

**THE ROLE OF BORROWED WORDS IN THE FORMATION OF  
BRANDS**  
**РОЛЬ ЗАИМСТВОВАННЫХ СЛОВ В ФОРМИРОВАНИИ БРЕНДА**  
**O'ZLASHTIRMA SO'ZLARNING BRENDNI SHAKLLANISHDAGI**  
**O'RNI**

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**Abstract:** This article describes the methods and role of borrowing in the formation of the brand chosen by Uzbek manufacturers. The phonetic process, as well as the psycho-semantic and linguistic characteristics of the names are investigated in the article. The author argues that the main features of the choice of a hybrid name make it more expressive, attractive and aesthetic. The process of assimilation of borrowings leads not only to the appearance of derivatives from neologisms formed by models of both ordinary and random word formation, but also to the appearance of semantic neologisms, created on the basis of metaphorical and metonymic transfers.

**Key words:** Internationalization, brand, language contact, terminology, borrowings, neologism, hybridization, language game, style, web-money.

**Аннотация:** В данной статье дается изложение методов и роли заимствования в формировании бренда выбранного узбекскими производителями. Исследуется фонетический процесс, а также психо-семантические и лингвистические характеристики названий. Автор утверждает, что основные особенности выбора гибридного названия делают его более выразительным, привлекательным и эстетичным. Процесс усвоения заимствований приводит не только к появлению производных от неологизмов, образованных моделями как обычного, так и случайного словообразования, но и к появлению семантических неологизмов, созданных на основе метафорических и метонимических переносов.

**Ключевые слова:** интернационализация, бренд, языковой контакт, терминология, заимствования, неологизм, гибридизация, языковая игра, стиль, веб-деньги.

**Annotatsiya:** Ushbu maqolada o'zbek ishlab chiqaruvchilari tanlagan brendni shakllantirishda qarz olish usullari va roli bayon etilgan. Nomlarning fonetik jarayoni, shuningdek, psixo-semantik va lingvistik xususiyatlari o'rganiladi.

Muallifning ta'kidlashicha, gibrid nomni tanlashning asosiy xususiyatlari uni yanada ifodali, jozibali va estetik qiladi. Qarzlarni assimilyatsiya qilish jarayoni nafaqat oddiy, ham tasodifiy so'z yasalishi modellari bilan tuzilgan neologizmlardan hosilalarning paydo bo'lishiga, balki metaforik va metonimik ko'chirishlar asosida yaratilgan semantik neologizmlarning paydo bo'lishiga olib keladi.

**Kalit so'zlar:** xalqarolashtirish, brend, til aloqasi, terminologiya, qarzar, neologizm, duragaylash, til o'yini, uslub, veb pul.

## INTRODUCTION

One of the noticeable factors determining the state of the Uzbek language at the current stage of its development is the borrowing of words that supplement the various lexical and semantic associations. Scrapbooking vocabulary serving almost the most popular hobby of international scale, as well as the actively developing scrap industry, is of particular interest. This is primarily due to the fact that in this communicative area terminological and professional vocabulary is partly lost in the speech of a non-specialist its socially limited character.

In the conditions of intensive expansion of language contacts and development of global information flows, the question of internationalization of terminology, the role of terminology derivation in the creation of industry-specific dictionaries, namely, scrapbooking dictionary or scrap booker becomes relevant. One of the most striking trends in the process of adaptation of foreign words at the turn of the XX-XXI centuries is the blurring of boundaries between different types (borrowings proper, inclusions (barbarities) and exoticism) and the formation of new «hybrid» varieties. Therefore, the problem of assimilation of borrowed words in the Uzbek language, in particular their word-formation adaptation, is relevant.

## MAIN PART

The development of normative pronunciation and the identification of trends in this process is closely linked to the evaluation of phonetic variants. The variability arises as a consequence of transliteration and transcription. Spelling variants can generate pronunciation variants. [5,150]

The accelerated formation of new word-formation nests, the formation of extensive rows of derivatives from the borrowed word indicates a high degree of mastery of a significant number of verbal units of foreign language origin. As studies show, neologisms are formed by various word-formation models – usual and occasional. Neologisms formed from borrowed roots by productive Uzbek word-formation models are built into the word-formation nest.

In thematic terms, words borrowed cover a variety of areas and are grouped as follows.

### [Web Money](#)

The company presented WME-purse in Uzbek sums, which can be replenished through Uzcard, Oson and Paynet in July. With the help of WME title signs, you can pay for mobile communications, internet, utilities and online games. Global and national services will be connected to the reception of WME.

International IT-company, developer of the application, which includes a business directory of the city organizations and a 3D map, came to Uzbekistan in August. Uzbekistan became the tenth country where the service is presented.

### [Philip Morris International](#)

In early December, Tashkent Tobacco will hold a ceremony to launch licensed production of cigarette brands Marlboro, Parliament and L&M in Uzbekistan. It is reported that this is done in the framework of investment cooperation with international tobacco company Philip Morris International. [4]

### [Wendy's](#)

The first restaurant of one of the world's largest fast food franchises Wendy's started its work in Tashkent in June. Wendy's fast food chain was founded in 1969 in Columbus, Ohio. The company includes more than 6.7 thousand franchises and restaurants managed by the company around the world.

### [Baskin Robbins](#)

«Baskin Robbins is known as the world leader in a variety of premium ice cream varieties. Only natural products are used to make a delicacy: fruits, nuts, pastels, caramel and many other components.

### [Hyundai Auto Kazakhstan/Astana Motors](#)

The company started selling Hyundai in Uzbekistan. The company has «looked into» Uzbekistan for several years, waiting for the country to open its borders for exports. Entering a country with a large economy and population and representing the largest South Korean brand in the company was called a «big challenge».

### [Black Star Burger](#)

GÖSHT Group signed a contract with Black Star Burger. This is not the first franchise for GÖSHT Group: in February the first Tashkent barbershop «Топор» from another representative of the label Black Star MC Doni was opened.

### [Avtoelon.uz \(Kolesa Group\)](#)

Back in 2018, the Kazakhstan company announced the launch of a site in Uzbekistan to place advertisements for the sale of cars, special equipment and spare parts in Russian and Uzbek languages, which allows you to connect the seller and buyer online - avtoelon.uz.

### [Alif Tech](#)

A Tajik financial company is recruiting in Tashkent and has launched an online shop selling goods by installments. In early October, “АлифКапитал” established a company in Uzbekistan to take advantage of MUIC's preferential tax treatment.

#### [Mogo Finance](#)

The International Automobile Leasing Company started providing standard and reverse finance leasing/leasing services in Uzbekistan from February. Mogo Finance is one of the fastest growing non-banking car financing companies in the world, which offers its clients standard financial leasing/leasing and reverse leasing/leasing operations.

#### [“Шин-Лайн” ice cream company](#)

“Бахрома”, “Тролли” and “Бомба” brands were the first to go to Uzbekistan. With the development of sales and expansion of distribution geography, other types of ice cream will be supplied. In August, it became known that the company's sales growth in Uzbekistan in 2019 was 280%.

#### [«Амедиатека»](#)

The Russian company came to Uzbekistan in April, when the final season of the series «Game of Thrones» started. Amediateka Home of HBO - is one of the largest online services in the CIS with a legal collection of the best series of the planet from the world's leading studios: HBO, Showtime, Starz, CBS, Fox, Sony, ABC Studios and others.

#### [Ivi](#)

The Russian online cinema, together with Uzbektelecom, provides locally quality licensed media content in Uzbekistan in the form of foreign films, TV series and music. You can pay in sums. The service has also established a partnership with Beeline.

#### [Fix Price](#)

The Russian chain of stores in the format of «fixed price shop» has already started recruiting employees in Uzbekistan. Fix Price chain operates in the format of «fixed price shop», also known as variety store, pound shop, dollar store and under other names, which is a universal retail store selling a wide range of both food and non-food products at one fixed price.

#### [Carrefour](#)

In the first phase, it is planned to open seven stores, including three supermarkets and one hypermarket in 2020 and two supermarkets and one hypermarket in 2021. They will be located in facilities owned by Akfa Group on a total area of 17.4 thousand square meters. The founder of korzinka.uz

Zafar Hashimov has already greeted the competitor.

#### [TBC Bank](#)

The Georgian bank is already present here after buying 51% of Payme shares, but the company has big plans for Uzbekistan - the bank has already applied for a banking license in the country and plans to develop its neo-bank Space here.

### [Armani Exchange and Trussardi](#)

Both of them will appear in the Riviera shopping mall in 2020. «Market conditions are getting better, and there is increasing interest from many companies. International brands are closely watching Uzbekistan, and the opening of LC Waikiki in the country has put the country on the map of the global fashion industry», said Pascal Puye, managing director of Eurasia Group.

## **RESULTS AND DISCUSSION**

Speaking of borrowing, the brand is also a combination of the impression it makes on consumers with the result of their experience in using the brand. In addition, the use of the term «brand» is primarily appropriate for well-known and popular trademarks (Coca-Cola, Whiskas, BMW). Thus, the brand is a synthesis of intuition and professionalism of the company's management, who created the ideology of the product, the art of the developer of the designation and psychologist ergonomist to create a corporate identity, the work of a patent and lawyer for the competent registration and legal support of goods, marks and patents owned by the company multiplied by an effective marketing strategy that permeates all company divisions.

Let's look at the brightest examples. American corporation McDonald`s is one of the largest in the fast food industry, so some firms use the main components of this brand. [1]

In addition, part of the symbolism of the brand McDonald`s is a red-yellow color scheme, which provided the creators of these ergonyms: all these names are decorated in the same range.

The famous brand of ice cream «BaskinRobbins» (logo - abbreviation «BR») is used in the ergonomics of cafe BR Васькин Rabbit. This example is interesting because it refers to two sources at once - the color scheme, the logo and names indicate a direct borrowing of the brand symbols of the popular ice cream, but the word «Rabbit» and the image of the Hare from the Soviet cartoon film «Hy, погоди!» create associations with the Soviet era, childhood and cartoon characters.

## **CONCLUSION**

Thus, the most common method is to create new words (neologisms) that do not mean anything, but can become real brands. Neologisms have a lot of advantages. First of all, they have no translation in many languages, that is, they can become international. Name is one of the most important elements of the so-

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<sup>1</sup>URL: <http://fastbb.ru/adv/76-logotip-i-firmennyy-stil-kak-osnova-brenda-lyubogo-produkta.html> (дата обращения – 28.01.16)].

called marketing mix of the brand It is the name that plays a huge communicative role and greatly facilitates the promotion, informing the consumer about the consumer properties and positioning of the product. In the modern, saturated market information, the consumer experiences continuous pressure from advertising, and therefore the «right name» can play a key role. The above methods allow you to create brand names that was classified as descriptive names. This category of names represents the advantages and quality of the product in a simple and direct form.

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