

THE ROLE OF SOCIAL MEDIA IN LANGUAGE CHANGE AND HYBRIDIZATION

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Abstract. This study examines the role of social media in driving language change and hybridization within contemporary digital communication. Drawing on qualitative analysis and existing sociolinguistic scholarship, the article investigates how online platforms contribute to lexical innovation, code-switching, and the emergence of hybrid linguistic forms. The findings indicate that social media environments accelerate linguistic evolution and facilitate dynamic identity construction, reflecting broader processes of globalization and cultural interaction.

Keywords: English: social media, language change, hybridization, code-switching, digital discourse

Abstrakt. Mazkur tadqiqot ijtimoiy tarmoqlarning zamonaviy raqamli muloqotda til o'zgarishi va gibridlashuviga ta'sirini tahlil qiladi. Sifatli tahlil va sotsiolingvistik tadqiqotlarga asoslanib, maqolada onlayn platformalarning yangi leksik birliklar yaratilishi, kod almashinuvi va aralash til shakllarining yuzaga kelishidagi roli o'rganiladi. Natijalar ijtimoiy tarmoqlar til evolyutsiyasini tezlashtirishi va identitet shakllanishiga xizmat qilishini ko'rsatadi.

Kalit so'zlar: ijtimoiy tarmoqlar, til o'zgarishi, gibridlashuv, kod almashinuvi, raqamli muloqot

Language change has always been shaped by social interaction, migration, and technology. Today, social media platforms have greatly increased these changes by creating new ways to communicate that are immediate, informal, and global. Platforms like Instagram, Telegram, and TikTok allow users to connect across different languages and cultures, which leads to new ways of using language.

Unlike traditional writing, digital communication uses multiple modes. It combines text, images, and videos. This setting promotes new language ideas and greater flexibility, especially among users who speak more than one language. So language is changing because of something called hybridization. Hybridization is when we take words and expressions from languages and mix them together. [3]

The study we are doing now looks at how social media's changing the way we use language and how it is making hybridization happen. We are paying attention to how new words are being made, how people switch between languages and how the way we use language is connected to who we are and how we see ourselves especially when it comes to hybridization and language change. Then looking at language from far away this study sees it as something people actually live with and experience every day. A qualitative narrative method is used here. It combines ideas from books about sociolinguistics with real-life things people do when they talk on media. When you scroll through comments, captions and messages you see some things that happen over and over: people mix languages make up forms of words and use lots of emojis. These are not random things people do. They are part of a bigger change in how people talk to each other.

The method is not about analyzing things but also about trying to understand them. It tries to figure out not what changes are happening but why they are important to the people who use them. The study wants to know why people use language in ways and what it means to them. It looks at language as a part of peoples lives, not something they use. This approach helps to understand the changes, in language and what they mean.

Social media helps create and spread new words quickly like short forms, new made-up words and words borrowed from other languages. These new words often spread beyond one language and become part of everyday talk. [4]

People, those who speak more than one language often switch between languages in one conversation. This is done for ease of communication and to show where they come from.

Combining languages to form new ways of speaking is becoming normal. These mixed forms often take words and structures from languages.

Emojis, GIFs and memes are now important for getting a point across. They are used along, with or instead of text to help communicate. [6]

Social media is really good at changing the way we use language. It helps people come up with words and mix different languages together. This is happening because the world is getting smaller and people, from places are talking to each other more. When people use a mix of languages it does not mean they are doing something. They are just finding a way to communicate that works for them. This helps people show who they are and be part of groups both where they live and online.

At the time social media is making us think about what is standard language and what is not. Some people are worried that language is getting messed up while others think this is how language naturally changes. Social media is making language interesting and varied which shows that people can adapt and change the way they communicate. Social media and language are. Social media is helping to make language more dynamic.

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