HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

LINGUISTIC INTEGRATION OF BORROWED INTERNET TERMINOLOGY INTO MODERN UZBEK DIGITAL COMMUNICATION

Eshkabilova Nafosat Eshmurodovna
The master student of Asia International University
E-mail: shoiraibrohimova0@gmail.com
doi:https://doi.org/10.5281/zenodo.24196381

Annotation. This paper has explored the linguistic adaptation of loanwords derived from the Internet lexicon in the Uzbek discourse. With the emergence of developing technology, the application of English-based lexemes is becoming widespread in the spheres of social networking, information technologies, cybersecurity, and online communication. In m study, phonological, orthographic, morphological, semantic, and pragmatic adaptations have considered. The results indicate that the adopted words undergo changes corresponding to the Uzbek linguistic context. Examples of orthographic adaptation include such words, “sayt”, “layk”, whereas “post qilmoq”, “repost qilmoq” are examples of morphological adaptation.

Keywords. Internet lexicon, Uzbek discourse, cybersecurity, orthographic adaptation, pragmatic adaptations.

I. INTRODUCTION

Language is a constantly evolving social phenomenon. The changes in language occur due to the changes in society, culture, science, technology, politics, economics, and communication. Throughout its long history, emergence of new objects and phenomena required either introduction of new lexemes or usage of existing linguistic units in new contexts. One of the most fruitful means of developing the lexicon is borrowing from other languages.

A new age of the digital revolution has increased the speed of lexical diffusion greatly. The entry of a new lexeme into the language through social networking, application software, video game, web page or digital advertising can become popular among millions of people in a short period of time. This brings about a constant flow of terms related to digital technologies into modern languages.

The English language has a special position in this regard. A large number of international terminologies related to computers, software, social networking, programming, digital commerce, digital entertainment, and internet culture were created in the English-speaking technological environment. In this way, the English language is one of the key donor languages of modern digital vocabulary. It is also related to the Uzbek language. Due to the rapid expansion of the availability of the Internet, usage of mobile phones, social networks, online education, electronic commerce, digital banking, online entertainment, and digital entrepreneurship, there is a continuous need for the creation of a vocabulary of the modern digital world. Uzbek speakers face many words borrowed from English

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

such as post, like, comment, story, blog, chat, follower, hashtag, server, site, platform, content, streamer, influencer, online, offline, download, upload, and challenge. But words borrowed from English do not coincide with the source words always. They can be borrowed in their original form, undergo phonological and orthographic adaptation, participate in hybrid formations, and acquire new meanings and functions. Hence, the issue is not only about borrowing words from English to Uzbek. The problem lies in what becomes of these words after entering the Uzbek language.

The core goal of the research is to discover the adaptation of English-origin Internet terms in modern Uzbek digital discourse and to find out the main linguistic and sociolinguistic processes, which lead to the adoption of English Internet terminology into Uzbek language.

Objectives of the research. The goals pursued within the research are as follows:

1. To discover major types of borrowed Internet terms used in Uzbek digital discourse.
2. To find out the main sources and spheres of borrowed Internet terminology.
3. To analyse phonological adaptation of English-origin Internet terms.
4. To examine orthographic adaptation and alternative spelling.
5. To discover hybrid formations based on English and Uzbek.
6. To examine semantic adaptation and specialization.
7. To find out the link between borrowing and code-switching.
8. To discover the role of social media in diffusion of lexical items and discuss the problem from lexicographic point of view.

Research questions. The paper will focus on answering the following research questions:

1. What kind of Internet terms of English origin are prevalent in contemporary Uzbek digital communication?
2. What linguistic transformations are used by borrowed Internet terms?
3. How are English lexical roots included in the Uzbek language morphology?
4. What is the role of social media in the spread of borrowed terms?
5. How can one distinguish borrowed terms from code switching?
6. What problems does borrowed Internet terminology create for the process of terminology planning and standardization?

Novelty of the scientific approach. The uniqueness of the scientific approach lies in the joint analysis of various kinds of adaptation processes. According to the research, the linguistic adaptation of Internet borrowings has to be studied from the following dimensions of a multidimensional process: phonological adaptation + orthographic adaptation + morphological adaptation + semantic adaptation + syntactic adaptation + pragmatic adaptation.

Moreover, the study highlights the importance of hybrid formations including both the English and Uzbek languages as the evidence of linguistic adaptation. The other novelty aspect is the analysis of digital communication means as the environment for the fast diffusion of the lexicon due to the difference from the traditional language contact and slow spreading of borrowed lexemes in space.

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

II.THEORETICAL FRAMEWORK AND LITERATURE REVIEW.

One of the major issues in contact linguistics is lexemes borrowing. According to the findings of the research conducted by Haugen, there are different levels of lexical borrowing integration. The results of his research have rejected the hypothesis that borrowing means copying of simple lexical items.

The research conducted by Weinreich on language contact shows the necessity of analysing bilingualism and language contact within the broader context. According to Thomason and Kaufman, language contact may lead to different consequences depending on the level of intensity of contact and sociolinguistic situation in the community. For Haspelmath, borrowing is the usage of some linguistic units which were borrowed from another language by the speakers of the recipient language. In turn, Haspelmath stresses that borrowing does not presuppose any dominance of the donor language over the recipient language.

It is particularly relevant for the analysis of Uzbek Internet lexicon. Although English is the source of lexical roots of Uzbek Internet lexicon, the grammar of these lexemes is provided by Uzbek.

III. METHODS

The corpus includes Internet terms in English, which are found frequently in modern Uzbek Internet discourse. The terms were classified in the following categories:

1. Social networks;
2. Internet communication;
3. Information technologies;
4. Digital marketing;
5. E-commerce;
6. Games;
7. Cybersecurity;
8. Online education;
9. Digital entertainment.

Some examples are: post, like, comment, story, reel, follower, blogger, hashtag, repost, chat, online, offline, server, site, platform, content, influencer, streamer, download, upload, login, password, hacker, spam, challenge, targeting, marketing, and stream.

The study concentrates on the role of such terms in the Uzbek language and not on their complete borrowing. Each lexical item was analysed according to seven parameters. In the Table 1. Show the analytical parameters of words

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

Table 1. Analytical parameters

Parameter	Main question
Source	What is the source form?
Phonology	Has pronunciation changed?
Orthography	Has spelling changed?
Morphology	Does the term accept Uzbek morphology?
Semantics	Has its meaning changed?
Syntax	How does it function in Uzbek sentences?
Pragmatics	What social/communicative function does it perform?

This framework makes it possible to examine borrowing as a multidimensional process.

The study focuses on six principal types:

1. phonological adaptation;
2. orthographic adaptation;
3. morphological adaptation;
4. semantic adaptation;
5. syntactic adaptation;
6. pragmatic adaptation.

Hybridization is considered a special kind of morphological and syntactic integration.

IV. RESULTS

1. Linguistic adaptation pattern in general. Based on the analysis, there are different levels of adaptation of the foreign Internet terminology. Some of them are identical with the English one like blog, chat, online, offline, sever, stream. This type of distribution proves the fact that borrowing is a continuous process and not dichotomous one.

2. Phonological adaptation. It is possible to say that phonological adaptation occurs in cases when pronunciation of the English language is adjusted according to the rules of Uzbek language. It is also possible that sounds are substituted with other sounds which are acoustically or articulatorily more similar. There may also be simplification of consonant clusters and modification of vowels. The following examples include:

computer - kompyuter
site - sayt
hacker - xaker
content - kontent
challenge - chelenj.

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

Such forms demonstrate a preference of Uzbek speakers to adapt foreign words to local pronunciation. In addition, phonological adaptation helps non-fluent speakers to pronounce borrowed words easier.

3. Orthographic adaptation. It is particularly relevant in the digital environment because much of the communication on the Internet is conducted in writing. Foreign words may vary according to:

English translation - Transliteration - Adaptation in Uzbekistan

The latter is closer to phonetic transcriptions of foreign words in Uzbek language. Nevertheless, discrepancies exist because Internet users usually record foreign words according to their own experiences in using the English language.

4. Morphological adaptation. One of the main discoveries in the study is morphological adaptation. The Uzbek language is an agglutinative language characterized by very productive affixation and verbalization. Therefore, borrowed lexical roots are easily assimilated into the grammatical system of Uzbek. It can be expressed in the form of English lexical root + Uzbek grammatical root. Examples include:

- post qo'ymoq;
- layk bosmoq;
- komment qilmoq;
- repost qilmoq;
- strim qilmoq.

5. Derivational adaptation. Borrowed Internet roots may participate in derivational processes. For instance:

blog - bloger
blog - blogerlik
game - geymer
stream - streamer.

It shows how foreign roots may be productive in Uzbek lexical creation.

When speakers start creating derivatives from a borrowed root, the lexical item becomes more integrated.

7. Semantic adaptation. Another phenomenon is semantic adaptation, which is very significant. Some borrowed lexemes maintain their initial sense, while others have a specialized sense. For instance, the word story is generally a narrative, but in digital communication, it can be used for temporary information shared via social media. The word post has a wider sense in English, but in digital communication, it is commonly used for something that is posted on social media.

The word viral has a narrower sense in digital discourse as it means quickly spreading information online in contrast to its common English meaning, which is related to viruses.

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

8. Semantic specialization. Digital platforms tend to turn general lexemes into specialized technical terms. The recipient language may use the specialized digital meaning as the primary interpretation in certain contexts.

9. Pragmatic adaptation. Foreign Internet lexemes may get social meanings.

The use of English digital lexemes can mark:

- technological expertise;
- young age group identity;
- professional affiliation;
- knowledge of global culture;
- informal communication;
- membership in online communities.

Therefore, the borrowed word serves referential and social purposes.

V. DISCUSSION AND CONCLUSION

Adaptation as a multi-dimensional process. It appears that Internet loan words go through different stages of adaptation. These could be presented as follows: English term - lexical borrowing - phonological or orthographic adaptation - morphological integration - semantic specialization - pragmatic conventionalization

However, all these processes are not passed by each word. Some words retain their international nature, while others get much localized.

Thus, it could be said that lexical borrowing is really a continuum process.

Interaction of English and Uzbek languages. As it can be seen from data, there is a certain division of labour. English serves as a source of vocabulary, especially for new technological concepts. Uzbek serves as a source of:

- grammar;
- affixation;
- sentence building;
- local pronunciation;
- pragmatics.

Therefore, it can be said that the borrowing process is not a threat for the structural identity of the recipient language.

The importance of hybrids. Hybrid formations show creative activity of speakers. For instance, consider follow + qilmoq

The English word is a semantic source of the meaning, but the Uzbek verb is a source of grammar. This is not just using the English word, as it works in the Uzbek sentence. Thus, hybridization proves the integration process.

Borrowing and lexical competition. Borrowed words sometimes co-exist with the corresponding Uzbek equivalents.

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

This way, there can appear four options:

1. the borrowed form becomes dominant;
2. the Uzbek form becomes dominant;
3. both of them remain;
4. the two forms have stylistically different functions.

For instance, the English word may become dominant in digital informal communication, while the corresponding Uzbek form may appear in educational or governmental settings. Therefore, the lexical competition process has a register nature.

Borrowing and communicative economy. The data provide a strong support for the idea that communicative economy is one of the main factors in digital borrowing. Users often prefer to use English words, as they:

- are concise;
- are recognizable;
- are platform-compatible;
- are professionally conventional;
- are easier to remember.

However, communicative economy has to be seen not only from the point of characters' number.

Borrowing and globalization. The process of borrowing of Internet terminology correlates with a process of globalization. Digital communication links Uzbek speakers with international culture and technologies.

Therefore, borrowing usually accompanies the process of cultural borrowing. The word can become a linguistic and a social phenomenon.

Conclusion. In the current study, the phenomenon of borrowing of the vocabulary associated with the use of Internet in the contemporary Uzbek digital communication was investigated. The results indicate that the Internet terminology based on the English language has turned out to be an essential component of the Uzbek vocabulary development in such fields as social media, IT, digital marketing, online communications, video games, cybersecurity, and e-commerce. It should be noted that the Internet terminology does not appear in the Uzbek vocabulary as the foreign words. They are transformed in various ways including phonological, morphological, and orthographical.

VI. REFERENCES

1. Baron, N. S. (2008). Always On: Language in an Online and Mobile World. Oxford University Press.
2. Bauer, L. (1983). English Word-Formation. Cambridge University Press.
3. Crystal, D. (2003). English as a Global Language. 2nd ed., Cambridge University Press.
4. Crystal, D. (2006). Language and the Internet. 2nd ed., Cambridge University Press.
5. Crystal, D. (2011). Internet Linguistics: A Student Guide. Routledge.

HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

6. Danet, B., and Susan C. H., (2007). The Multilingual Internet: Language, Culture, and Communication Online. Oxford University Press.
7. Haugen, E. (1950). The Analysis of Linguistic Borrowing. Language, vol. 26, no. 2, pp. 210-231.
8. Katamba, F. (2005). English Words: Structure, History, Usage. 2nd ed., Routledge.
9. Plag, I. (2003). Word-Formation in English. Cambridge University Press.
10. Xomidova, Q. D. (2023). Lexical Borrowings of Social Media Terms from English to Uzbek Language. International Journal of Language Learning and Applied Linguistics, vol. 2, no. 12, pp. 24-29.
11. Abdullayev, A. (2025). Formative and Comparative Analyses of Internet Terminology in Uzbek and English. Yevrosiyo Ilmiy Tadqiqotlar Jurnali.
12. Aslonova, G. U. (2026). Linguistic Hybridization in Uzbek Youth Social Media Discourse: The Adaptation of English Lexical Elements. World of Philology.