinadi. Tadqiqot davomida onlayn savdo terminlarining kelib chiqishi, ularning semantik guruhlarga ajratilishi, o'zbek tiliga qanday yo'llar bilan kirib kelgani va o'zlashuvi o'rganildi. Shuningdek, terminlarning sinonimiya, antonimiya, polisemiya kabi semantik munosabatlari tahlil qilinib, ularni milliy til me'yorlari asosida qo'llash bo'yicha takliflar ilgari surildi. Ishning amaliy ahamiyati shundaki, u onlayn savdo terminologiyasining

tizimlashtirilishi va tilshunoslikdagi o'рни haqida muhim nazariy va amaliy ma'lumot beradi.

### **Kalit so'zlar**

onlayn savdo, termin, leksik-semantik tahlil, terminologiya, o'zlashuv, sinonimiya, antonimiya, neologizm, elektron tijorat

## **ЛЕКСИКО-СЕМАНТИЧЕСКАЯ КЛАССИФИКАЦИЯ ТЕРМИНОВ ИНТЕРНЕТ-ТОРГОВЛИ.**

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**Тухтасинова Зарина**

*Докторант Каршинского государственного университета*

*ORCID:0009-0004-8641-1704*

*Электронная почта: zarinatuhtasinova7@gmail.com*

### **Аннотация**

В статье анализируются лексические и семантические свойства терминов, используемых в интернет-торговле. В ходе исследования были изучены происхождение терминов интернет-торговли, их деление на семантические группы, а также пути их проникновения и ассимиляции в узбекском языке. Также были проанализированы семантические связи терминов, такие как синонимия, антонимия и полисемия, и выдвинуты предложения по их использованию на основе национальных языковых норм. Практическая значимость работы заключается в том, что она дает важную теоретическую и практическую информацию о систематизации терминологии интернет-торговли и ее роли в лингвистике.

### **Ключевые слова**

интернет-магазины, термин, лексико-семантический анализ, терминология, разговорная речь, синонимия, антонимия, неологизм, электронная коммерция

The development of modern technologies, the process of digitization is being carried out on a large scale in almost all areas of human life. In particular, the formation and rapid development of electronic commerce (online commerce) systems has made a fundamental shift in everyday economic activity. Today, users have the opportunity to search for products and services, place orders, make payments, and even carry out all delivery processes remotely via the Internet. This new trading system, of course, has a great impact on language.

As the online trading sector expands, new terms specific to it are increasingly appearing in our language. Although most terms come from English, some of them are being adapted to the Uzbek language, and new ones are being formed as neologisms. This makes their study a topical issue in linguistics, in particular, from a lexicological and semantic perspective.

It is devoted to the study of the lexical-semantic classification of terms used in the online trading system, with the aim of analyzing existing language units in this regard, determining their origin, meaning, areas of application and impact on the language.

Nowadays, as a result of the rapid development of information and communication technologies, trade processes have also changed significantly, moving from traditional methods to electronic commerce. Online trading (e-commerce, i.e. electronic commerce) covers such trading activities as selling, purchasing, advertising and making payments for products and services via the Internet.

Along with the expansion of online trading, new concepts and terms related to this area have also appeared. These terms have mainly been absorbed into the Uzbek language directly or through mediation from English, and they are expressed through language units of various levels: in the form of words, phrases, abbreviations and even whole sentences.

From a linguistic point of view, online shopping terms are a novelty in the lexical layer. On the one hand, they expand the vocabulary, and on the other hand, they demonstrate the flexibility of the Uzbek language. These terms are entering the Uzbek language in various ways: through direct translation (for example, checkout - payment window), transliteration (for example, card, click), or through the creation of completely new words (screenshot, onlineization).

The study and analysis of online shopping terms is of great importance not only in linguistics, but also in the fields of translation, dictionary creation, terminology, and terminology standardization. Also, their systematic lexical-semantic classification serves the development of the Uzbek language in accordance with modern needs.

As the online shopping industry becomes an integral part of modern economic activity, the number of terms related to this industry is also increasing. These terms are often borrowed from English into Uzbek, and their form, structure, and semantic content require a separate analysis from a linguistic point of view.

The majority of online shopping terms have been borrowed into Uzbek directly or through Russian, and are manifested in the following lexical forms:

*Simple terms: site, card, discount, cart, order.*

*Complex terms: online payment, delivery service, user agreement.*

*Abbreviations: SEO (Search Engine Optimization), API, URL, SMS.*

*Invented terms: click, onlineization, screenshot.*

It is clear that some of these terms are made up of words that exist in the Uzbek language, while others are used in full or in part in a foreign form.

*Online shopping terms are classified in terms of meaning based on various semantic relationships:*

*Synonymy: order – order (from Russian), purchase – purchase*

*Antonymy: purchase – cancellation, activation – blocking*

*Polysemy (multiple meanings): basket – real trading tool or virtual basket; account – user account or payment balance*

*Homonymy: click (click) and Click (name of payment system) – phonetically the same, but semantically different*

*Semantically, these terms are formed as units that represent each stage of the online trading process (advertising, order, payment, delivery, customer service, etc.).*

Online trading terms can be divided into the following groups on a thematic basis:

*Technological terms: site, server, platform, internet, application (app), API*

*Terms related to the trading process: order, payment, discount, delivery, basket*

*Financial and legal terms: billing, transaction, contract, card, security code.*

*Marketing and advertising terms: banner, target advertising, SEO, promo code.*

*Terms related to working with the user: account, registration, profile, login.*

This grouping method more clearly reveals the essence and functions of lexical units used in online trading.

Since online trading terms are mainly formed in areas related to modern technologies, their main source is the English language. These terms are actively used in the fields of international trade, Internet technologies, digital payment systems, advertising and marketing. Due to the dominance of English as the language of the Internet on a global scale, many new concepts are entering other languages, including Uzbek, through this language.

Most of the online trading terms actively used in the Uzbek language today are borrowed from English:

*Checkout – to'lov sahifasi / chiqish oynasi*

*Cart – savat*

*Delivery – yetkazib berish*

*Order – buyurtma*

*Click – bosish*

*Account – akkaunt / hisob*

Although some of them have translations, they are mainly used in their original form. This is the reason for the existence of two-form variants in the language (for example, “buyurtma” and “order”).

Many terms have been adopted into the Uzbek language not directly from English, but through another language. Although some of these terms have been absorbed into the Uzbek language, some are still used as synonymous pairs. Along with online shopping, new words are also being created. They are mainly created artificially based on existing words. Such neologisms demonstrate the adaptability of the language to the demands of the times and are part of the positive efforts to create national terms.

The lack of stable use of adopted terms, their use in several variants (for example, checkout - payment window - settlement page) causes confusion among users. In addition, some terms are not fully adapted to the grammatical rules of the Uzbek language: mixed structures such as click, login, signup are causing a lot of discussion. Therefore, standardizing online shopping terms, classifying them on a scientific basis and introducing uniformity based on official documents and dictionaries remains an urgent task. Terms related to the field of online shopping were studied lexically and semantically. The results of the study show that terms related to online shopping constitute a new layer of the Uzbek language and play an important role in expanding the wealth of the language. These terms mainly come from English and Russian, some of which are directly translated, while others are used in their original form or are created based on new words in the Uzbek language. Most of the terms are grouped thematically: related to technological, trade process, financial-legal and marketing. Their semantic properties were analyzed through phenomena such as synonymy, antonymy, polysemy and homonymy. This approach creates an important basis for the systematic study of online shopping terms in linguistics.

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