

**THE COMMON PROBLEMS OF STANDARDIZATION THE  
TERMINOLOGY OF ENGLISH AND UZBEK LANGUAGES IN LIGHT  
INDUSTRY**

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**Annotation:** *In Uzbekistan we have some problems related to making standard of the terminology at almost any field of the light industry. However, when it comes to the solving the problems, they are neglected most of the time, because, we have many obstacles here. In reality, most people do not think that terminology is important. But, still it is an essential part of the field, especially in cloths design and fashion. In detail, although, we can call things, products, materials in many different ways, we do not have the standard one that we need. Since, various names of the same things in the field can pose much more serious problems than we consider. For instance, it becomes obvious when it turns to the education of professionals. As we live in Uzbekistan, we have many local names of materials, plus Russian versions as well. So, any professional has to allocate time and attention to learn everything in detail and it takes extra time and finances to study.*

**Key words:** *various traditional names of materials, shortage of international co-working between two spheres, local and global marketing, making a standard terminology books, professionals or standardization of terminology*

**Introduction.** The most common reason to this phenomenon is that we have a lot of local languages in addition to the Uzbek, such as Tajik, Kazakh, Karakalpak and many others. It is evident that any nation has own style of calling things and it can affect the general terminology of light industry in our country. Furthermore, because of the influence of Russian language as well we have another various versions of terms. As an example, just look through the all local names of silk fibers in Uzbekistan. We have ‘шелковые волонка’, ‘jipek talasi’, ‘yipek talasi’, ‘ipak tolasi’, ‘jipak tolasi’ and so on. But, when we look at the global marketing they all are just ‘silk fibers’. To be honest, having many local languages is good when we think about the vocabulary and literature of language. However, it may lead to confusions as well. In this case, cutting others terms of the things is not good choice to standardize everything in a field. Hence, making a standard terminology books or collections can be good way to deal with the problems. For example, some scientific works are being

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ed and books are published as well, such as, “Dictionary of textile terms in English, Uzbek, Russian languages” and “English, Uzbek, Russian concise glossary of terms of light industry”. But, still they are not adequate, since we need the dictionary, which includes only the glossary terms of light industry in Uzbek language. Moreover, we have another barrier to tackle with the problem that is lack of international co-working. In technological era, we cannot live without adaptation of new circumstances at any field irrespective of its type.

But, we should work on our capability of competitiveness to do that, because we do not have enough international sphere of working in light industry that we do not face any kind of problem to communicate with foreign professionals or standardization of terminology. As a result, it seems that firstly we should improve our activeness in global marketing to solve the issue, since it can impact on the field as well.

Another reason can be that the negligence of the field linguists, but this is not on purpose. Because, it is obvious that offer will always be based on the rate of demand in market. Due to the fact that, our terminologists work only with depending on the state of the light industry. Since, until we begin to actively participate in international market relations, the problems in the terminology of the light industry have gone unnoticed and ignored. Hence, all the problems the result of complex and mixed process of progress in the light industry.

When we look at the standard terminology in detail, most of the terms are brought from Greek or Latin languages, since they are acknowledged as an international science language. First of all, we should look through the current style of global terminology to make up own collection. But, it is not enough to make it perfect, since, we have many different local languages as it mentioned above. So, the thing is that we should take account into both of them to create the general terminology.

On the other hand, we may accept the two versions of terms by dividing and specializing into local and global marketing. For example, in local market, when we deal with native speakers, it would be more convenient and true to use standard local name terms. In this case, we will be able to shut the two birds with one stone: making a standard terminology and keeping the mother tongue as well.

Conclusion. When it comes to the global marketing, still we should receive one international language to use to name the terms again to enhance our position in global marketing. In addition, it is important that the national and historical methods of terminology should be researched to make up the local standard terminology.

To sum up, we should divide the terminology into global and local groups and both of them should be clear and admitted by the professionals and our society.

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