

## CODE-SWITCHING IN DIGITAL COMMUNICATION: THE PHENOMENON OF LANGUAGE MIXING ON SOCIAL MEDIA

**Mukhayyo Yusupbaeva Gayrat qizi**

Assistant-Teacher (Department of general linguistics)

Uzbek State World Languages University

E-mail: [mukhayyoyusupbaeva@gmail.com](mailto:mukhayyoyusupbaeva@gmail.com)

**Abstract.** In the era of digital globalization, social media platforms have become dynamic spaces where multilingual users frequently engage in code-switching. This study explores the phenomenon of language mixing in online communication, drawing on the theoretical framework of Carmen Lee. The paper examines how users strategically alternate between languages to construct identity, express emotions, and enhance communicative efficiency. Using a qualitative approach, the study analyzes social media interactions and identifies the sociolinguistic functions of code-switching in digital contexts. The findings reveal that language mixing is not random but a systematic and meaningful practice shaped by social, cultural, and technological factors.

**Keywords:** code-switching, digital communication, social media, multilingualism, online discourse.

**Аннотация.** В условиях цифровой глобализации социальные сети стали динамичными пространствами, в которых многоязычные пользователи активно используют код-свитчинг (переключение кодов). В данной статье рассматривается феномен языкового смешения в онлайн-коммуникации на основе теоретической концепции Carmen Lee. Особое внимание уделяется тому, как пользователи стратегически переключаются между языками для конструирования идентичности, выражения эмоций и повышения коммуникативной эффективности.

**Ключевые слова:** код-свитчинг, цифровая коммуникация, социальные сети, многоязычие, онлайн-дискурс.

**Annotatsiya.** Raqamli globallashuv sharoitida ijtimoiy tarmoqlar ko'p tilli foydalanuvchilar faol ravishda kod-almashtirishdan (code-switching) foydalanadigan dinamik kommunikativ makonlarga aylandi. Mazkur maqolada onlayn muloqotdagi til aralashuvi fenomeni Carmen Lee nazariy konsepsiyasi asosida tahlil qilinadi. Asosiy e'tibor foydalanuvchilarning shaxsiy identifikatsiyani shakllantirish, hissiyotlarni ifodalash hamda kommunikativ samaradorlikni oshirish maqsadida tillar o'rtasida strategik tarzda qanday almashinishiga qaratiladi..

**Kalit so'zlar:** kod-almashtirish, raqamli kommunikatsiya, ijtimoiy tarmoqlar, ko'p tillilik, onlayn diskurs.

With the rapid development of digital technologies, communication has undergone significant transformation. Social media platforms such as Facebook, Instagram, and Twitter have facilitated interaction among multilingual users, leading to increased instances of code-switching. Code-switching refers to the alternation between two or more languages within a single conversation or discourse.

According to Carmen Lee, digital communication creates unique environments where linguistic boundaries become fluid, allowing users to employ multiple languages

simultaneously. This phenomenon is particularly evident in multilingual communities, where language choice reflects identity, social relationships, and communicative intent.

This study is grounded in the digital discourse framework proposed by Carmen Lee, who emphasizes the role of multimodality, audience awareness, and linguistic creativity in online communication. Lee argues that code-switching in digital contexts serves several functions:

- **Identity construction:** Users express their cultural and linguistic identities
  - **Audience design:** Language choice depends on the intended audience
  - **Pragmatic functions:** Code-switching conveys humor, emphasis, or emotional nuance
  - **Technological affordances:** Digital platforms enable flexible language use
- These principles guide the analysis of language mixing in social media discourse.

The research adopts a qualitative descriptive method. Data were collected from publicly available posts and comments on social media platforms. The sample includes multilingual users who frequently alternate between languages such as English, Uzbek, and Russian.

Data analysis was conducted using discourse analysis, focusing on:

1. Patterns of code-switching
2. Contextual factors influencing language choice
3. Communicative functions of language mixing

Types of Code-switching in Social Media

The analysis reveals three main types:

- a) **Intra-sentential switching:** mixing languages within a sentence
- b) **Inter-sentential switching:** switching between sentences
- c) **Tag-switching:** inserting phrases or tags from another language

Functions of Code-switching

Consistent with Carmen Lee's framework, the study identifies several key functions:

- **Expressing identity:** Users signal bilingual or multicultural identity
- **Creating solidarity:** Shared language mixing fosters group belonging
- **Enhancing expression:** Certain ideas are better expressed in specific languages
- **Stylistic effect:** Code-switching adds creativity and humor

Digital Environment and Language Choice

Digital platforms encourage informal and spontaneous communication. Features such as emojis, hashtags, and comments support linguistic hybridity. As noted by Carmen Lee, online interaction reduces linguistic constraints and promotes experimentation with language.

The study demonstrates that code-switching in digital communication is a complex and meaningful sociolinguistic phenomenon. Based on Carmen Lee's theoretical insights, language mixing on social media is shaped by identity, audience, and technological factors. Rather than being random, it reflects users' strategic choices in multilingual communication.

Future research may explore quantitative approaches or cross-cultural comparisons to further understand this evolving phenomenon.

#### REFERENCES:

1. Carmen Lee (2017). *Multilingualism Online*. London: Routledge.

2. Carmen Lee (2016). "Multilingualism in the Digital Age." In G. Georgakopoulou & T. Spilioti (Eds.), *The Routledge Handbook of Language and Digital Communication* (pp. 118–132). London: Routledge.
3. Carol Myers-Scotton (1993). *Social Motivations for Codeswitching: Evidence from Africa*. Oxford: Oxford University Press.
4. Shana Poplack (1980). "Sometimes I'll Start a Sentence in Spanish y Termino en Español: Toward a Typology of Code-switching." *Linguistics*, 18(7–8), 581–618.
5. Jan Blommaert (2010). *The Sociolinguistics of Globalization*. Cambridge: Cambridge University Press.
6. Susan Herring (2007). "A Faceted Classification Scheme for Computer-Mediated Discourse." *Language@Internet*, 4.
7. Androutopoulos Jannis (2015). "Networked Multilingualism: Some Language Practices on Facebook and Their Implications." *International Journal of Bilingualism*, 19(2), 185–205.