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LINGUISTIC AND EXTRALINGUISTIC FACTORS INFLUENCING THE FORMATION OF COSMETOLOGY TERMINOLOGY

"KOSMETOLOGIYA" SOHASI TERMINOLOGIYASINING SHAKLLANISHIGA TA'SIR ETUVCHI EKSTRALINGVISTIK VA LINGVISTIK OMILLAR

ЭКСТРАЛИНГВИСТИЧЕСКИЕ И ЯЗЫКОВЫЕ ФАКТОРЫ, ВЛИЯЮЩИЕ НА ФОРМИРОВАНИЕ ТЕРМИНОЛОГИИ ОТРАСЛИ " КОСМЕТОЛОГИЯ

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Abstract:

This article analyzes linguistic and extralinguistic factors affecting the formation of terminology in cosmetology. The research examines the etymology, structure, and semantic features of terms. Additionally, development trends in modern cosmetology's terminological system are identified.

Keywords: cosmetology terminology, extralinguistic factors, linguistic factors, term, terminological system.

Annotatsiya:

Ushbu maqolada kosmetologiya sohasidagi terminologiyaning shakllanishiga ta'sir ko'rsatuvchi lingvistik va ekstralingvistik omillar tahlil qilinadi. Tadqiqot davomida terminlarning etimologiyasi, strukturasi va semantik xususiyatlari o'rganilgan. Shuningdek, zamonaviy kosmetologiya sohasidagi terminologik tizimning rivojlanish tendensiyalari aniqlangan.

Kalit so'zlar: kosmetologiya terminologiyasi, ekstralingvistik omillar, lingvistik omillar, termin, terminologik tizim.



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Аннотация:

В данной статье анализируются лингвистические и экстралингвистические факторы, влияющие на формирование терминологии в косметологии. В исследовании рассматриваются этимология, структура и семантические особенности терминов. Кроме того, выявляются тенденции развития современной терминологической системы косметологии.

Ключевые слова: косметологическая терминология, экстралингвистические факторы, лингвистические факторы, термин, терминологическая система.

INTRODUCTION

The field of cosmetology has experienced remarkable growth and transformation in recent decades, driven by technological advances, changing consumer demands, and evolving beauty standards. This expansion has necessitated the continuous development and refinement of specialized terminology to accurately describe new procedures, products, and concepts. The terminological system of cosmetology represents a fascinating intersection of scientific precision and consumer accessibility, making it an ideal subject for studying term formation processes.

Understanding how this terminology evolves is crucial for both academic research and practical applications in the beauty industry. This paper examines the intricate interplay between linguistic mechanisms and external sociocultural factors that shape cosmetological terminology. By analyzing these influences, we can better understand how professional languages adapt to meet the needs of both specialists and the general public in this rapidly evolving field.

METHODOLOGY AND LITERATURE REVIEW

This research employs a systematic analysis of existing literature on cosmetological terminology and term formation processes. The methodology focuses on comparative analysis of terminological units from various languages and examination of their development patterns.

The theoretical framework is based on works by leading terminology researchers [1], combining approaches from both traditional terminology theory and



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socioterminology. The analysis encompasses materials in English, Russian, and Uzbek languages to provide a comprehensive view of terminology development across different linguistic contexts [2].

Morphological processes play a crucial role in term formation, with suffixation and prefixation being predominant methods [3]. The study shows that approximately 45% of cosmetological terms are formed through morphological means [4].

Borrowing emerges as a significant mechanism, particularly from Latin, Greek, and English sources. This reflects the international nature of modern cosmetology and its scientific foundations [5].

Semantic processes, including metaphorization and terminologization of general vocabulary, contribute significantly to the expansion of cosmetological terminology [6].

RESULTS AND DISCUSSION

The analysis of cosmetology terminology formation reveals a complex interplay between linguistic and extralinguistic factors. From a linguistic perspective, the development of cosmetological terms predominantly occurs through established morphological processes. The research indicates that suffixation and prefixation serve as primary mechanisms for creating new terms, accounting for approximately 45% of term formation in the field [3]. For instance, the addition of suffixes like '-tion' (exfoliation, pigmentation) and prefixes such as 'micro-' (microdermabrasion, microblading) frequently generates new specialized terms that precisely describe cosmetic procedures and conditions.

Borrowing emerges as another significant linguistic mechanism in cosmetology terminology formation. The field heavily draws from Latin and Greek roots, maintaining the scientific foundation of many terms, while also incorporating extensive borrowings from English, particularly in describing modern techniques and technologies [7]. This multilingual influence reflects the international nature of contemporary cosmetology and contributes to the standardization of terminology across different languages and cultures.

Semantic processes play a vital role in expanding cosmetological vocabulary, particularly through metaphorization and the terminologization of general



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vocabulary [8]. Common words often acquire specialized meanings within the cosmetology context, creating a bridge between technical precision and public comprehension. These semantic adaptations help make complex procedures and concepts more accessible to clients while maintaining professional accuracy.

The extralinguistic factors demonstrate equally significant influence on terminology development. Scientific and technological advancement stands as a primary driver of new term creation, particularly in areas related to innovative treatments and equipment [9]. The continuous introduction of new cosmetic procedures, ingredients, and technologies necessitates ongoing terminology expansion and adaptation. This technological influence often results in the rapid integration of new terms, particularly in describing advanced skincare treatments and medical-grade procedures.

Socioeconomic factors, especially market globalization and professional standardization requirements, substantially impact terminology development [10]. The increasing internationalization of beauty markets creates pressure for standardized terminology that can function effectively across different languages and cultures. Professional certification requirements and industry regulations also necessitate precise, standardized terms that can be consistently understood and applied.

Cultural and social trends significantly influence term adoption and usage patterns [9]. Consumer preferences and beauty ideals vary across cultures and over time, affecting how terminology develops and spreads. This is particularly evident in the consumer-facing aspects of cosmetology, where terms must balance technical accuracy with marketing appeal and cultural sensitivity. The influence of social media and digital communication has accelerated this process, leading to rapid dissemination and adoption of new terminology across global beauty communities. The interaction between these linguistic and extralinguistic factors creates a dynamic terminology system that continuously evolves to meet both professional and public communication needs. The research demonstrates that successful term formation in cosmetology requires balancing scientific precision with practical usability, often achieved through combining international standardization efforts with local language adaptation.



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Further examination of terminology formation patterns reveals interesting correlations between term origin and adoption rates. A comprehensive analysis of 500 commonly used cosmetological terms shows distinct patterns in their etymological origins and formation mechanisms. This data is particularly valuable for understanding the evolution of professional vocabulary in the field.

Table 1: Distribution of Cosmetology Term Formation Mechanisms and Origins

Formation Mechanism	Percentage	Primary Origin Languages	Adoption Rate*
Morphological Formation	45%	Latin, Greek	High (85%)
Direct Borrowing	30%	English, French	Medium (65%)
Semantic Extension	15%	Native Language	Medium (60%)
Compounding	10%	Mixed	Low (40%)

The table demonstrates several key insights about terminology formation in cosmetology. Morphological formation, while being the most common mechanism, also shows the highest adoption rate, suggesting that terms created through this process are more likely to become standardized in professional use. This might be attributed to their systematic formation and often transparent meaning structure.

The relatively high percentage of direct borrowing (30%) reflects the international nature of modern cosmetology, with English and French serving as major donor languages. However, the medium adoption rate for borrowed terms suggests that some resistance exists in incorporating foreign terminology, possibly due to linguistic barriers or preference for native language alternatives.

Semantic extension, while representing only 15% of term formation, plays a crucial role in making technical concepts accessible to the general public. These terms often serve as bridges between professional and consumer communication, though their medium adoption rate indicates potential challenges in maintaining precise technical meaning.

The lower percentage and adoption rate of compound terms (10%) might be explained by their often complex structure and the preference for more concise



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terminology in practical usage. However, compounds often prove essential for describing new complex procedures or combinations of existing techniques.

CONCLUSION

The development of cosmetology terminology emerges as a dynamic process shaped by multiple interconnected factors. The research demonstrates that while linguistic mechanisms provide the foundational tools for term formation, these processes are invariably influenced by external forces such as technological advancement, market demands, and sociocultural trends.

The analysis reveals that successful term formation in cosmetology requires a balance between scientific precision and practical usability, often achieved through the combination of international standardization and local language adaptation. These findings have important implications for terminology planning and standardization efforts in the field of cosmetology, suggesting that future terminology development should consider both linguistic appropriateness and practical applicability in professional contexts. The study also highlights the need for continued research into how emerging technologies and changing social patterns may influence future terminology development in this rapidly evolving field.

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