ENGLİSH WORDS İN UZBEK FOOD AND CAFÉ NAMES

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Abstract

This article examines the use of English words in the names of food outlets and cafés in Uzbekistan. A sample of establishment names was collected and divided into five naming patterns: fully English names, hybrid names, transliterated English, English category markers and traditional Uzbek names. The analysis shows that English is used mainly to signal modernity and prestige, to name imported products and to create short, marketable brand names, while traditional Uzbek names remain common in venues serving national cuisine. The study also notes unstable spelling and mixed use of scripts. The findings are preliminary because the sample is small.

Keywords: loanwords, linguistic landscape, brand names, café, English, Uzbek.

1. Introduction

Names on shop signs are a visible part of a city's linguistic landscape. They show which languages are used in public space and what attitudes speakers hold towards them. In recent years, English words such as coffee, burger, grill, house and corner have become very common in the names of Uzbek food outlets and cafés, even where the menu and the customers are Uzbek.

The influence of English on Uzbek has attracted attention in studies of borrowing and language contact. However, small, classroom-scale studies that look specifically at food and café names and sort them into clear naming patterns are less common. For a student of English, such an analysis is useful because it shows how English words are adapted, spelled and given new roles outside their original context.

The aim of this article is to describe how English words are used in Uzbek food and café names. It addresses one question: which naming patterns with English words are most common, and what reasons explain their use?

2. Materials and Methods

Materials. [N] names of food outlets and cafés were collected from [city / district, e.g. Namangan] using [street photographs / an online map service — specify the source and the collection period]. Only names containing at least one English word or an English-based form were included. Repeated names and branches of the same chain were counted once. This article presents selected examples from each group.

Methods.

- Descriptive method: each name is described by its structure and the language of its parts.

- Classification: names are sorted into groups by naming pattern.
- Comparative method: groups are compared by frequency and by the motivation behind them.

Selection criterion: a name must refer to a place that sells food or drink.

3. Results

The names were divided into the following groups (the examples are illustrative; replace them with items from your own sample):

Naming pattern	Example	Comment
Fully English	Fresh Bakery; Tasty Corner	Both parts are English; no local element
Hybrid	Samarkand Grill; Non House	Local word combined with an English word
Transliterated English	Kofe Taym; Burger Xaus	English words in Uzbek spelling
English category marker	[Name] Cafe; [Name] Bar	English word shows the type of venue
Traditional Uzbek	Choyxona; Oshxona; Novvoyxona	Common in venues serving national dishes

In the first group, English is used for the whole name. Such names usually appear in venues aimed at young customers and signal a modern, international image.

In the second group, local and English elements are combined. This pattern keeps a connection to place and cuisine while using a foreign word to suggest a contemporary format.

In the third group, English words are written according to Uzbek spelling. The same word may therefore appear in several forms, for example Coffee, Kofe and Cofe. Occasional spelling errors, such as Bakary for Bakery, were also observed.

In the fourth and fifth groups, English words such as cafe, bar and grill classify the venue, while traditional Uzbek names remain typical for tea houses and venues serving national food. [Add the number or share of names in each group from your data.]

4. Discussion

The results suggest several reasons for the use of English. First, English carries prestige and is associated with modernity. Second, many products, such as burgers, pizza and latte, arrived with their English names, and no established Uzbek equivalents exist. Third, global brands and social media shape local branding. Fourth, short English words are easy to place on logos and signs. These explanations are interpretations rather than proven causes, and interviews with owners would be needed to test them.

The trend also raises questions of language policy and attitudes. Critics point to the shrinking presence of Uzbek in public space and the risk that English names come to be seen as more

modern than Uzbek ones. Others note that borrowing is a normal feature of living languages and that business owners choose names to suit their customers. Combining an English name with an Uzbek descriptor or slogan, using local vocabulary for distinctive brand names and keeping spelling consistent are practical ways to balance both views.

Limitations of the study: (1) the sample is small and limited to [place]; (2) names change quickly as businesses open and close; (3) the classification depends on the researchers' judgement, especially for hybrid and transliterated names. Future work should enlarge the sample, cover several cities and include interviews with owners.

5. Conclusion

English words are widely used in Uzbek food and café names, in fully English, hybrid and transliterated forms, while traditional Uzbek names remain in venues serving national cuisine. The main reasons appear to be prestige, borrowed products, global branding and brevity. The results can be used in English teaching and translation classes to discuss borrowing, spelling and the role of English in public space.

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