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PRODUCTION MODEL AND FUNCTIONAL CHARACTERISTICS OF UNITS WITH THE PREFIX “ECO-” IN UZBEK LANGUAGE

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Abstract

This article examines the formation models and functional characteristics of units with the “eco-” prefix in the Uzbek language. It analyzes the role of prefixation in the development of ecological terminology, the semantic load of the “eco-” component, and its usage across different domains. The study also explores the lexical-semantic features of eco-units and their activity in modern ecological discourse.

Keywords: Eco-prefix, ecological terminology, word formation, prefixation, derivation, ecological lexicon, eco-lexemes, functional semantics, ecological discourse.

Introduction

The emergence and active use of new lexical units in the modern Uzbek language is closely related to the processes of globalization. In particular, as a result of the actualization of environmental problems and issues of environmental protection, words based on the prefix “eco-” are spreading widely in the language system. This prefix is directly related to the concept of ecology and means “natural”, “environmentally friendly”, “sustainable”. The element “eco-” actually comes from the Greek word “oikos” and is actively used as an international morpheme in many languages. In the Uzbek language, it appears not as a complete affix, but as a prefixoid. That is, it is not used independently, but is combined with other words



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to form new lexical units. For example, units such as ecosystem, ecotourism, and exoproduct can be a clear example of this. From a linguistic point of view, units formed using the prefix “eco-” are formed according to different formation models. The most common model is constructions formed by combining a prefix and a noun. In this case, the “eco-” component performs the function of an identifier, narrows the semantic field of the main word and clearly directs it. At the same time, the prefix “eco-” is freely combined with international terms, which shows its universality and high flexibility.

Analysis and Results

From a cognitive point of view, the prefix “eco-” activates certain conceptual structures in the human mind. The units represented by this prefix usually contain positive semantic components such as “naturalness”, “cleanliness”, “healthiness” and “sustainability”. For example, the word “eco-product” evokes the image of a natural and safe product in the consumer’s mind. This shows that language units have not only nominative, but also psychological and cognitive influence. Discursively, units with the prefix “eco-” play an important role in the modern communicative space. They are especially widely used in mass media, advertising texts, and political speeches. In advertising discourse, the prefix “eco-” is used as a quality indicator of a product or service and serves to attract consumers. In the media discourse, it serves as an important tool in covering environmental problems and drawing public attention to these issues. In political discourse, the prefix “eco-” is used to express the concepts of sustainable development, environmental policy and social responsibility. At the same time, it should be noted that the functional properties of the “eco” prefix are multifaceted. He actively participates in the naming of new concepts, imposes a positive evaluative meaning and serves as a



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means of communicative influence. As a result, this prefix is becoming one of the important elements forming the innovative layer of the modern Uzbek language. When studying units with the prefix “eco-”, it is necessary to pay special attention to their structural-semantic expansion tendency. In recent years, this prefix has been actively used not only in terminological units, but also in everyday speech. This shows that he is going through the process of stylistic neutralization. That is, the “eco-” element, originally characteristic of scientific and formal style, is now freely used in colloquial speech. For example, such units as Eco life, Eco thinker, Eco style confirm this. In addition, a phenomenon of semantic expansion is observed in the units formed with the prefix “eco-”. Initially, this prefix expressed only concepts related to the natural environment, but now it is used in a more metaphorical sense. For example, units of ecoculture or Eco thinking represent concepts that are not directly related to nature, but to human consciousness and behavior. This shows that the process of abstraction in the language system is increasing. From a derivational point of view, units formed with the prefix “eco-” also form paradigmatic relationships within themselves. For example, units such as ecosystem, eco-environment, eco-sustainability are used interrelated within one semantic field. This situation indicates the formation of a new micro field – “ecological lexicon” layer in the lexical system of the language. In this layer, the units are united on the basis of mutual semantic proximity and acquire a systematic character. If we deepen the cognitive analysis, the units formed by the prefix “eco-” create a special conceptual model in the human mind. The idea of “harmony of nature and man” is at the heart of this model. Therefore, words formed with “eco-” are often evaluated positively, and the concepts expressed by them are accepted as socially acceptable. This process is described as “evaluative conceptualization” within cognitive linguistics. From the discursive point of view, the prefix “eco-” can also appear as a manipulative tool.



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Especially in advertising texts, the properties of “naturalness” and “quality” are artificially imposed on the product through this prefix. As a result, confidence in the product is formed in the mind of the consumer. This means that language units have a direct impact on economic and social processes. “The emergence of new ecological units in the language system is inextricably linked with the development of ecological thinking in society [4],” Shakhriyor Safarov says. According to Valentina Maslova, “cognitive linguistics reveals the conceptual system in the human mind through language units [3]”. “Any prefix or affix carries not only grammatical but also semantic load [2],” writes Elena Kubryakova. Also, units with the prefix “eco-” reflect the interaction between the global discourse and the national language. Although they were formed on the basis of international terminology, they are adapted to the internal laws of the Uzbek language and are becoming an integral part of the national lexical system. This process shows the openness of the language and the ability to absorb external influences. Another important point is that the units made with the prefix “eco-” often allow to express complex concepts in a short and concise form. This increases communicative efficiency. For example, the unit “eco-product” is used instead of “environmentally friendly product”. Such compactness fully meets the requirements of modern communication. As a result, the prefix “eco-” appears in the Uzbek language not only as a tool for creating new words, but also as an important linguistic element that shapes thinking and communication. It is expected that this prefix will continue to develop as an active and productive layer of the language system in the future as its scope of use expands. Of course, below is a continuation of your article, enriched with new, unrepeated scientific content: a deeper analysis of the functional possibilities of units with the prefix “Eco-” will be important in revealing their pragmatic value. Linguistic units not only perform nominative tasks, but also actively participate in the implementation of certain communicative



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goals. From this point of view, the units formed by the prefix “eco” perform certain strategic functions in the speech. In particular, they include such functions as expressing the speaker’s position, influencing the audience, and promoting social values. Units with the prefix “eco-” are also closely related to the axiological system of the language. Axiologically, these units have a positive evaluative component, and the concepts expressed through them are usually associated with values such as “good”, “useful”, “harmless”. Therefore, the prefix “eco-” not only creates a new word, but also imposes an evaluative meaning on it. This situation shows that the evaluative function of the language is increasing. Visual and semiotic aspects of the “eco-” prefix in the modern communicative space also deserve special attention. In advertising and marketing materials, the element “eco-” is often used in combination with the color green, images of nature, or special symbols. This creates an integration between linguistic and visual symbols. As a result, the prefix “eco-” appears not only as a linguistic unit, but also as part of a wider semiotic system. It is also necessary to note the sociolinguistic features of units with the prefix “eco-”. Their use is often associated with certain social groups, especially those with a high level of environmental awareness. Through such units, the speaker shows his social position, values and outlook. In this respect, the prefix “eco-” also serves as an identification marker. In the dynamic process of language development, the grammaticalization tendency of the “eco-” prefix can also be observed. That is, it is possible that this prefix will become a more stable morphological unit over time. Although it is currently considered a prefixoid, its widespread use indicates the possibility of becoming a full affix in the future. This process is explained in the framework of grammaticalization. Commenting on the relationship between language and thought, N. Makhmudov puts forward the idea that “language is a form of human perception of existence” [5]. “Discourse reflects ideological and social attitudes in society,” notes Norman Fairclough. In addition,



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units with the prefix “eco-” are also developing based on the principle of language economy. According to the law of language economy, in the process of speech, there is a tendency to express more meaning with less means. The prefix “Eco-” meets exactly this requirement, as it makes it possible to express complex concepts in a short and clear form. [9]. This increases his communicative efficiency. From the linguistic and cultural point of view, the prefix "eco-" serves the formation of new cultural codes in the Uzbek language. The units expressed through it reflect the development of ecological culture in society. Therefore, this prefix is not only a linguistic phenomenon, but also an important indicator of cultural and social transformation.

As a result, units with the prefix “eco-” appear as a multi-layered linguistic phenomenon, which actively participates in different levels of the language system - lexical, semantic, pragmatic and discursive levels. Their in-depth analysis is of great scientific importance in determining the directions of development of the modern Uzbek language. Interlinguistic influence is an important factor in the development of units with the prefix “eco-”. This prefix entered the Uzbek language mainly through the English and Russian languages and functions as part of the global terminological system. As a result, it undergoes certain phonetic, semantic and functional transformations in the process of adaptation to the national language system. This process shows the adaptive nature of the language and allows to observe the stages of nationalization of acquired elements. The phenomenon of semantic differentiation is also observed in units formed on the basis of the prefix “Eco-”. That is, the same prefix can express different nuances of meaning in different contexts. For example, if the term ecotourism is used to mean economic and tourist activities, the concept of ecoculture expresses the meaning related to social and moral values. This shows the semantic flexibility of the “eco-” prefix. Structurally, units with the prefix “eco-” occur at the intersection



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of the processes of composition and derivation. Such units are often formed as complex words, in which a prefix and a base are integrated to create a new meaning. This indicates that the processes of word formation in the modern Uzbek language are becoming more complicated. Pragmatically, units with the prefix “eco-” perform a persuasive, i.e. persuasive, function in speech. Especially in marketing and advertising discourse, a positive image of a product or service is created through these units. According to Sh. Safarov’s views on cognitive linguistics, language units reflect the formation of new concepts in the thinking of society. In this respect, units with the prefix “eco-” are also emerging as a product of ecological consciousness and modern thinking.

From the point of view of pragmatics, this process is considered as a mechanism for increasing the impact of speech. At the same time, the units created by the prefix “eco-” also serve to create a sense of environmental responsibility in the audience. Discourse analysis shows that the prefix “eco-” appears as an important component of the global environmental discourse. Its units are often used in connection with issues such as sustainable development, climate change, and resource conservation. This once again confirms the interrelationship between language and social processes. Also, the stylistic features of units with the prefix “eco-” are manifested differently. If they are used in a clear and strict sense as a term in the scientific method, they acquire an emotional-expressive load in the journalistic method. In colloquial speech, they are used in a more simplified and generalized sense. This case shows the stylistic flexibility of the prefix. Another important point is that the derivational potential of the prefix “eco-” has not yet been fully realized. During the development of the language, many new units may appear with the help of this prefix based on new social needs and communicative requirements. This determines its perspective as a productive morphological tool. As a result, units with the prefix “eco-” form a multifunctional and dynamic system in the Uzbek



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language. They play an important role not only in the creation of new lexical units, but also in the formation of social consciousness, the implementation of communicative strategies and the expression of cultural values. This makes this prefix a relevant and promising object for modern linguistic research

Conclusion

In the Uzbek language, units with the prefix “eco-” appear as one of the important indicators of the development of the modern language. This prefix was formed under the influence of the global ecological discourse and was successfully integrated into the national language system. Linguistically, it is an active derivational tool as a prefixoid, and it was observed that it has high productivity in creating new lexical units. In the process of formation, the prefix “eco-” combines with different types of bases, creating complex and semantically rich units. The results of the cognitive analysis show that the units formed by the prefix “eco-” activate positive concepts such as “harmony with nature”, “sustainability” and “health” in human thinking. This confirms that language units have not only a nominative, but also a conceptual and evaluative function. From a discursive point of view, units with the prefix “eco-” serve as an important pragmatic tool in modern communication. They are widely used in advertising, media, and political discourse to influence audiences, create social awareness, and promote environmental values. At the same time, this prefix is also used as a manipulative tool in some cases, it is used to give a positive image to products or ideas. In general, units with the prefix “eco-” form a new semantic field in the lexical system of the Uzbek language and serve to enrich it. Their linguistic, cognitive and discursive complex analysis is of significant scientific importance in determining the modern development trends of the language. In the future, the degree of



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grammaticalization of this prefix and its role in the formation of new constructional units should be studied more deeply.

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