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**THE EFFECT OF SOCIAL NETWORKING SITES ON THE GROWTH OF THE  
UZBEK LANGUAGE**

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*This article analyzes the positive and negative types and effects of social networks on the development of the Uzbek language. Consequently, it covers the issues of new words and phrases entering our language through modern digitized communication tools, their impact on the worldview of youth, changes in speaking styles, and adherence to literary language norms. Furthermore, the role of social networks in the popularization, influence, and enrichment of the language is discussed. Social networks can be described as a truly modern weapon in the present age, as they allow us to communicate freely with people living in any other country from anywhere in the world, whether through video or voice messages. In today's era of globalization, it is no secret that the ideas of various information documents and news capable of changing the minds and thinking of young people are becoming deeper and more serious. To prevent this, certain issues are being addressed and promoted more seriously. Today, understanding the strategic goals and actions of various political movements on the international stage to achieve their objectives through diverse strategic means remains a demand of the current century. Certainly, all the*

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*issues mentioned above arise through language. Therefore, upon reflection, it is natural to witness once again that there is no weapon more powerful than language.*

It is well known to everyone that today, social networks have become an integral part of not only our society but also humanity worldwide. Specifically, platforms such as Telegram, Instagram, TikTok, and Facebook are being widely used. These networks exert a significant and profound influence not only on information exchange but also on the development of language.

Social networks are a source of new lexical layers and neologisms (from Greek *neos*—new, *logos*—word).

In her article "Neologisms Used in Social Networks," M.Sh. Nuriddinova reaches several conclusions regarding the extent of social networks' influence on language. As a result of the rapid development of information technology and the widespread expansion of the internet, the modern Uzbek language is undergoing a stage of dynamic development. It is worth noting that the digital era has introduced new forms of expression and meaning into daily communication, leading to significant changes in the language's lexical structure. Internet communication has become a powerful factor, acting not only as a means of transmitting information but also as a force shaping new linguistic norms and trends. By actively participating in the creation and popularization of new words and phrases, network users contribute to the rapid renewal of the language and its adaptation to modern reality. One of the most noticeable aspects of the internet's impact on the Uzbek language is the emergence of numerous neologisms related to social networks and culture. New words and phrases such as smartphone, iPhone, selfie, blogger, streaming, posting stories, following, liking, commenting, posting, PR, fake news, plagiarism, sharing, and reposting are widely used on social platforms like Snapchat and WhatsApp. These linguistic units are essential not only for expressing modern realities but also for shaping the perception of technology and the digital environment, inevitably exerting a significant influence on the Uzbek language [80].

Neologisms are divided into two types:

- a) **Technical neologisms:** smartphone, iPhone, tablet;

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<sup>80</sup> Nuriddinova, M. Sh. (2020). Neologisms used in social networks (on the example of English and Uzbek languages). Scientific Bulletin of Kokand State Pedagogical Institute, (2), [2/5].

b) **Communication (action) neologisms:** posting stories, liking, reposting, and posting.

**Acquisition of technical terms:** This is a process related to the entry of tools such as information technology, software, and hardware into the Uzbek language. These concepts are being assimilated through direct entry from foreign languages, primarily English or Russian:

- **Necessary borrowings:** Words accepted when there is no ready equivalent for certain terms in the Uzbek language. For example: domain, hosting, provider.
- **Transliteration:** Accepting words close to their original meaning. For example: modernization, digitalization.

Furthermore, the research identifies cases of semantic expansion and shift in the meaning of certain neologisms. Specifically, while the word "like" was initially viewed only as a technical sign, it is now used in general senses such as "support," "approval," and "agreement." This is a clear example of how the language of social networks is significantly influencing the literary language. Although this process is natural, the normalization of certain neologisms and the issue of creating Uzbek equivalents remains a pressing matter [81].

#### **Linguistic Liberalization and Stylistic Changes (Internet Slang)**

This involves moving away from formal tones, styles, rules, and vocabulary when communicating on social networks in favor of a free, simple, and rapid style. To put it simply, people speak more freely on platforms like Twitter or WhatsApp than they do in daily life, during lessons, or in public places. The main characteristics of this concept include:

- **Liberalization of Speech:** This refers to moving closer to "street language" while disregarding the norms of the literary language. It involves using short, easy-to-say words instead of complex sentences. Another reason is the avoidance of formality. For instance, people may switch to the informal "you" (sen) instead of the formal "you" (siz) even with strangers, or use informal address forms (e.g., aka, uka, og'ayni). These processes, of course, inevitably impact the Uzbek language.
- **Internet Slang:** Slang consists of informal and, in modern terms, "trendy" words understood by a specific group (internet users). Examples include using abbreviations like "rxmt" instead of "Rahmat" (Thank you), "samalekum" instead of "Assalomu alaykum", and "b-n" or "u-n" instead of "bilan" (with) and "uchun" (for).

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<sup>81</sup> (2024). The impact of social networks on the development of the Uzbek language. Proceedings of the Scientific, Distance, Online Conference "Theory of Modern Science and Innovations", Vol. 2, Issue 6, pp. 5-7.

• **Visual Speech:** A method of communication well-known to all 21st-century social media users—using images (emojis) instead of words. Users no longer write out their moods; they depict whether they are sad or happy with a single emoji.

### **The Problem of Uzbek Equivalents**

This is considered one of the most painful points in linguistics. Due to the speed of technological development, the internal capabilities of the language are being outpaced. This can be analyzed through several factors:

• **Psychological Factor:** Modern youth often believe that using English or Russian terms is "trendier" than using Uzbek equivalents. For example, they replace the phrase "obuna bo'lish" with "podpiska bo'lish" or "follow bosish," and the word "xullas" with "karochi."

• **Terminological Gap or Low Literacy:** Although national dictionaries and explanatory dictionaries of the Uzbek language are being updated daily in new textbooks, the fact that youth are not fully "in sync" with these official terms creates a foundation for foreign languages to take the place of the Uzbek language.

This study also covers the relationship between language and society on a large scale, specifically slang in the speech of different social strata (youth), the use of various words, and their formation mechanisms [82]. Another article scientifically substantiates the nature of virtual speech as a bridge between oral and written speech—the phenomenon of "linguistic liberalization"—especially among the youth [83].

It can be said that social networks today are not just a means of communication, but have already become a vast "laboratory" transforming the Uzbek language. During our research, we witnessed that the adaptation of our language to the digital environment is dual-natured.

On one hand, the lexical layer of our language is being enriched by modern neologisms and international terms, ensuring its vitality and keeping it in step with the times. Words we use in daily speech like "stori," "post," or "like" have brought the language's internal potential to a new level. However, one cannot help but be concerned by the violation of linguistic norms, the disregard for spelling rules, and the fact that "slang" is prevailing over the literary language.

Particularly, we fear that the sharp shortening of words in "virtual communication" among youth and the expression of emotions solely through emojis may lead to the impoverishment of our vibrant and rich speech culture in the future. In my opinion, when creating Uzbek

<sup>82</sup> Qurbonova, M. M., Sayidiraximova, N. S., & Iskandarova, G. (2017). Sociolinguistics (Educational and Methodological Manual). Tashkent.

<sup>83</sup> Mukhamedjanova, Sh. B. (2023). The concept of Internet communication in linguistics.

equivalents, we should not rely solely on dictionaries but adapt and implement them specifically within the social media environment.

"Language is not only a means of communication but also the mode of thinking and spiritual world of a nation. In the conditions of global information, the preservation of a language's identity is determined by its ability to become a language of modern technology. However, preventing linguistic weakening and the distortion of national logic in this process is the duty of every intellectual" [84].

As the famous linguist Nizomiddin Mahmudov stated: "In the conditions of global information, the preservation of a language's identity is determined by its ability to become a language of modern technology." Indeed, by utilizing the opportunities provided by social networks, we must transform the Uzbek language into not only a language of communication but also a language of modern technology, while simultaneously preserving its national charm [85].

**To conclude**, while utilizing the opportunities offered by social networks, preserving the purity of our national language must become the personal responsibility of every user. If language is the mirror of a nation, our language in the digital world defines our modern image. Therefore, in the process of striving for technological progress, we must not forget the charm and literary laws of our mother tongue.

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<sup>85</sup> Mahmudov, N. (2014). Language (Ma'rifat Publishing House). Tashkent.