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COMPARATIVE MORPHOLOGICAL ANALYSIS OF E-COMMERCE TERMS IN ENGLISH AND UZBEK LOGISTICS DISCOURSE

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Annotation: This article analyzes the morphological structure of terms related to the fields of e-commerce and logistics in English and Uzbek. As a result of globalization and the development of digital technologies, new terms that have emerged in these areas are actively entering the language system. The study examines how the analytical structure of the English language and the agglutinative structure of the Uzbek language affect the formation and assimilation of e-commerce terms.

Keywords: e-commerce, logistics, terminology, morphological analysis, affixation, composition, calculus, transliteration, assimilation, digital economy, English, Uzbek, term creation, language adaptation, neologism.

One of the main components of modern economic processes is the e-commerce system. As a result of globalization, digital technologies and the rapid development of the Internet, international trade relations have reached a new level. Such practices as offering products and services online, making payments through digital means, and optimizing delivery processes are directly related to the logistics sector and have become one of the most important areas of the economy today. Therefore, the analysis of terms related to e-commerce and logistics is also of great importance from a linguistic point of view. Studying the morphological features of terms related to e-commerce in English and Uzbek, identifying the specifics and commonalities in their structure, as well as analyzing the mechanism of formation of new units entering the modern language system are one of the current issues for linguistic research today. In particular, terms in the logistics sector are distinguished by their international character. Many terms have directly or indirectly passed from English to Uzbek: for example, terms such as tracking, shipment, delivery, e-logistics, warehouse management, inventory system are used in Uzbek in the forms “traking”, “shippment”, “dastavka”, “elektron logistika”, “ambor süregyi sistemi”. In linguistics, this process occurs through the processes of morphological adaptation, affixation, transliteration, and calque. Therefore, a comparative morphological analysis of e-commerce terms in English and Uzbek serves not only to compare linguistic systems, but also to identify mechanisms for adapting economic terms to the national language. Today, in the conditions of the digital economy, it is very important to standardize the terminology system, ensure accuracy and consistency in translation, and increase communicative efficiency in scientific and practical fields. In this regard, this study aims to study the mechanisms of their structure, formation, and use by comparing the morphological structure of e-commerce terms in English and Uzbek. Morphology is a branch of



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linguistics that studies the internal structure of a word, its morphemic composition, and grammatical categories. It analyzes the processes of word formation, word change, grammatical categories, affixation, and composition. Therefore, morphological analysis is important in the study of terminological systems, since each new term adapts to the morphological norms of the language and thus enters the national terminology system. Linguists F. de Saussure, L. Bloomfield, E. Sapir, A. Martine and A. Madvaliyev evaluate the morphological system as one of the most stable layers in the language. In their opinion, as new terms enter the language, the morphological system shows them a certain degree of “resistance”, that is, new units are adapted to the internal laws of the national language. Thus, morphological analysis reveals the linguistic essence of terms by studying their formation, their constituent morphemes, prefixes, suffixes, forms of assimilation and additional components. The morphological structure of e-commerce terms has significant differences in English and Uzbek. Since English has an analytical structure, terms are formed in it more by composition (combination) or affixation. Since Uzbek is an agglutinative language, the formation of new words through affixes plays a major role in it. This typological difference is reflected in the morphological analysis of terms. The term “electronic commerce” (English electronic commerce or e-commerce) appeared in the early 1990s and refers to the processes of selling, purchasing, advertising and delivering goods and services via the Internet. Today, e-commerce is an important segment of the global economy, which includes not only financial transactions, but also logistics, marketing, IT technologies and service systems.

In English, most of the terms related to this field are neologisms that appeared with technological progress:

e-shop, e-payment, online transaction, marketplace, tracking number, fulfillment center, dropshipping, digital wallet, etc.

In Uzbek, most of them came through translation, transliteration, or semantic assimilation:

“electronic shop”, “online payment”, “digital wallet”, “order tracking number”, “delivery center”, etc.

Thus, the morphological structure of terms transferred from English to Uzbek depends on the degree of their assimilation. Some are fully adapted (“platform”, “transaction”), while others retain their phonetic form (“marketplace”, “tracking”).

In linguistics, the word “term” comes from the Latin terminus (“boundary”, “mark”) and denotes a special word or phrase that expresses a specific concept within a certain field. The formation of a terminology system is inextricably linked to the development of each discipline or field.

E-commerce terms are formed at the intersection of economics, information technology, transport and logistics. Therefore, these terms often have an interdisciplinarity character.

For example:

Supply chain — iqtisodiy va logistika tarmog‘iga tegishli termin;

Payment gateway — texnologik va moliyaviy jarayonni bildiradi;

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Order fulfillment — logistika va mijoz xizmat ko'rsatish tizimi bilan bog'liq.

The adaptation of such terms to the Uzbek language is a multi-stage process, which includes semantic adaptation, phonetic assimilation and morphological integration.

In the process of morphological analysis, the following elements of the word are studied:

1. The base is the center of meaning of the word (ship- in shipment).
2. Affixes are formative or grammatical morphemes (-ment, -tion, -ity).
3. Composite structure is a unit consisting of two or more bases (e-commerce, online-shop).
4. Conversion is a change in meaning without changing the word family (to ship → shipment).
5. Abbreviations and acronyms are widely used in modern terminology (B2B, CRM, ERP).

In the Uzbek language, this process is manifested in the following forms:

Affixation: such as “yetkaz-uvchi”, “to'lov-chi”, “sot-uv-chi”.

Compound word formation: “electronic commerce”, “online shopping center”.

Assimilation forms: “marketplace”, “transaction”.

Kalka: “supply chain”, “payment gateway”.

These processes show how the morphological structure of e-commerce terms adapts to the Uzbek language.

Morphological features of logistics terms. Since terms in the field of logistics are usually related to practical activities, their morphological structure is clear, concise and semantically dense. The English word logistics itself comes from the Greek word logos (“calculation”, “logic”) and denotes a system for the effective management of time, resources and goods.

In English, logistics terms often consist of composite structures:

Supply chain management,

Inventory control,

Delivery service,

Order tracking system,

Fulfillment center.

In these terms, the main word is usually a word denoting a process or system (management, system, center), and the preceding component defines the semantic framework associated with it (supply, delivery, order).

In Uzbek, these units are translated by calculus or adaptation:

“supply chain management”, “order tracking system”, “delivery center”.

Thus, the morphological structure of logistics terms in English is often expressed in the form of an attributive compound, and in Uzbek - through a genitive-contractive compound.

Most of the terms formed in the field of e-commerce are created by affixation and composition. For example:

Affixation:



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shipment (ship + -ment) – “shipment of cargo”

transaction (trans + act + -ion) – “transaction”

delivery (deliver + -y) – “delivery”

customer (custom + -er) – “customer”

Composition:

e-commerce, online-shopping, digital-marketing, supply-chain, payment-system.

Uzbek alternatives to these terms are often expressed in the form of compound words or word combinations. For example:

“electronic commerce”, “digital marketing”, “supply chain”, “payment system”.

This phenomenon is explained by the word-formation features inherent in the agglutinative structure of the Uzbek language.

Morphological analysis of terms related to the fields of e-commerce and logistics in English and Uzbek shows that the terminology system in this area is being formed as an integral part of the global digital economy. Since English has an analytical structure, terms are formed mainly through composition and affixation. Uzbek, on the other hand, has an agglutinative structure, and when adopting new terms, it chooses to adapt them to its morphological norms, assimilate them using suffixes, or calculus.

These processes are inextricably linked not only with linguistics, but also with the processes of economic and technological development. The introduction of terms into the Uzbek language serves to enrich the national language and clearly express new concepts. At the same time, their morphological adaptation serves as an important factor in maintaining the stability of the language system and forming national terminology standards.

Comparative study of the morphological characteristics of terms in English and Uzbek is of particular importance in ensuring accuracy, consistency and a single terminological standard in international communication. This creates a solid linguistic basis for improving translation practice, improving the quality of scientific and technical texts, and conducting effective language policy in the digital economy.

Thus, the morphological analysis of e-commerce and logistics terms clearly demonstrates the flexibility, variability and level of integration of the language into global processes.

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