

BORROWINGS IN DIGITAL COMMUNICATION AND SOCIAL MEDIA LANGUAGE

Xolbutayev Behruz Boymurot o'g'li

E-mail: xolbutayevbehruz80@gmail.com

Uzbekistan State World Languages University

English Philology faculty

Abstract. Digital communication has significantly transformed modern language use. Social media platforms such as messaging applications, online forums, and networking sites have accelerated the spread of lexical borrowings across languages. This study examines the phenomenon of borrowings in digital communication and social media language, focusing particularly on the influence of English vocabulary on everyday online interaction among Uzbek speakers. Using a descriptive and qualitative research approach, the study analyzes examples of borrowed lexical items commonly used in online communication. The findings demonstrate that English borrowings appear frequently in the form of technological terminology, internet slang, and abbreviations. These borrowings serve communicative efficiency, stylistic expression, and social identity functions in digital discourse. The research contributes to sociolinguistics and digital linguistics by highlighting how online environments facilitate rapid lexical borrowing and language change.

Keywords: lexical borrowing, digital communication, social media language, internet slang, linguistic globalization, sociolinguistics

Аннотация Цифровая коммуникация значительно изменила использование языка в современном обществе. Социальные сети, мессенджеры и онлайн-платформы ускорили распространение лексических заимствований между языками. Данное исследование рассматривает явление заимствований в языке цифровой коммуникации и социальных сетей, уделяя особое внимание влиянию английской лексики на повседневное онлайн-общение узбекских пользователей. В исследовании применяется описательный и качественный метод анализа примеров заимствованных слов, широко используемых в цифровом общении. Результаты показывают, что английские заимствования чаще всего встречаются в виде технологической терминологии, интернет-сленга и сокращений. Эти заимствования выполняют функции коммуникативной эффективности, стилистической выразительности и формирования социальной идентичности пользователей.

Ключевые слова: лексические заимствования, цифровая коммуникация, язык социальных сетей, интернет-сленг, социолингвистика

Annotatsiya Raqamli muloqot zamonaviy jamiyatda til qo'llanishini sezilarli darajada o'zgartirdi. Ijtimoiy tarmoqlar, messenjerlar va onlayn platformalar tillar o'rtasida leksik o'zlashmalar tarqalishini tezlashtirdi. Ushbu tadqiqot raqamli kommunikatsiya va ijtimoiy tarmoqlar tilidagi o'zlashmalar hodisasini o'rganadi hamda ayniqsa ingliz tilining o'zbek foydalanuvchilari o'rtasidagi onlayn muloqotga ta'sirini tahlil qiladi. Tadqiqotda tavsifiy va sifat metodologiyasidan foydalanilib, internet muloqotida keng qo'llaniladigan o'zlashma so'zlar misollari tahlil qilinadi. Natijalar

shuni ko'rsatadiki, ingliz tilidan kirib kelgan so'zlar asosan texnologik terminlar, internet slanglari va qisqartmalar shaklida uchraydi. Bu o'zlashmalar muloqotni tezlashtirish, stilistik ifoda va ijtimoiy identifikatsiya vazifalarini bajaradi.

Kalit so'zlar: leksik o'zlashmalar, raqamli kommunikatsiya, ijtimoiy tarmoqlar tili, internet slengi, sotsiolingvistika

Introduction

The rapid development of digital technologies has significantly transformed the way people communicate. Social media platforms such as Instagram, Telegram, TikTok, Twitter, and Facebook have become major spaces for everyday interaction, especially among young people. Communication in these environments is characterized by informality, speed, and creativity. One of the most noticeable linguistic phenomena in digital communication is lexical borrowing, which refers to the adoption of words from one language into another. In many countries, English has become the dominant source of borrowings because it functions as the global language of technology, media, and the internet.

In Uzbekistan, the expansion of internet access and social media use has increased the presence of English borrowings in online communication. Words such as like, comment, post, story, follower, and blogger are frequently used in Uzbek digital discourse. These borrowings often appear even when Uzbek equivalents exist. Linguists have long studied lexical borrowing as a process of language contact. According to Thomason and Kaufman (1988), borrowing occurs when speakers adopt linguistic elements from another language due to cultural, social, or technological influence. In digital environments, this process is intensified by global connectivity and rapid information exchange. The aim of this study is to examine the role and patterns of lexical borrowings in digital communication and social media language among Uzbek speakers. The objectives of the research include:

1. Identifying the most common types of borrowings used in social media communication.
2. Analyzing the linguistic forms of borrowed words.
3. Examining the communicative functions of borrowings in digital discourse.

Methodology

This study adopts a descriptive and qualitative research approach. Data were collected from social interactions media among Uzbek-speaking users on platforms such as Telegram, Instagram, and TikTok. The dataset consists of approximately 200 short messages, comments, and posts produced by young users aged between 18 and 25. These texts were examined to identify commonly used borrowed words and expressions. The analysis focuses on:

- lexical forms of borrowings
- frequency of usage
- communicative function within digital interaction

Many borrowed words refer to technological concepts and digital functions. These words are often adopted directly from English because they describe new technologies.

Examples include:

post
like

share
follower
hashtag

Example in Uzbek digital communication: Bu post juda qiziq ekan. Here the word **post** is borrowed from English but used within Uzbek sentence structure.

Another common category includes internet slang expressions. These expressions are widely used by young people to create informal and expressive communication.

Examples include:

LOL
OMG
DM
IDK

Example: Men DM ga yozdim.

In this example, the abbreviation DM (direct message) functions as a borrowed lexical item.

In many cases borrowed words combine with Uzbek grammatical markers. This creates hybrid linguistic forms.

Examples:

- likeni bosmoq
- postni joylash
- comment yozmoq

Example sentence: U mening postimga comment yozdi. Here the English word comment is integrated into Uzbek morphology.

Borrowed words often undergo linguistic adaptation when integrated into Uzbek. Three types of adaptation were identified.

Borrowed words may receive Uzbek grammatical endings.

Examples:

- postlar
- followerlar
- commentlar

These examples demonstrate plural formation using Uzbek suffixes.

Some borrowed words change their pronunciation according to Uzbek phonological patterns.

Examples include:

- blogger (blogger)
- marketolog (marketer)

In some cases borrowed words develop slightly different meanings in local usage. For example, the word **blogger** may refer not only to a blogger but also to a social media influencer.

Borrowings in social media language perform several communicative functions. Borrowed words often shorten communication and make it faster.

Example:

Story tashladim.

Using the English-derived word story is shorter and more convenient than a longer descriptive phrase.

Young users often use borrowings to express membership in global digital culture. The use of English internet vocabulary signals familiarity with international media trends.

Borrowings contribute to stylistic variation and playful language use in online communication. Users often combine English words with Uzbek grammar to create humorous or expressive messages.

Conclusion

This study examined the phenomenon of lexical borrowings in digital communication and social media language among Uzbek speakers. The findings show that English borrowings are widely used in online discourse, particularly in the domains of technology, internet slang, and social media interaction. These borrowings are frequently integrated into Uzbek grammar and adapted through morphological and phonetic processes. The analysis also demonstrates that borrowed words serve important communicative functions such as efficiency, identity expression, and stylistic creativity. Digital environments accelerate the process of lexical borrowing by enabling constant contact between languages and cultures. As a result, social media language represents a dynamic space where linguistic innovation and globalization intersect. Future research may explore larger datasets or investigate how borrowings influence long-term language development in Uzbek digital communication.

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