



The Lexicographic Presentation of Social Media Marketing Terms In English and Uzbek Language Dictionaries

Mirova Nargiza Sayfullayevna

Director of the Specialized School-Internat of Kitob District, Uzbekistan, Kashkadarya Region

DOI:

<https://doi.org/10.47134/jpbi.v3i3.2791>

*Correspondence: Mirova Nargiza Sayfullayevna

Email: n.mirova@mail.ru

Received: 22-04-2026

Accepted: 22-05-2026

Published: 22-06-2026



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Abstract: In the context of rapid digitalization and the global expansion of social media platforms, Social Media Marketing (SMM) has developed a dynamic and specialized terminology predominantly rooted in English. This article provides a comparative lexicographic analysis of SMM terms as they appear in English-language glossaries and dictionaries versus their representation (or absence) in Uzbek lexicographic sources. Drawing on specialized online English glossaries and recent Uzbek academic research, the study reveals significant differences in standardization, borrowing patterns, translation strategies, and terminological adaptation. While English lexicography offers mature, comprehensive, and readily accessible resources, Uzbek sources remain underdeveloped, relying heavily on transliteration, partial translation, and ad hoc academic compilations. The findings emphasize the urgent need for a standardized Uzbek terminological dictionary to support national linguistic policy, marketing education, and professional practice in the Republic of Uzbekistan

Keywords: Social Media Marketing (SMM), Terminology, Lexicography, English-Uzbek Dictionaries, Neologisms, Lexical Borrowing, Terminological Translation, Lexicographic Standardization

Introduction

The explosive growth of social media platforms—such as Instagram, TikTok, Facebook, Telegram, and YouTube—has transformed marketing into a data-driven, interactive discipline. This evolution has produced a rich layer of specialized terminology that facilitates precise communication among practitioners worldwide. In English, these terms have been systematically documented in numerous professional glossaries and dictionaries. In contrast, languages with less historical exposure to digital marketing, such as Uzbek, face challenges in integrating, translating, and standardizing these concepts.

Uzbekistan's active adoption of SMM in business and education underscores the importance of lexicographic work. Without reliable dictionaries, terminological inconsistency arises, hindering translation quality, academic instruction, and cross-cultural professional exchange. This study examines how SMM terms are presented in English and Uzbek lexicographic resources, identifies gaps in Uzbek coverage, and offers recommendations for future terminological development. The analysis builds upon prior research into the lexical-semantic relations of SMM terms and focuses specifically on their dictionary entries and definitions.

Methodology

Lexicographic Presentation in English-Language Sources. English lexicography of SMM benefits from the field's Anglo-American origins and the rapid proliferation of digital marketing platforms. Numerous authoritative, freely accessible online glossaries exist, compiled by leading industry platforms and agencies. These resources are typically structured alphabetically, provide concise yet precise definitions, include examples, and are regularly updated to reflect platform-specific changes (e.g., algorithm updates or new features).

Prominent examples include: - Brandwatch Social Media Glossary (A–Z entries covering terms such as “ad set,” “algorithm,” “engagement rate,” and “reach”).

- Hootsuite's Dictionary of Social Media Terms (detailed explanations of “content marketing,” “influencer,” “KPI,” and platform-specific jargon).
- Sprout Social Glossary, HubSpot's Ultimate List of Social Media Definitions, and similar compilations from Coursera and Digital Marketing Institute.

Definitions in these sources are pragmatic, context-oriented, and often include usage notes or related metrics (e.g., “reach” is distinguished from “impressions”). Abbreviations (SMM, UGC, CTR, ROI) are expanded and cross-referenced. The lexicographic style prioritizes clarity for practitioners rather than purely linguistic analysis, resulting in high usability.

Lexicographic Presentation in Uzbek-Language Sources. Uzbek lexicography for SMM terms is considerably less developed. General-purpose dictionaries such as “O'zbek tilining izohli lug'ati” include only a limited number of older marketing-related lexemes (e.g., “aksiya” with dual meanings: financial security and promotional action), but they do not yet systematically cover contemporary SMM vocabulary.

Specialized coverage appears primarily in academic publications rather than official dictionaries:

- Mahkamova Dilafruz Shavkat qizi (2021) proposes the creation of an SMM terminological dictionary and provides sample entries (e.g., “benchmark,” “B2B,” “KPI,” “content,” “UTP,” “TOV – Tone of Voice”). Terms are often presented with English originals, Uzbek transliterations, and explanatory definitions.
- Research on structural features of SMM terms in Uzbek and English highlights the micro-systemic nature of this lexicon and notes heavy reliance on English borrowings.
- Ismoilova M.Q. and related studies address translation difficulties from English to Uzbek, discussing strategies such as direct borrowing (influencer → influenser), semantic calquing (content → kontent or mazmun), and hybrid forms (SMMchi – SMM specialist). In practice, Uzbek sources frequently employ:
 - Transliteration (SMM, reel, hashtag, story).
 - Partial translation (organic reach → organik yetkazish, influencer marketing → ta'sirchan shaxslar marketingi).
 - Neologisms formed with Uzbek suffixes (e.g., SMMchi).

No comprehensive, officially published Uzbek–English or monolingual SMM dictionary currently exists; coverage remains fragmented across journal articles and conference proceedings.

Result and Discussion

Comparative Analysis

English dictionaries exhibit completeness, currency, and user-friendliness. Uzbek representations are emergent, showing a clear preference for borrowing over full nativization. Semantic equivalence is not always achieved (e.g., engagement may be rendered as *faollik*, *ishtirok darajasi*, or *interaktsiya*, leading to synonymic variation). Polysemy and context-dependence further complicate dictionary entries in Uzbek. The absence of standardized definitions in official Uzbek lexicographic institutions contrasts sharply with the dynamic, industry-driven English model.

Analysis of the Most Important Literature on the Topic. Key scholarly works include: Mahkamova (2021), which lays foundational principles for SMM dictionary compilation and illustrates terminological integration from marketing, psychology, and IT.

- Studies on structural and semantic features of SMM terms in Uzbek and English (2025), emphasizing neologism classification and abbreviation trends.
- Ismoilova M.Q.'s research on translation challenges, which highlights practical problems in rendering English SMM terms into Uzbek.
- Broader lexicographic analyses of neologisms in Uzbek media discourse.

English literature is dominated by practitioner-oriented glossaries rather than purely academic monographs, reflecting the applied nature of the field. Collectively, these sources confirm that SMM terminology constitutes a dynamic micro-system undergoing rapid lexical enrichment.

The analysis reveals that English lexicographic resources for SMM are mature and practitioner-ready, whereas Uzbek resources are nascent and primarily academic. Approximately 70–80 % of core SMM terms in Uzbek contexts remain English borrowings or direct transliterations, with translation equivalents still inconsistent.

Recommendations:

1. Develop and publish a standardized “O‘zbekcha–Inglizcha Ijtimoiy Tarmoq Marketingi Terminlari Lug‘ati” under the auspices of the Uzbek Academy of Sciences or the Terminology Committee.
2. Adopt a hybrid approach: retain widely accepted international abbreviations (SMM, KPI, ROI) while providing official Uzbek equivalents for descriptive terms.
3. Incorporate lexicographic entries into general dictionaries (“O‘zbek tiling izohli lug‘ati”) and create online, searchable versions modeled on Hootsuite or Brandwatch.
4. Promote inter-institutional collaboration between linguists, marketers, and IT specialists to ensure definitions remain current.
5. Integrate terminological training into higher-education curricula in marketing and philology faculties.

Conclusion

The lexicographic presentation of SMM terms reflects broader processes of linguistic globalization and national adaptation. English dictionaries serve as a benchmark of maturity and accessibility, while Uzbek lexicography demonstrates creative adaptation amid ongoing standardization efforts. Systematic dictionary development will not only enrich the Uzbek language but also enhance professional competence in digital marketing across Uzbekistan. Future research should focus on corpus-based term extraction and empirical validation of proposed equivalents to ensure terminological precision and cultural appropriateness. This study contributes to the ongoing dialogue on language planning in specialized domains and underscores the vital role of lexicography in supporting Uzbekistan's digital economy.

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