



IJTIMOYIY-GUMANITAR SOHADA ILMIY-INNOVATSION TADQIQOTLAR

ILMIY METODIK JURNALI

ISSN 3060-5059



VOL.3 № 5

2026

ZAMONAVIY INGLIZ TILI O'ZLASHTIRILGAN DEKORATIV KOSMETIKA TERMINOLOGIYASI

Rashidova Kamola Samad qizi

Mirzo Ulug'bek nomidagi O'zbekiston Milliy universiteti, magistrant

Yusupova Shoira Batirovna

Mirzo Ulug'bek nomidagi O'zbekiston Milliy universiteti, professor

Annotatsiya

Mazkur maqolada zamonaviy ingliz tilidagi dekorativ kosmetika terminologiyasining o'zlashma qatlamini etimologik va semantik jihatdan tahlil qilish maqsad qilingan. Tadqiqot davomida Oxford English Dictionary, maxsus kosmetik lug'atlar, beauty industry veb-saytlari hamda ingliz til korpuslari materiallari asosida ma'lumotlar to'plandi. Tanlangan terminlar manba tillari, semantik guruhlar va tilga moslashuv darajasiga ko'ra tasniflandi. Natijalar dekorativ kosmetika atamalarining asosiy qismi fransuz tilidan o'zlashtirilganini, shuningdek italyan, yapon, koreys hamda lotin-yunon ildizlariga ega birliklar ham muhim o'rin tutishini ko'rsatdi. Terminlar mahsulot nomlari, qo'llash texnikalari va tekstura ifodalovchi birliklarga ajratildi hamda ularning ingliz tiliga turli darajada integratsiyalashgani aniqlandi. Tadqiqot dekorativ kosmetika terminologiyasi til rivojlanishining tabiiy jarayoni bo'lgan o'zlashmalar, madaniyat rivoji va globalizatsiyasi bilan chambarchas bog'liq ekanini tasdiqlaydi.

Kalit so'zlar: dekorativ kosmetika terminologiyasi, leksik o'zlashma, manba tillar, semantik tasnif, lingvistik adaptatsiya, globalizatsiya.

ЗАИМСТВОВАННАЯ ТЕРМИНОЛОГИЯ ДЕКОРАТИВНОЙ КОСМЕТИКИ В СОВРЕМЕННОМ АНГЛИЙСКОМ ЯЗЫКЕ

Рашидова Камола Самад кизи

Национальный университет Узбекистана имени Мирзо Улугбека, магистрант

Юсупова Шоира Батировна

Национальный университет Узбекистана имени Мирзо Улугбека, профессор

Аннотация

Цель данной статьи — проанализировать этимологические и семантические слои терминологии декоративной косметики в современном английском языке. В ходе исследования были собраны данные на основе Оксфордского словаря английского языка, специализированных словарей косметики, веб-сайтов индустрии красоты и корпусов английского языка. Выбранные термины были классифицированы в соответствии с языками-источниками, семантическими группами и уровнем адаптации к языку. Результаты показали, что большинство терминов декоративной косметики заимствованы из французского языка, при этом важную роль играют также единицы с итальянскими, японскими, корейскими и латинско-греческими корнями. Термины были разделены на единицы, представляющие названия продуктов, методы нанесения и текстуры, и была обнаружена их интеграция в английский язык в различной степени. Исследование подтверждает, что терминология декоративной косметики тесно связана с естественным процессом развития языка, ассимиляции, культурного престижа и глобализации.

Ключевые слова: терминология декоративной косметики, усвоение лексики, языки-источники, семантическая классификация, языковая адаптация, глобализация.

BORROWED TERMS RELATED TO DECORATIVE COSMETICS IN MODERN ENGLISH

Rashidova Kamola Samad qizi

National University of Uzbekistan named after Mirzo Ulugbek, Master's student

Yusupova Shoira Batirovna

National University of Uzbekistan named after Mirzo Ulugbek, Professor

Abstract

This article aims to analyze the etymological and semantic layers of the decorative cosmetics terminology in Modern English. During the study, data were collected based on the Oxford English Dictionary, specialized cosmetic dictionaries, beauty industry websites, and English language corpora. The selected terms were classified according to their source languages, semantic groups, and level of adaptation

to the language. The results showed that the majority of decorative cosmetics terms were borrowed from French, with units with Italian, Japanese, Korean, and Latin-Greek roots also playing an important role. The terms were divided into units representing product names, application techniques, and textures, and their integration into the English language to varying degrees was found. The study confirms that decorative cosmetics terminology is closely related to the natural process of language development, assimilation, cultural prestige, and globalization.

Keywords: decorative cosmetics terminology, lexical acquisition, source languages, semantic classification, linguistic adaptation, globalization.

The vocabulary of the English language has **continuously** changed throughout its history because of social development, cultural interaction, scientific discovery, and the growth of technology. In comparison with grammar, which tends to remain relatively stable, the lexical system of English is highly variable and open to extension. New words appear through different processes in history such as the formation of new words, **changes** in the semantic field, and especially borrowing from other languages. This process has played a crucial role in shaping English into a global means of communication while maintaining evidence of its historical contact with many linguistic and cultural traditions. In linguistic research, borrowing is understood not as a chaotic process but as a regular outcome of language contact. Foundational studies by Uriel Weinreich, highlighted in “Languages in Contact” (1953), show how bilingualism and interaction between speech communities lead to lexical transfer and interference. Later, **an American linguist**, Haugen, classified borrowed words into **three** types: loanwords, loanblends, and loanshifts. More recently, David Crystal has emphasized that globalization, mass media, and international trade have significantly accelerated lexical borrowing in modern English. Together, these perspectives demonstrate that borrowing reflects not only linguistic change but also broader cultural prestige, economic influence, and patterns of global communication.

The cosmetics industry is not just about personal care, but it is also a significant cultural and commercial field. In this case, it is important to differentiate between skincare and decorative cosmetics. Skincare products, like cleansers, moisturizers, and serums, mainly focus on improving skin health and protection. Their language often sounds scientific and draws from medical or chemical terms. Decorative cosmetics, on the other hand, are used to enhance or change appearance through color and style, such as lipstick, mascara, or blush. The terminology in this category tends to be more expressive, trendy, and emotionally appealing. The vocabulary of decorative cosmetics is heavily influenced by international trends. Historically, countries like France and Italy set global beauty standards, which is why many French and Italian terms made their way into English. In recent years, Asian beauty industries have introduced new product names and concepts as well. Consequently, the terminology of decorative cosmetics in modern English reflects globalization, cultural significance, and international marketing techniques.

In recent years, several studies have been conducted in linguistics on fashion terminology. In particular, the introduction of clothing and various brands into the English language and their semantic changes have been studied. Since the fashion industry is an important part of global culture, its terminology has been the focus of many linguistic studies. However, although some works have mentioned the cosmetic lexicon in general, the origin of terms specifically related to decorative cosmetics and the process of their assimilation have not been analyzed in depth. There are almost no studies devoted to the systematic, etymological, and semantic comprehensive study of the terms adopted in the field of decorative cosmetics in modern English. Therefore, this topic is relevant from a scientific point of view and is not sufficiently researched.

Method

In the process of this research, a number of reliable sources were used to identify and analyze the layer of assimilation of decorative cosmetics terminology. The Oxford English Dictionary served as the main etymological source to determine the origin and historical development of words. Also, special terminological dictionaries related to the cosmetics industry and cosmetic glossaries were studied. In order to observe the practical use of terms, materials from modern beauty industry websites were analyzed. In addition, data from various English corpora were used to determine how actively the units are used in modern English.

Specific criteria were followed when selecting materials for the study. First, only terms related to the field of decorative cosmetics — the names of make-up products and decorative tools — were selected. Second, only units that had a foreign-language origin or entered the English language as borrowings were

included in the analysis. Third, it was determined that the selected terms were widely and actively used in modern English.

Several linguistic methods were used in the analysis. An etymological analysis was carried out to determine the origin of words. Semantic classification was used to group terms according to their meaning and function. A descriptive method was used to present the material in a consistent and systematic manner. A comparative analysis was also carried out by comparing information from different sources. This methodological approach made it possible to analyze the acquired layer of decorative cosmetics terminology on a scientific basis.

Results

The results of the study showed that the terminology of decorative cosmetics in modern English was enriched mainly due to the assimilation layer. The analyzed units were systematically classified according to source languages, semantic groups, and the degree of adaptation to the language. The studied materials showed that the largest part of the terminology of decorative cosmetics was adopted from French. Since France has long been the center of the fashion and beauty industry, many cosmetic terms entered the English language through this language. For example, units such as *rouge*, *maquillage*, *balayage* are of French origin; they express elegance and aesthetic prestige. The Italian language also had a certain influence. In particular, due to the close proximity of the cosmetics and fashion industries, some color names and product terms entered English through Italian. For example, the word *mascara* entered the English language through Italian and Spanish. In recent years, the Japanese and Korean cosmetics industries have distinguished themselves with innovative products. As a result, terms such as *BB cream* and *cushion foundation* began to be actively used in English. These units quickly spread through global marketing strategies and became part of the speech of international consumers.

Also, some terms originate from Latin and Greek. Such units have a more scientific or technical basis and are used to express the composition or function of cosmetics. For example, words such as *primer* (Latin *primus* — “first”), *cosmetic* (Greek *kosmetikos* — “relating to decoration”) are among them.

As a result of the analysis, decorative cosmetics terms were semantically divided into three main groups:

The first group is product names. This group includes terms that directly represent cosmetics: *foundation*, *concealer*, *highlighter*. These units clearly define the type of product and are often widely used in professional and everyday speech.

The second group is terms that denote techniques and application methods. For example, words such as *blending*, *baking*, *tightlining*, *contour*, *balayage*, *strobing* refer to special methods in the process of decorating the face or hair. These terms have been popularized mainly through the fashion and beauty industry.

The third group is units that denote texture or finish. Words such as *matte*, *satin*, *shimmer*, *glossy* describe the appearance of the product on the surface. They have an aesthetic and emotional impact and are widely used in advertising texts.

Discussion

The results of this study showed that the adoption of decorative cosmetics terminology is not accidental or the result of only nominative needs, but is associated with deep socio-cultural and linguistic factors. The data obtained indicate that cosmetic terms in English are formed on the basis of historical prestige, global economic influence, marketing strategies, and the internal laws of language development.

First of all, the dominance of the French language is explained by the factor of cultural prestige. Since France has long been recognized as the center of the fashion and beauty industry, French terms have entered the English language with high aesthetic and social value. In linguistic theories, this phenomenon is interpreted as prestige borrowing. As Weinreich and Haugen point out, language borrowing often occurs under the influence of a high-status culture. In the 21st century, the widespread use of Japanese and Korean terms is associated with globalization processes. As a result, units such as *BB cream* or *cushion* have been adopted into English in their original form without translation. This once again confirms that English has an open and flexible lexical system.

Overall, the results of the discussion confirm that borrowings in the terminology of decorative cosmetics are directly related to linguistic theories — prestige borrowing, global language influence, sociolinguistic capital, and linguistic adaptation. This indicates the need to evaluate this terminology not only as a lexical phenomenon but also as a product of global culture and communicative processes.

CONCLUSION

During the study, it was found that many decorative cosmetics terms in English were borrowed from different languages, especially French. It was also observed that Italian, Japanese, and Korean languages also served as important sources. It was also found that some units go back to Latin and Greek roots. The terms were divided into units representing product names, application techniques, and textures, and their adaptation to English to varying degrees was determined, showing the presence of fully, partially, and formally preserved borrowings.

The results of the study confirmed that decorative cosmetics terminology is not only a source of lexical enrichment but also a process related to cultural development, globalization, and marketing strategies. This indicates that the English language has an open and flexible system, and borrowings are a natural and necessary part of language development. This study also sheds light on the social and communicative significance of terminology in professional discourse.

It is advisable to expand research in this area in the future. In particular, a comparative analysis of the terminology of decorative cosmetics in English and Uzbek, the study of cosmetic borrowings entering the Uzbek language, and the analysis of the process of their adaptation to the language system may be one of the promising directions.

REFERENCES

1. Weinreich U. Languages in Contact: Findings and Problems. – New York: Linguistic Circle of New York, 1953.
2. Haugen E. The analysis of linguistic borrowing // Language. – 1950. – Vol. 26, No. 2. – P. 210–231.
3. Crystal D. The Cambridge Encyclopedia of the English Language. – Cambridge: Cambridge University Press, 2003.
4. Oxford English Dictionary. – Oxford: Oxford University Press, 2023.
5. Jackson H., Zé Amvela E. Words, Meaning and Vocabulary: An Introduction to Modern English Lexicology. – London: Continuum, 2007.
6. Oxford University Press. Oxford English Corpus. – Oxford, 2023.
7. Cosmetic Ingredient Review. Cosmetic Glossary and Terminology Guide. – Washington, 2022.
8. Statista. Global Beauty and Personal Care Industry Reports. – 2023.