

## THE INFLUENCE OF GLOBALIZATION ON PHRASEOLOGY: BORROWINGS AND TRANSFORMATIONS

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### ARTICLE INFO

### ABSTRACT:

#### ARTICLE HISTORY:

Received: 11.03.2025

Revised: 12.03.2025

Accepted: 13.03.2025

#### KEYWORDS:

Globalization,  
phraseology, idioms,  
borrowings, semantic  
shift, language contact,  
cultural exchange.

Globalization has significantly impacted language, particularly in the field of phraseology. As cultures interact and exchange ideas, idioms, proverbs, and fixed expressions undergo borrowing, adaptation, and transformation. This paper explores how globalization facilitates the spread of phraseological units across languages, leading to direct borrowings, semantic shifts, and hybrid constructions. The study examines examples from various languages, highlighting how global communication, media, and technology contribute to these changes. Understanding these transformations provides insights into linguistic evolution and cultural exchange in the modern world.

**INTRODUCTION.** Language is a dynamic entity that evolves in response to cultural, social, and economic influences. One of the most significant forces shaping modern language use is globalization—the process of increased interconnectedness between nations through trade, technology, media, and migration. As languages come into contact, they influence one another, leading to the borrowing and transformation of phraseological units such as idioms, proverbs, and fixed expressions.

Phraseology, a crucial aspect of linguistic identity, is particularly susceptible to globalization's effects. Traditional expressions, once confined to specific languages and cultures, now spread beyond their original contexts, often undergoing modifications in meaning and structure. Some phraseological units are directly borrowed, while others are adapted to fit the linguistic and cultural norms of the receiving language. Additionally, new hybrid expressions emerge as speakers blend elements from multiple languages.

This study aims to explore how globalization shapes phraseology by examining patterns of borrowing and transformation in different linguistic contexts. Through an analysis of real-world examples, the paper highlights how international communication, social media, and technological advancements contribute to the evolution of phraseological expressions. Understanding these changes is essential for appreciating the dynamic nature of language and the role of cultural exchange in shaping linguistic development.

Globalization has significantly influenced phraseology, leading to the borrowing, adaptation, and transformation of idioms, proverbs, and fixed expressions across languages. As cultures interact through trade, media, and technology, phraseological units spread beyond their original linguistic boundaries. One of the most noticeable effects of globalization is the direct borrowing of phraseological units from one language into another. For example, the English phrase "time is money" has been borrowed into Russian (время – деньги) and Chinese (时间就是金钱) without structural modifications. Similarly, the French expression "c'est la vie" is widely used in English.

The dominance of English as a global language has particularly influenced phraseology, resulting in the integration of English idioms into other languages. Another effect of globalization is semantic shifts, where borrowed expressions change meaning in the receiving language. For instance, the English idiom "to kill two birds with one stone" has been translated into various languages, such as Spanish (matar dos pájaros de un tiro), while in Chinese, it became "one arrow, two eagles" (一箭双雕), adapting to cultural perspectives. Some idioms undergo more significant transformations, like the German phrase "Tomaten auf den Augen haben" (literally: "to have tomatoes on one's eyes"), which means "not to see something obvious" and has no direct equivalent in English but is conceptually similar to "turn a blind eye." Hybrid phraseological units have also emerged as a result of globalization, blending elements from different languages. A notable example is "FOMO" (Fear of Missing Out), an English acronym that has been adapted into Spanish as "miedo a perderse algo (MAPA)." In Singaporean English (Singlish), influences from Chinese and Malay blend into expressions like "die die must try," which means something is a must-try experience. These hybrid expressions illustrate how cross-cultural interactions foster linguistic creativity. The rapid spread of phraseological units is further accelerated by media and technology. Social media platforms, memes, and viral phrases contribute to the globalization of phraseology, making certain expressions universally recognized. For example, "OK boomer" originated in English-speaking internet culture but has been adopted

into various languages with localized meanings. Similarly, the phrase "fake news" has entered political discourse in multiple countries, often with nuanced interpretations. The digital era has made real-time language exchange possible, leading to the continuous evolution of phraseology. In conclusion, globalization has profoundly shaped phraseology by enabling direct borrowing, semantic shifts, and hybrid formations. The influence of media and technology has further accelerated these changes, making phraseology more dynamic and interconnected than ever. Understanding these transformations provides valuable insights into linguistic evolution and cultural exchange in a globalized world.

Globalization has significantly influenced the evolution of phraseology, leading to the emergence of new expressions, the disappearance of traditional idioms, and the blending of linguistic styles. One of the most striking effects is the universalization of phraseological units, where certain expressions become widely recognized and used across multiple languages due to their frequent exposure in global media. For example, English phrases such as "break the internet", "go viral", and "game changer" have gained international popularity, often being used in their original form even in non-English-speaking countries.

Another key impact of globalization is the simplification and shortening of idioms, particularly in digital communication. The rise of texting, social media, and fast-paced communication has led to the preference for concise expressions that convey meaning efficiently. Abbreviations and acronyms like "YOLO" (You Only Live Once) and "FOMO" (Fear of Missing Out) have not only entered colloquial speech but have also influenced the structure of idiomatic expressions in different languages. Instead of traditional, lengthy proverbs, modern speakers often rely on short, catchy phrases that fit the rapid nature of online discourse.

Globalization has also fostered the intermixing of cultural references in phraseology, leading to the creation of hybrid expressions that reflect global influences. In many languages, idioms now incorporate references to Hollywood movies, international sports, and internet culture. For example, the phrase "May the force be with you", originally from Star Wars, has transcended its cinematic roots and is now used metaphorically in various languages to wish someone luck or strength. Similarly, sports metaphors from American football and baseball, such as "hit a home run" or "throw a curveball", have been adopted into business and everyday communication worldwide.

Another significant effect of globalization is the revival and reinvention of old expressions in new contexts. Many traditional idioms, rather than disappearing completely, are being adapted to fit modern lifestyles. For instance, the proverb "a rolling stone gathers

no moss", which originally warned against constant change, has taken on a more positive interpretation in the era of digital nomadism, where movement and adaptability are valued. Likewise, expressions like "don't put all your eggs in one basket" have been repurposed in investment and business discussions, showing how traditional wisdom remains relevant in new forms.

Finally, globalization has led to the emergence of new metaphors that reflect technological advancements. As societies become more digitally connected, idioms related to technology have become more common. Phrases like "buffering" to describe a delayed response, "unplugging" to refer to taking a break from digital devices, and "going offline" to mean disengaging from social interaction have emerged as part of everyday speech. These technological idioms reflect how language evolves to accommodate modern realities.

### Conclusion

Globalization has not only facilitated the exchange of phraseological units but has also reshaped the way idioms are created, used, and interpreted. The influence of digital culture, global media, and technological advancements has led to a more interconnected and dynamic phraseological landscape, where expressions continuously evolve to reflect the changing nature of human communication.

Globalization has profoundly transformed phraseology, leading to the widespread borrowing, adaptation, and reinvention of idiomatic expressions across languages. As cultures interact through media, technology, trade, and migration, phraseological units are no longer confined to their original linguistic and cultural contexts. Some expressions are directly borrowed, while others undergo semantic shifts or hybridization, blending elements from multiple languages. Additionally, digital communication has accelerated the emergence of new idioms while contributing to the simplification or replacement of traditional ones. The influence of technology, social media, and global pop culture has also introduced new metaphors and expressions that reflect modern realities. Ultimately, globalization has made phraseology more dynamic and interconnected, demonstrating how language continuously evolves to accommodate social and cultural changes. Understanding these transformations is crucial for appreciating the fluid nature of language and its role in shaping global communication.

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