



## THEORETICAL FOUNDATIONS OF FEMALE COSMETICS TERMINOLOGY IN ENGLISH, RUSSIAN, AND UZBEK: A LINGUACULTURAL ASPECT

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**Abstract:** This article explores the structural, semantic, and linguacultural features of female cosmetics terminology across three distinct linguistic traditions: English, Russian, and Uzbek. Operating at the intersection of specialized, colloquial, and advertising discourses, cosmetic terminology reflects not only industrial globalization but also deep-seated cultural shifts regarding beauty ideals, gender roles, and consumer practices. The authors analyze how English serves as the primary global donor of cosmetic neologisms, while Russian and Uzbek exhibit distinct mechanisms of adaptation—ranging from semantic calques to phonetic transliteration—heavily influenced by national cultural paradigms.

**Keywords:** *cosmetic terminology, linguaculturology, terminological dynamics, anglicisms, linguistic borrowing, Russian language, Uzbek language, discourse analysis.*

Female cosmetics terminology represents a complex, multi-layered linguistic system functioning at the crossroads of professional, everyday, and promotional discourses. Its interdisciplinary nature requires an analytical approach that synthesizes general terminology science, cognitive linguistics, sociolinguistics, and linguaculturology. In recent decades, the rapid globalization of the beauty industry has fueled an unprecedented expansion of English-language terms, triggering profound cultural and linguistic adaptations worldwide.

According to classical terminological theory, any specialized lexical subsystem should ideally exhibit systematicity, monosemy (unambiguity), and functional stability. In the works of S. V. Grinev, it is emphasized that terms must strive for semantic precision and logical organization. However, as T. L. Kandelaki observes, real-world terminologies often develop spontaneously, absorbing elements of the general vernacular that lack rigid terminological constraints. In the realm of female cosmetics, this phenomenon is particularly pronounced: cosmetic nominations simultaneously perform informative, promotional, and aesthetic functions, making strict standardization challenging.



Modern communicative terminology science, pioneered by researchers like M. T. Cabré, posits that a term always functions within a specific professional and cultural environment, deriving its ultimate meaning from discursive practice. Similarly, German terminologist O. Reißer views the term as a dynamic unit dependent on extralinguistic factors and shifting cultural norms, while H. Hausenblas underscores that terminological systems inevitably reflect the core values and social practices of a given community.

Consequently, cosmetic terms are far more than technical product labels; as R. Traiskmann notes, they operate as "**cultural markers**" that capture the dynamics of social expectations, bodily perceptions, and gender roles. In the Russian philological tradition, V. V. Vinokur previously established that applied and humanitarian vocabularies naturally mirror contemporary ideological and cultural trends. Today's beauty lexicon—featuring items like *сияние* (glow), *лифтинг* (lifting), and *эффект холёной кожи* (well-groomed skin effect)—demonstrates a intricate blend of empirical, scientific motivation and targeted marketing psychology.

**Dynamic Features of Cosmetic Terminology in English:** The English language stands as the primary engine of global terminological innovation within the beauty sector. English cosmetic terms develop along the boundary of scientific-technical registers and commercial marketing, resulting in hybrid formations that pair factual precision with persuasive appeal (*glow booster, flawless finish, miracle cream*).

Based on the frameworks established by C. Bressler, A. Rusu, and L. Murphy, the evolution of English cosmetic terminology is characterized by four dominant vectors:

1. **Conceptual Metaphorization:** The widespread adoption of sensory-tactile metaphors (*velvet matte, silk finish, glass skin*).
2. **Classical Morphological Bases:** The highly productive use of Latin and Greek roots to establish scientific authority (*retinol, collagen, hyaluronic acid*).
3. **Commercial Neologisms:** The constant synthesis of clinical jargon and commercial branding.
4. **High Turnover Rates:** Extreme lexical mutability driven by social media platforms and cyclical fashion trends.



Conversely, some critics (e.g., M. Temples and C. Moran) argue that this excessive expressiveness degrades terminological rigor. They classify highly subjective phrases—such as *anti-pollution skincare*, *lifting effect*, or *clean beauty*—as mere promotional markers rather than legitimate scientific terms, which complicates systematic classification.

From the perspective of Russian terminology specialists like L. A. Taranova, the English beauty lexicon remains a porous structure. While Grinev emphasizes the need to segregate authentic terms from market-driven "pseudo-terms," Kandelaki suggests that this internal flexibility is exactly what grants the system its high adaptability and global communicative efficacy.

**Adaptational Patterns and Cultural Influences in Uzbek and Russian:** When English cosmetic terms migrate into receptor languages, they encounter unique socio-cultural and structural environments.

In the Uzbek linguistic space, researchers like N. Maxkamova identify a dynamic tension between the preservation of traditional, ethnoculturally grounded vocabulary (*malham*, *yogʻ*, *niqob*) and the influx of Western imports (*maskara*, *bronzer*, *primer*). U. Tursunov notes that the national-cultural component remains highly dominant in the nomination of natural ingredients and heritage wellness recipes.

Linguists document distinct cross-linguistic behaviors between Russian and Uzbek adaptation models:

- **Russian Adaptation:** Tends toward a mixture of direct borrowing and semantic calques (loan translations), prioritizing emotional expressiveness and vivid description (*стойкий*, *матовый*, *насыщенный*).
- **Uzbek Adaptation:** As analyzed by N. Mamatova, the Uzbek language relies more heavily on direct phonetic transliteration, often producing English-Uzbek hybrids (*serum*  $\rightarrow$  *sirom*; *booster*  $\rightarrow$  *buuster*).

While O. Yusupova attributes the rapid dissemination of these terms among Uzbek youth to the mediation of social media, she also cautions against the potential asymmetric displacement of indigenous lexical items by more prestigious globalized Anglicisms.



In conclusion, linguacultural analysis proves that female cosmetics terminology is not a static list of lexical labels, but a highly sensitive indicator of cultural evolution.

- While **English models** prioritize concepts of individualized radiance and organic vitality (*glow, natural, fresh*), **Russian counterparts** focus on structural performance and visual intensity (*стойкий, матовый*), and the **Uzbek lexicon** retains a profound connection to natural substances and traditional holistic care.

Ultimately, this terminological field seamlessly blends the systemic nature of specialized languages with the semantic mutability of everyday speech and the persuasive power of advertising, offering a fertile ground for ongoing cross-cultural research.

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