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ENGLISH SOCIAL MEDIA NEOLOGISMS AND THEIR ADAPTATION IN UZBEK EVERYDAY COMMUNICATION

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Abstract. This study examines English social-media neologisms and their adaptation in contemporary Uzbek everyday communication. The study aims to identify the principal mechanisms through which English-origin expressions enter Uzbek, focusing on borrowing, translation, transliteration, morphological and semantic adaptation. A descriptive and comparative linguistic approach is applied to digital communication data discussed in existing research. The findings indicate that English-origin expressions are integrated into Uzbek through diverse linguistic and communicative mechanisms.

Keywords: English neologisms, social media, Uzbek language, lexical adaptation, borrowing, translation, digital communication, language change.

Introduction. The rapid development of digital technologies has significantly changed contemporary communication and has created new environments for linguistic innovation. Social-media platforms have become important spaces for the emergence, dissemination, and transformation of new lexical units. Unlike traditional communication environments, digital communication enables users to introduce and reproduce new expressions rapidly, allowing linguistic innovations to spread across geographical and linguistic boundaries. Crystal (2006) and Crystal (2011) emphasize the importance of the Internet as a distinctive environment for contemporary language use and linguistic development.The increasing influence of social media has also strengthened multilingual interaction. English occupies a particularly important position in digital communication because many technological concepts, platform functions, and online practices originate or become internationally established through English. Consequently, English lexical items frequently enter other languages through social networks, online platforms, and computer-mediated communication. Baron (2008) discusses the relationship between technological development and changes in contemporary language use, while Herring (1996) considers computer-mediated communication as an important linguistic and social phenomenon.The multilingual character of the Internet is particularly relevant to the study of English influence on Uzbek. Danet and Herring (2007) demonstrate that online communication provides an environment for interaction between different languages and cultures. Yus (2011), from a pragmatic perspective, further emphasizes the importance of contextual and communicative factors in Internet-mediated communication. Therefore, the study of digital vocabulary requires attention not only to lexical forms but also to their functions and contexts of use.The emergence of English-origin expressions in Uzbek digital communication can be understood within the broader theory of language change. Aitchison (2013) regards language change as a continuous process in which lexical and structural developments emerge in response to changing communicative and social conditions. From a sociolinguistic perspective, lexical innovation is also influenced by social groups, communicative situations, identity, and interaction (Wardhaugh & Fuller, 2021). For Uzbek, the development of

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digital communication presents a particularly interesting linguistic situation. English-origin expressions may enter Uzbek directly, but they may also undergo various forms of adaptation. Such adaptation can include transliteration, translation, semantic extension, and combination with Uzbek grammatical elements. The uploaded 2026 comparative study identifies examples such as post qilmoq and layk bosmoq, demonstrating the integration of English lexical elements into Uzbek constructions. Existing research has already addressed several aspects of English and Uzbek social-media vocabulary. The uploaded study investigates digital neologisms, their formation mechanisms, semantic and morphological characteristics, and adaptation through borrowing, translation, and hybrid lexical formation. The study also reports examples of translated and functionally adapted expressions, including obuna, ulashmoq, shaxsiy xabar, and saralanganlar. However, the adaptation of English-origin social-media expressions should not be considered solely as a process of lexical borrowing. Their integration into Uzbek may involve simultaneous lexical, morphological, semantic, and pragmatic processes. Therefore, the present study focuses on the ways in which English social-media neologisms are adapted and function within Uzbek everyday communication. The aim of the study is to examine the principal linguistic mechanisms through which English social-media neologisms are translated, borrowed, modified, and adapted in contemporary Uzbek everyday communication.The object of the study is English-origin social-media neologisms and expressions occurring in contemporary Uzbek digital and everyday communication. The subject of the study is the lexical, morphological, semantic, translation, and pragmatic mechanisms involved in the adaptation of English social-media neologisms into Uzbek.

Methodology

The study employs a descriptive, comparative, contextual, and morphological linguistic approach. The descriptive method is used to identify and characterize English-origin social-media expressions. Comparative analysis is applied to examine differences between English source forms and their Uzbek equivalents or adaptations. Contextual analysis is used to establish the communicative meaning and function of expressions, while morphological analysis determines how English lexical material interacts with Uzbek grammatical structures. A similar combination of qualitative and comparative methods was used in the 2026 study supplied for this research, which examined social-media vocabulary through descriptive, comparative-typological, content, and morphological analysis.The study is primarily qualitative. Quantitative observations from existing research are used to support the interpretation of broader adaptation tendencies but are not treated as universally representative of all Uzbek social-media users.

The study focuses on English-origin expressions occurring in Uzbek digital communication, particularly vocabulary associated with social-media activities, content, interaction, navigation, and online communities. The analysis distinguishes the following adaptation categories. Direct borrowing — the English lexical form is retained in Uzbek communication. Translation or phonological adaptation — the English expression is modified according to Uzbek writing or pronunciation.

Results

English-origin social-media expressions enter Uzbek through several mechanisms, including direct borrowing, translation, semantic adaptation, and morphological hybridization. The following examples illustrate the main patterns identified in the analyzed material.

Table1.

	English expression	Uzbek form	Adaptation	Linguistic

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			mechanism	feature
1	post	post qilmoq	Hybrid adaptation	English noun + Uzbek verb
2	like	layk bosmoq	Hybrid adaptation	Adapted form + Uzbek verb
3	subscription	obuna	Translation	Uzbek lexical equivalent
4	to share	ulashmoq / jo‘natmoq	Functional translation	Semantic equivalence
5	direct message	shaxsiy xabar	Translation	Uzbek lexical construction
6	highlights	saralanganlar	Translation	Semantic adaptation
7	follower	obunachi	Functional/semantic adaptation	Digital specialization
8	DM	DM	Direct borrowing	International abbreviation

The examples demonstrate that English social-media vocabulary is not transferred into Uzbek through a single mechanism. Some expressions are retained in English or adapted phonologically, whereas others are translated into Uzbek. Particularly significant are hybrid forms such as post qilmoq and layk bosmoq, where English-origin lexical elements are integrated into Uzbek grammatical constructions. This indicates that lexical borrowing can occur while the grammatical structure of Uzbek remains dominant. Direct-borrowing is common in social-media terminology because users encounter English forms through international platforms and digital content. Translation demonstrates the ability of Uzbek to use its own lexical resources, while hybridization shows how borrowed elements can be incorporated into Uzbek grammatical patterns. Semantic adaptation further indicates that digital communication can influence not only vocabulary but also the meanings associated with existing lexical units.

A particularly important feature is the integration of English lexical elements into Uzbek grammatical constructions. For example, post qilmoq combines an English-origin lexical item with the Uzbek auxiliary verb qilmoq. Similarly, layk bosmoq combines an adapted English form with the Uzbek verb bosmoq.

These forms demonstrate lexical borrowing with grammatical localization: the lexical element may originate from English, whereas its grammatical functioning follows Uzbek patterns. This supports the observation that English influence can expand Uzbek digital vocabulary without fundamentally changing its grammatical structure. The analyzed 2026 study reports that approximately 70% of the social-media terminology in its dataset derived from English roots, while approximately 90% of these terms were grammatically treated according to Uzbek phonological and morphological patterns. These figures should be understood as findings of that particular dataset rather than as representative statistics for all Uzbek social-media communication. Nevertheless, they

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illustrate an important relationship between English lexical influence and Uzbek grammatical adaptation.

Discussion

The results indicate that English influence on Uzbek social-media vocabulary is better understood as a process of linguistic adaptation rather than simple lexical replacement. English-origin expressions may be borrowed directly, translated, semantically modified, or combined with Uzbek grammatical elements. This pattern is consistent with Crystal's (2006, 2011) view of the Internet as an environment that accelerates linguistic innovation. Social media facilitates the rapid circulation of new expressions, while the receiving language determines how these expressions are integrated.

The coexistence of borrowing and translation demonstrates that there is no single adaptation strategy. The choice may depend on factors such as familiarity, communicative efficiency, frequency of use, and the availability of an Uzbek equivalent. However, these factors require further empirical investigation.

From a sociolinguistic perspective, English-origin expressions may also have functions beyond their literal meanings. Their use can signal participation in digital communities and familiarity with contemporary online practices. The analyzed study similarly notes that expressions such as DM and repost may function as social markers associated with digital literacy and global connectivity.

The pragmatic perspective is also significant. As Yus, F (2011) emphasizes, digital expressions should be interpreted in relation to their communicative context. Therefore, future research should examine not only how English expressions are adapted into Uzbek, but also why speakers choose borrowed, translated, or hybrid forms in particular communicative situations.

The evidence suggests that English–Uzbek interaction in social-media communication involves lexical expansion, morphological integration, semantic adaptation, and pragmatic variation, while the basic grammatical organization of Uzbek remains active.

Conclusion. The study has examined the adaptation of English social-media neologisms in contemporary Uzbek everyday communication. The analysis demonstrates that English-origin digital expressions enter Uzbek through several mechanisms, including direct borrowing, translation and semantic adaptation. The evidence indicates that hybridization represents an important form of adaptation because English lexical elements can be combined with Uzbek grammatical structures. Expressions such as post qilmoq and layk bosmoq illustrate this process. At the same time, many digital concepts are represented through Uzbek lexical resources, as demonstrated by forms such as obuna, ulashmoq, shaxsiy xabar, and saralanganlar. Therefore, English influence should not be interpreted as a one-directional replacement of Uzbek vocabulary. The adaptation of English social-media vocabulary represents a multidimensional process involving lexical, morphological, semantic, and pragmatic factors. Social media provides an environment in which new expressions can spread rapidly, while the Uzbek linguistic system determines how these expressions are integrated into everyday communication. The main limitation of the study is the rapidly changing character of digital vocabulary and the limited representativeness of individual social-media datasets. Future research should therefore employ larger and longitudinal corpora, include several social-media platforms, and examine differences between age groups and communicative contexts. A particularly promising direction is to investigate why particular English-origin expressions become established in Uzbek

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while others are translated, modified, or abandoned. Such an approach would move research beyond simple identification of borrowings and toward a deeper explanation of the mechanisms governing contemporary English–Uzbek digital linguistic interaction.

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