

Linguosemantic Analysis Of Arabic Terms Of “Digital Marketing”

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Abstract: This article discusses the lyrics of Zulfiya, People’s Poet of Uzbekistan, as well as her editorial activity and publicistic mastery. First, the poet’s work in the publishing sphere is examined. The journal Saodat (formerly called Uzbekistan Women), where Zulfiya worked for many years as editor-in-chief, its orientation, the topics covered in it, the influence of the era, and the articles telling about the lives of progressive and active women are analyzed. In particular, Zulfiya’s articles calling on women to be active and encouraging them to take their place in social life are examined. Commentary is given on the articles published on the pages of the journal in 1961.

Keywords: Arabic language, Uzbek language, term, terminology, economics, marketing.

Introduction: Language serves as an important element in all areas of knowledge. Each language in the world has its own place and significance, and every language attains its position and importance by enriching and developing through related (cognate) languages. The words of every language in the world express meanings that are unique to it, especially when such words belong to a particular field. Knowing and studying the meanings of terms in a language is based on understanding the intended purpose behind them. Linguistic connotations express a broader meaning than terms used in ordinary everyday life.

Just as every field has its own specific terminology, there are also terms related to jurisprudence (law). Every historical period has its own numerous social and legal norms, and these norms regulate a developing society on the basis of their rules. In particular, the emergence of legal terms in the Arabic language and the sources written before and after Islam have served as a key factor in the development of this field. By the end of the 8th century and the first half of the 9th century, jurisprudence had formed its own concepts, its specific language and style. The formation of this discipline as an independent science was influenced by factors such as the expansion of the Islamic world, the rapid increase in the number of conquered lands, and the adoption of Islam by various peoples.

Unlike other foreign languages, Arabic is considered a

language that possesses its own distinctive features and characteristics. Of course, no language that functions as an independent means of communication is devoid of unique aspects. It is well known that the formation of Arabic grammatical rules and regulations is based on sacred sources, which distinguishes it from other languages. As interest in studying the Arabic language increased, new regularities began to be discovered in other fields, including economics, which led to the emergence of terms related to this sphere. Trade relations carried out between states also contributed to the penetration of Arabic terms into other languages, while at the same time the inflow of economic terms from other languages into Arabic and the development of field-specific terminology stimulated the study of economics. At present, the economy in the true sense of the word, which constitutes the basis of our life and existence, is rapidly advancing. Such extralinguistic factors have led to the establishment of a specific terminological system of economics. Thus, before reaching its current state, economic terminology has passed through several stages.

Unlike in other languages, terms in Arabic are treated in a specific way: their lexical and terminological meanings are first explained, and then an analysis is given showing the differences between them. For this reason, translating Arabic terms into another language is not an easy task.

It should be noted that people with a particular profession or specialization often deal with the specific technical terms of that field. For example, in the written or spoken language of businessmen and traders, it is natural to encounter narrowly used terms that have recently entered the language, such as cartel, clearing, turnover of goods, small property ownership, allocation of funds, rent, and so on.

Such terms are not used in the speech of people whose profession is far from business and economics. At the same time, there are terms that are used more or less equally in the speech of almost all speakers of a given language: market, goods, trade, money, customer, and the like belong to this group.

Like other languages, Arabic has been enriched over the centuries, and in addition to terms that are traditionally familiar to its speakers, new terms began to enter the language during the period of technological development.

Below we present several terms used in Arabic in the field of digital marketing and commerce. These terms have been fully translated from the corresponding English terms into Arabic.

التحويل – conversion rate

التحويل is the verbal noun (masdar) of Form II and in the dictionary means “to change, to transform, to convert.” معدل is the active participle of Form II and means “adjuster, regulator.” The phrase معدل التحويل in the idāfa construction is translated as “conversion rate.”

Conversion rate is the share of customers or potential customers who perform a certain action, such as opening an email, subscribing to an offer, or making a purchase. For example, certain conditions are set for users of social networks to subscribe to a particular site, and 10 percent of the users may carry out these actions.

الدفع – Push Marketing

The word الدفع in the dictionary means “to push, to shove, to transmit motion.” In online commerce, this term means sending a message to customers through advertising or a promotional method. For example, a push notification sent to a customer who has subscribed to a site or downloaded an application.

This is done by sending a message to the target audience, whether current or potential customers, through advertising or a specific promotional method.

السحب – Pull Marketing

السحب is the verbal noun of Form I and means “to pull, to drag, to draw.” That is, it refers to actions or methods used to attract customers to make a purchase.

Such actions may include articles containing advice or explanations.

اكتساب العملاء – customer acquisition

العملاء is the plural of العميل and means “buyer, client, customer.” اكتساب means “to obtain, to acquire.” Together, these two words form an idāfa construction meaning “acquiring customers” or “customer acquisition.” In other words, it is all sales and marketing activities aimed at the customer. This is the effort to bring a customer to a website, service, or store, to familiarize them with it, and to provide services.

تكلفة اكتساب العميل – customer acquisition cost

The word تكلفة means “effort, cost, price.” العميل means “buyer, client, customer.” اكتساب means “to obtain, to acquire.” These three words form an idāfa chain meaning “the cost of acquiring a customer” (customer acquisition cost). That is, it is the expense incurred to attract a new customer.

تحسين محركات البحث – search engine optimization

تحسين is the verbal noun of Form II and means “improvement, enhancement, making better.” محركات is the plural form and means “motors, engines.” Together with البحث in an idāfa chain, the phrase is translated as “search engine optimization.” That is, the cost incurred to attract a new customer.

In marketing, especially in electronic marketing, this is one of the most commonly used terms. It is simply the process of increasing the quality of a website’s traffic in unpaid searches on the Internet: preparing your website so as to improve its chances of appearing in the top search results in various systems.

التسويق عبر محركات البحث – search engine marketing

التسويق, that is “marketing,” is a set of techniques and tactics aimed at improving the delivery of a product to the consumer. In other words, marketing includes the actions through which brands ensure that their products can meet consumers’ needs or desires. محركات is the plural form meaning “motors, engines,” and in this context refers to “search engines.”

The structure of this term differs from those above. It is formed as a simple sentence and is a nominal clause whose predicate consists of a prepositional phrase. This sentence is translated as “search engine marketing.”

It is implemented through advertising campaigns aimed at increasing traffic to your site by using search engine optimization methods within paid advertisements.

صفحة نتائج محركات البحث – search engine results page

The word صفحة means “surface, face, page.” In this context, صفحة means “the search page on a website.” This term consists of several words forming an idāfa

chain. In Uzbek it is translated as “qidiruv tizimi natijalari sahifasi” (“search engine results page”).

Judging from the name of this term, it is the page that displays the search results marked as “completed” for the user’s query.

الانطباع – impression

الإنطباع is the verbal noun (masdar) of Form VII and has a reflexive-passive meaning. It is translated into Uzbek as “taassurot” (“impression”). This term is used in connection with paid advertisements on the Internet. Such an advertisement may appear on the screen several times, regardless of whether it is actually noticed by the user or not.

نسبة الضغط إلى الظهور – click-through rate

In this term, the word نسبة is translated as “ratio, measure, amount.” The lexical meaning of الضغط is “to press, to click,” and الظهور means “to appear.” In Uzbek it conveys the meaning of “o’tish ko’rsatkichini bosish” (“click-through rate”). This term consists of a subject and predicate, with the subject itself being an idāfa construction.

In Internet marketing, this indicator appears, for example, when an advertisement is shown 10 times and two users click on the ad and show interest in the information it contains.

In the process of creating modern Arabic terminology, it is first necessary to take into account the already formed concepts and the new European terms that have been developed for them. The task of Arabic terminological practice is to find Arabic terms that correspond to foreign terminologies which are already developed and further standardized. New terms in Arabic have been created either in response to the internationalisms of the Latin–Greek scholarly tradition or in contrast to national (mainly English and French) terms.

Similarly, if we take the term “economy” (iqtisod) in Arabic, it is derived from the word iqtisod existing in Arabic vocabulary with the meaning “saving, management of household.” The reason is that this term in Greek is formed from the word “economy,” which expresses the meaning “management of the household,” and Arabic linguists adopted a word with the same meaning already present in their own lexicon as a term.

Many economic terms have also been formed on the basis of existing linguistic patterns. For example, the term “share” (aksiya) that appeared in European countries in the 17th century is rendered in Arabic by the word سَهْمٌ (plural أَشْهُمٌ), which means “share, portion,” and the term “chamber of commerce” is expressed as the agreed attributive phrase غُرْفَةُ تِجَارِيَّةٍ,

formed from the words غُرْفَةٌ (“room, chamber”) and تِجَارِيَّةٌ (“commercial, related to trade”).

Likewise, terms and terminological phrases from other languages have been translated into Arabic and then abbreviated or accepted as compound terms. One such economic term is رَأْسُ مَالٍ (“capital”). This term is formed from the combination of the words رَأْسٌ (“head”) and مَالٌ (“property, wealth”).

It is well known that when terms pass from one language to another, they differ according to a number of features. We encountered this as well during the process of translating Arabic economic terms into Uzbek. There are such economic terms that have become fully assimilated into Uzbek and become “its own,” so that a person unfamiliar with Arabic would not even realize that they came from another language. Such terms have entered Uzbek through the method of “borrowing as is.” In this process, a term from one language is accepted into another either identically or with some phonetic changes.

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