

IRSTI 16.21.47

DOI <https://doi.org/10.52081/phsj.2025.v12.i4.066>

Sh.M. Sultanova^{a*}

E-mail: ms.sultana74@mail.ru. *Corresponding author: ms.sultana74@mail.ru

A.Z. Nurullayeva^a

E-mail: Anurullayeva68@gmail.com

Renaissance University, Tashkent, Uzbekistan

COSMETOLOGICAL DISCOURSE AS AN OBJECT OF LINGUISTIC RESEARCH

Abstract

This article examines discourse from a contemporary perspective. It examines the development of discourse studies in general terms. Particular attention is paid to the structure of cosmetology discourse, which allows us to identify the object of study within cosmetology discourse. The paper also examines markers of scientific cosmetology discourse. It emphasizes the importance of discourse studies in science, the formation and process of communication, and demonstrates the uniqueness of cosmetology discourse.

This article analyzes the semantic and pragmatic features, as well as the specific functioning of linguistic means in the field of cosmetology. It also examines the influence of linguistic means used in cosmetology discourse on advertising and medical discourses. The main types of texts used in professional and advertising communications are analyzed, including descriptions of procedures, specialist recommendations, and marketing messages. The article examines the specifics of terminology, borrowings, and methods of influencing the recipient, aimed at building trust and stimulating consumer interest. Some neologisms and linguistic means most frequently used in the field of cosmetology are given. The study also addresses the relationship between scientific and colloquial styles in cosmetology discourse, as well as the degree of influence of sociocultural factors on the choice of linguistic means.

The study identified key characteristics of cosmetology discourse as a special type of institutional communication. The results obtained may be useful for specialists in the fields of linguistics, media communications, and professional cosmetology.

Key words

Discourse, discourseology, beauty, cosmetology discourse, advertising discourse, medical discourse, skin, face, ethics, aesthetics.

For citation:

Sultanova Sh.M., Nurullayeva A.Z., Cosmetological discourse as an object of linguistic research // Philological Sciences Journal. – 2025. – Vol. 12. – №4. – Pp. 16-23.

DOI <https://doi.org/10.52081/PhSJ.2025.v12.i4.066>

Introduction

Currently, we can observe the active development of all areas of science, which requires constant study of trends and the deepening of knowledge. There is a clear need for development in all areas, particularly intercultural communication. This can be explained by the emergence of new

areas of linguistics for studying the characteristics of particular languages, as well as for examining the relationship between language and various spheres of human activity. However, modern society faces many unresolved issues, one of which is the term "discourse". The study of discourseology is an important aspect that allows for the resolution of a number of contentious issues that arise in the study of modern integrative sciences. Modern linguistics is characterized by the integration of scientific approaches aimed at studying language not only as a system of signs but also as a means of reflecting the culture, mentality, and social characteristics of a people. In this context, discourse studies occupies a special place, representing an interdisciplinary scientific field whose subject area encompasses issues related to understanding the nature, structure, and functional characteristics of discourse as a socio-cultural and communicative-cognitive phenomenon. Discourse studies is considered to be an actively developing scientific field that provides knowledge that is in demand today regarding the characteristics of the information-semantic exchange carried out in society and the mechanisms for the formation of cultural-content forms objectified in language.

Literature Review

The term discourse derives its roots from the Latin word "discussio" [Ozhegov, 1997], which means "a dispute, a discussion of some issue at a meeting, in print, in conversation". Over the past century, linguistics has developed closely with philosophy, giving rise to new trends and directions in science. Discourse (German: *discurs*, French: *discours*, English: *Discourse*) is a polysemantic term used in linguistic, psychological, literary, philosophical, and historical research [Kozhina, 2011].

The school of T.A. Van Dijk made a significant contribution to the development of discourse studies. According to T.A. Van Dijk, discourse is "a complex communicative phenomenon that includes not only text, but also extralinguistic factors, such as knowledge about the world, attitudes and goals of the speaker" or "a speech flow, a language in its constant movement, absorbing all the diversity of the historical era, individual and social characteristics" [Dijk, 1987]. V.I. Karasik made a great contribution to the classification of discourse. V.I. Karasik's classification of discourses represents an approach to systematizing various types of discourse based on their functional characteristics and contexts of use. Analyzing the scholar's classification, we can conclude that discourse studies encompasses all spheres of human activity. Each type of discourse plays an important role in the formation and process of communication, allowing for a deeper understanding of the characteristics of interaction in various social contexts. The classification helps explore how different types of discourse shape and transform social relations and cultural characteristics [Karasik, 2000].

Materials and methods

The methodological basis of this study is based on a combination of qualitative, descriptive, comparative and semiotic-analytical approaches, which allow for a systematic study of the development and functioning of cosmetology terms and names of cosmetic products in modern cosmetology and in platforms. The study utilizes an interdisciplinary corpus, including materials from linguistics, semiotics, media studies, cognitive science, internet communications, medicine, and advertising. Key empirical materials include screenshots of cosmetology advertising forms, beauty magazines, and social media posts such as Instagram, Telegram, Twitter, and YouTube.

Results and Discussion

The expansion of mass communications and the emergence of new types of discourses influencing various aspects of public life are leading to increased scholarly work in the field of multidisciplinary discourse analysis. In recent years, researchers from various countries and fields

have increasingly gathered at conferences to discuss issues of discourse research from an interdisciplinary perspective. Particular attention is currently being paid to the study of political and media discourse. In the context of mass culture and consumption, new forms of discourse are actively developing. Such discourses include fashion and the modeling business, television, advertising, cosmetology, show business, show politics, the Internet and mobile communications.

In the last decade, one of the most rapidly developing discourses has been cosmetology, a subset of professional discourse. Cosmetology discourse is generally considered a discourse of the body, which has previously been underanalyzed. The most studied form of body discourse is medical discourse, which encompasses the concept of "health". Medical discourse encompasses not only health concerns but also "self-care in the broadest sense – concern for the beauty and cleanliness of the body, the environment and cleanliness of the living space, and one's emotional state". As a result, there is an expansion of the scope of medical discourse and a blurring of boundaries with related discourses, such as advertising, which offers products for body care [Shesterikova, 2014].

Cosmetology discourse is a discursive phenomenon that lies at the intersection of medical discourse (with its key concepts of corporeality, health/disease, and its inherent linguistic features of scientific style) and advertising discourse (with its pragmatic focus on attracting attention to the subject of advertising). On the other hand, cosmetology discourse can also be viewed as an entirely independent phenomenon, in some respects close to the discourse of a popular medical journal [Vavilova, 2015]. The distinction between cosmetology discourse is justified by the unique combination of medical and advertising discourses, as well as the gender and age characteristics of its participants or consumers. This, in turn, leads to the emergence of unique methods of verbal and nonverbal manipulation.

In this paper, we propose that cosmetology discourse be understood as a type of institutional (sometimes individual-focused) discourse whose primary theme is related to human appearance, emphasizing the health and aesthetic appeal of various body parts, such as the face, neck, hands, and so on. This allows us to classify this discourse as bodily. Unlike medical discourse, where the central concepts are illness and health, the key themes of cosmetology discourse are beauty, youth, and health as indicators of the first two. Moreover, the main goal of cosmetology discourse is not only to emphasize the importance of beauty but also to attract consumers' attention to the company's products and encourage them to purchase. This goal brings cosmetology discourse closer to advertising.

The fundamental concept of cosmetology discourse is "beauty". We know that beauty is relative, and beauty standards have always varied. They have changed according to the trends of the time, adapted to the political system of the country, and been created by artists, poets, and writers. Throughout history, established standards have held that the aesthetic manifestation of beauty is directly proportional to a person's ethical morals, that is, beauty is everything beautiful, wonderful, everything that provides aesthetic and moral pleasure. It is generally accepted that "beauty is a quality of beauty, an abstract concept of beauty, grace." It encompasses diverse aspects of aesthetic perception and cultural values. It includes ideals, norms, and notions of what is considered beautiful or ugly. It can manifest itself in art, nature, people, and even ideas. The concept of beauty varies significantly across cultures and historical eras, reflecting social, cultural, and personal preferences. Beauty is considered a complex phenomenon linked to emotions, aesthetic experience, and the perception of harmony.

Many famous philosophers have attempted to uncover the essence of beauty. In Plato's aesthetics, beauty is understood as the absolute interpenetration of body, soul, and mind, the fusion of idea and matter, rationality and pleasure, with the principle of this fusion being moderation. Immanuel Kant also explored beauty in his works: beauty is a form of an object's purposefulness, perceived without purpose that is, without any notion of practical benefit or functional purpose. According to Immanuel Kant, there can be no objective rule of taste that would conceptually define what is beautiful. Since any statement from this source is aesthetic, it is based on the subject's

feeling, not on the representation of an object. Therefore, some taste products are considered standards; however, this does not mean that taste can be acquired by imitating others. Immanuel Kant's visions of beauty can serve as confirmation of a worldview of the ideal, which gives rise to dependence. The philosopher Friedrich Nietzsche explored the concept of "beauty". He attempted to reveal the essence of this concept in several of his works, such as "The Gay Science", "Thus Spoke Zarathustra", "Beyond Good and Evil", "Ecce Homo", and others. Beauty is not only an aesthetic perception but also a promise of happiness, which is closely linked to the desire for power and the affirmation of life. In his perception, beauty is not something abstract, but rather part of a dynamic process of development and overcoming. The concept of "beauty" is quite popular in the works of J. Baudrillard. He believed that beauty is the philosophical essence of the human soul: "Beauty is no longer the result of nature or the complement of moral qualities".

Recent linguistic studies based on the analysis of proverbs and media have revealed changes in the value-aesthetic worldview that point to the increasing importance of a person's external attractiveness. Cosmetology discourse offers two methods of creating beauty: decorative cosmetics and so-called "care." In the latter case, the concept of beauty becomes a manifestation of the concept of youth. Researchers note the extraordinary persistence of the association between youth, beauty, and health in modern linguistic culture.

Currently, the most analyzed discourse is that of cosmetics companies and cosmetologists' brochures, which are considered, in particular, as advertising. One of the researchers of cosmetology discourse is O.T. Filatova. Based on her findings, we can determine that the words "protein", "coenzyme," "calcium citrate", "iodine", "folic acid", "radicals", "retinol", "hormonal balance", "immune system", "cardiac rhythm", and others are associated with each other, are used for influence and manipulation", since sociological research has established that women tend to believe terms more than men", and "the use of obscure terms creates the impression of a professional and competent approach in the audience, increasing the weight of arguments". These terms are simultaneously markers of scientific cosmetology discourse.

One of the key aspects of cosmetology discourse is the use of technology. Modern procedures are becoming increasingly accessible and diverse. Innovations in cosmetic products and treatment methods allow us to address a variety of appearance-related issues, from removing moles to slowing down the aging process. It's worth noting that cosmetology is not only about physical transformation but also about psycho-emotional aspects. Many people use cosmetology services to boost their self-esteem and confidence. It's generally accepted that appearance influences professional success and personal relationships. Therefore, consultations with cosmetologists often involve elements of psychology, with specialists helping clients understand that true beauty lies in diversity and individuality. Cosmetology discourse also addresses ethical issues. It's important to remember that when performing procedures and creating new products, norms and standards must be observed to avoid harming the client's health. All these phenomena manifest themselves in language; with the emergence of a new product, advertisement, procedure, and service on the market, linguistic terminology expands, introducing new words, terms, and definitions, the study, classification, and analysis of which is the subject of "cosmetology discourseology".

As a result of studying the works of the above-mentioned authors, we offer in Table 1 the most frequently used terms and their meanings in cosmetology terminology.

Table 1 – The most frequently used terms in cosmetology

Name of the term	Meaning of the term
The "Jolie Profile" (or "Jolie Angles")	This is a cosmetic contouring procedure designed to create a defined jawline, high cheekbones, and a sharp chin using hyaluronic acid-based fillers. The procedure sculpts the face, giving it a refined appearance reminiscent of actress Angelina Jolie.
Fillers	Gel-like injectable fillers (usually based on hyaluronic acid) used in cosmetology to fill wrinkles, increase the volume of lips and cheekbones, and correct facial contours.
Botulinum toxin therapy	This is a minimally invasive procedure that injects botulinum toxin type A to relax facial muscles, smooth out wrinkles (forehead, crow's feet), and treat hyperhidrosis or neurological spasms.
Facial mesotherapy	This is an injection cosmetic procedure that involves introducing special "cocktails" of hyaluronic acid, vitamins, amino acids and minerals under the skin (3–5 mm).
Laser facial resurfacing	is a deep skin renewal procedure in which the laser removes the upper layers of the epidermis and stimulates collagen production.

The examples provided demonstrate that new terms are being introduced into cosmetology and the cosmetics industry, and the use of these terms by cosmetologists inspires confidence among users of these services. These terms are so widely used that even those not involved in cosmetology can easily understand the meaning of these professional titles.

Conclusion

Analyzing the works of the above-mentioned scholars, we can conclude that discourse is an interdisciplinary field that is one of the most popular topics of analysis today. It studies communication, including text and extralinguistic factors such as pragmatic, sociocultural, psychological, and others. Discourse is living speech in action and context, enabling the analysis of linguistic situations. Globalization has led to a broader study of new discourses, one of which is cosmetology discourse.

Thus, analyzing the works of the above-mentioned scientists, we can say cosmetology discourse is a complex and multifaceted topic, encompassing a broad range of aspects related to vocabulary, medicine, advertising, ethics, aesthetics, psychology, the philosophy of human nature, the impact of media on society, and the development of technologies that play a key role in shaping the modern linguistic worldview. Cosmetology discourse in linguistics is a specific field of study that explores language and communication in the context of beauty, skincare, and aesthetic products. The central concept of cosmetology discourse is "beauty," which can be directly proportional to a person's worldview and self-perception and can manifest itself in both aesthetic and ethical forms. This includes an analysis of jargon terminology, communication styles, and message structures related to cosmetic procedures and products. Researching and analyzing these issues in linguistics allows us not only to better navigate the world of cosmetology but also to make more informed decisions regarding our desires and needs in this field.

References

- Dijk T.A.van. Discourse and the reproduction of racism. – Amsterdam, 1987. – P. 29.
- Karasik V.I. On the Types of Discourse // Linguistic Personality: Institutional and Personal Discourse. Collection of scientific papers / Edited by V.I. Karasik, G.G. Slyshkin. Volgograd: Peremena, 2000. – 220 p.
- Kozhina M.N. Discourse // Stylistic Encyclopedic Dictionary of the Russian Language. – M.: Flinta – Nauka, 2011. – P. 53.
- Ozhegov S.I., Shvedova N.Yu. Explanatory dictionary of the Russian language. – M.: Azbukovnik, 1997. – P. 395.
- Shesterikova O.A. Transformation of medical discourse in modern European culture: dis. ... Cand. Philos. Sciences. St. Petersburg, 2014. – 155 p.
- Vavilova E.N. Cosmetology discourse: problem statement // Tomsk State Pedagogical University Bulletin. – 2015. Issue 4 (157). – P. 124-126.

Ш.М. Султанова^{а*}

E-mail: ms.sultana74@mail.ru. *Автор для корреспонденции: ms.sultana74@mail.ru.

А.З. Нуруллаева^а

E-mail: Anurullayeva68@gmail.com

^аОбразовательный университет Ренессанс, Ташкент, Узбекистан

КОСМЕТОЛОГИЧЕСКИЙ ДИСКУРС КАК ОБЪЕКТ ЛИНГВИСТИЧЕСКИХ ИССЛЕДОВАНИЙ

Аннотация. В данной статье дискурс рассматривается с современной точки зрения: анализируется развитие дискурс-исследований в целом. Особое внимание уделяется структуре дискурса в косметологии, что позволяет определить объект исследования в рамках этого дискурса. Также рассматриваются маркеры научного дискурса в косметологии, подчеркивается важность дискурс-исследований в науке, формировании и процессе коммуникации, а также демонстрируется уникальность дискурса в развитии косметологии.

В статье анализируются семантические и прагматические особенности и специфика функционирования языковых средств в сфере косметологии; влияние взаимосвязи языковых средств, используемых в косметологическом дискурсе на рекламные и медицинские дискурсы. Описываются основные типы текстов, используемые в профессиональной и рекламной коммуникации, включая описание процедур, рекомендации специалистов и маркетинговые сообщения. Рассматриваются особенности терминологии, заимствований и способов воздействия на адресата, направленных на формирование доверия и стимулирование потребительского интереса. Приводятся некоторые неологизмы и языковые средства, наиболее часто используемые в сфере косметологии. В работе также затрагиваются вопросы соотношения научного и разговорного стилей в косметологическом дискурсе, а также степень влияния социокультурных факторов на выбор языковых средств.

В результате исследования выявлены ключевые характеристики косметологического дискурса как особого вида институциональной коммуникации. Полученные выводы могут быть полезны для специалистов области лингвистики, медиакоммуникации и в профессиональной косметологии.

Ключевые слова: дискурс, дискурсология, красота, дискурс косметологии, рекламный дискурс, медицинский дискурс, кожа, лицо, этика, эстетика.

Для цитирования: Султанова Ш.М., Нуруллаева А.З. Косметологический дискурс как объект лингвистических исследований // Philological Sciences Journal. – 2025. – Vol. 12. – №4. – Pp. 16-23. DOI <https://doi.org/10.52081/PhSJ.2025.v12.i4.066>

Ш.М. Султанова^{a*}

E-mail: ms.sultana74@mail.ru. *Байланыс үшін автор: ms.sultana74@mail.ru

А.З. Нуруллаева^a

E-mail: Anurullayeva68@gmail.com

Ренессанс білім беру университеті, Ташкент, Өзбекстан

КОСМЕТОЛОГИЯЛЫҚ ДИСКУРС ЛИНГВИСТИКАЛЫҚ ЗЕРТТЕУ НЫСАНЫ РЕТІНДЕ

Аннотация. Бұл мақала дискурсты заманауи тұрғыдан қарастырады. Ол дискурстанудың дамуын жалпы түрде қарастырады. Косметологиялық дискурстың құрылымына ерекше назар аударылады, бұл косметологиялық дискурс аясында зерттеу объектісін анықтауға мүмкіндік береді. Мақалада ғылыми косметология дискурсының маркерлері де қарастырылады. Ол ғылымдағы дискурстанудың маңыздылығын, қарым-қатынастың қалыптасуы мен процесіне тоқталып, косметологиялық дискурстың бірегейлігін көрсетеді.

Зерттеуде косметология саласындағы лингвистикалық құралдардың семантикалық және прагматикалық ерекшеліктері, сонымен қатар спецификалық қызметі талданады. Сондай-ақ косметологиялық дискурста қолданылатын тілдік құралдардың жарнама мен медициналық дискурста әсері зерттеледі. Кәсіби және жарнамалық коммуникацияларда қолданылатын мәтіндердің негізгі түрлері талданады, соның ішінде процедуралардың сипаттамасы, мамандардың ұсыныстары және маркетингтік хабарламалар. Бұл мақалада сенім қалыптастыруға және тұтынушылардың қызығушылығын ынталандыруға бағытталған терминологияның, қарыз алудың және мақсатты аудиторияға әсер ету әдістерінің ерекшеліктері қарастырылады. Ол сонымен қатар косметология саласында жиі қолданылатын кейбір неологизмдер мен лингвистикалық құралдарды ұсынады. Сондай-ақ жұмыс косметологиялық дискурстағы ғылыми және ауызекі стильдер арасындағы қарым-қатынасты, сондай-ақ лингвистикалық құралдарды таңдауға әлеуметтік-мәдени факторлардың әсерін қарастырады.

Зерттеу институционалдық коммуникацияның ерекше нысаны ретінде косметологиялық дискурстың негізгі сипаттамаларын анықтады. Зерттеулер лингвистика, медиа коммуникациялар және кәсіби косметология саласындағы мамандар үшін пайдалы болуы мүмкін.

Негізгі сөздер: дискурс, дискурсология, сұлулық, косметологиялық дискурс, жарнамалық дискурс, медициналық дискурс, тері, бет, этика, эстетика.

Сілтеме жасау үшін: Султанова Ш.М., Нуруллаева А.З. Косметологиялық дискурс лингвистикалық зерттеу нысаны ретінде // Philological Sciences Journal. – 2025. – Vol.12. – №4. – Pp. 16-23. DOI <https://doi.org/10.52081/PhSJ.2025.v12.i4.065>

About the authors:

Sultanova Shokhista Mukhammadzhonovna, Professor, Department of Philology, Renaissance Educational University, Tashkent, Shaykhantakhur District, Kurilish Street, 19, Republic of Uzbekistan.

ORCID: 0009-0001-3846-5159

Nurullayeva Aziza Zikrilla qizi, Assistant Professor at Renaissance Educational University, Tashkent, Shaykhantakhur District, Kurilish Street, 19, Republic of Uzbekistan
ORCID: 0009 0009 8616 4391

Сведения об авторах:

Султанова Шохиста Мухаммаджоновна, профессор кафедры филологии Образовательного университета Ренессанс, Ташкент, Шайхантахурский район, улица Курилиш, 19, Республика Узбекистан
ORCID: 0009-0001-3846-5159

Нуруллаева Азиза Зикрилла кизи, профессор ассистент кафедры филологии образовательного университета Ренессанс, Ташкент, Шайхантахурский район, улица Курилиш, 19, Республика Узбекистан
ORCID: 0009 0009 8616 4391

Авторлар туралы анықтама:

Султанова Шохиста Мухаммаджоновна, Ренессанс білім беру университеті филология кафедрасының профессоры, Ташкент қаласы, Шайхантахур ауданы, Курилиш көшесі, 19, Өзбекстан Республикасы
ORCID: 0009-0001-3846-5159

Нуруллаева Азиза Зикрилла кизи, профессор, Ренессанс білім беру университеті филология кафедрасының ассистенті, Ташкент қаласы, Шайхантахур ауданы, Курилиш көшесі, 19, Өзбекстан Республикасы
ORCID: 0009 0009 8616 4391

*The article was submitted on 10.11.2025; approved after reviewing on 15.11.2025;
accepted for publication on 20.11.2025*
*Мақала редакцияға 10.11.2025 ж. келіп түсті; 15.11.2025 ж. рецензиядан кейін
мақұлданды; 20.11.2025 ж. баспаға қабылданды.*
Статья поступила в редакцию 10.11.2025г.;
одобрена после рецензирования 15.11.2025 г.; принята к публикации 20.11.2025.