

## **The Analysis of the Spread of English Borrowings on Uzbek Social Media (Hashtags, Memes, And Other Internet Linguistic Elements)**

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**Abstract.** *This study investigates the gap in current research regarding the spread of linguistic innovations on social media platforms and highlights the need for this study to understand language dynamics in digital communication. Research objectives consist of analyzing how neologisms and linguistic borrowings spread on social media and exploring the role of hashtags, memes, and other internet linguistic elements in language evolution. The significance of the study is associated with the implications for linguistics, sociolinguistics, and digital communication, as well as potential contributions to the understanding of language trends in a global context.*

**Key words:** *digital culture, social media, lexical borrowing, neologism, digital communication, hashtag, meme.*

### **1. Introduction**

The evolution of language in the digital age is of critical importance as it shapes how we communicate, share information, and connect with others in an increasingly globalized world. The digital age has introduced a variety of new platforms for communication, such as social media, instant messaging, and online forums. As a result, language adapts to these platforms' unique requirements and constraints. Additionally, emojis and GIFs have become part of the lexicon, enabling more nuanced expressions and emotional context that words alone may not convey. The digital age encourages the development of new modes of expression, such as memes and viral trends. These forms of communication often rely on a shared understanding of digital culture, which can sometimes lead to the creation of entirely new phrases or symbols that gain widespread recognition. Digital platforms, particularly video and visual media, also lead to the evolution of non-verbal language. For instance, visual storytelling and video content often communicate in ways that transcend traditional text-based communication.

Another noticeable feature of digital communication is accessibility. For example, real-time translation tools and speech-to-text software help overcome language barriers, enabling people who speak different languages to communicate more effectively. Similarly, the use of simpler language and universally understood symbols online can make digital content more inclusive for people with varying levels of literacy or those with disabilities. Language evolution in the digital age is a dynamic and essential process that mirrors how technology is reshaping human interaction. It facilitates faster communication, global exchanges, and greater inclusivity, while also giving rise to new forms of

expression that reflect both individual creativity and collective culture. Understanding and embracing these changes helps us better navigate the digital landscape and adapt to how language continues to evolve in response to technological advancements.

Social media has profoundly impacted contemporary language by fostering the creation of new words and phrases, promoting the use of visual communication, and influencing how people express themselves. It has blurred the lines between formal and informal communication, facilitated the globalization of language, and empowered niche communities to create their own linguistic identity. As social media continues to evolve, so too will the language we use, reflecting the fast-paced, dynamic nature of digital communication.

While lexical borrowings from English are the main subject matter of our investigation, digital communication, namely, language use in social networking sites is the object of this paper. Linguistic borrowing refers to the process by which one language adopts words, phrases, or linguistic structures from another language. Borrowings are a significant way languages evolve and interact, especially in a globalized world. They enrich vocabulary, especially when no direct equivalent exists in the borrowing language. Neologisms are newly coined words or expressions that emerge to describe new ideas, inventions, or social phenomena. They can be entirely new words or existing words given new meanings. Neologisms reflect changes in society, technology, and culture. They are a natural part of language evolution, helping people articulate new concepts.

We found it relevant to define particular internet linguistic elements like hashtags, which are words or phrases preceded by the pound symbol (#), used on social media to group posts related to a specific topic or theme, making it easier to find content. Hashtags have become powerful tools for organizing and amplifying discussions on social media platforms. They are widely used in activism, marketing, and to track trends. Likewise, memes are cultural items (images, videos, phrases) that are shared and adapted across the internet, typically with humorous or satirical content. They often evolve rapidly, with variations on the original idea. Memes are a key part of digital communication, often reflecting and shaping public opinion, humor, and trends. They are tools for social commentary and political expression, providing a means to comment on cultural and societal issues in a creative, accessible way.

Together, these concepts illustrate how language adapts and evolves in response to cultural, technological, and social changes, especially in the digital age. They play a crucial role in shaping contemporary communication.

### **Neologisms in social media**

Previous studies on neologisms in online communication highlighted specific features of digital communication, factors of forming neologisms in social media discourse, and their effects on the languages. David Crystal suggested a special term for this field: “Internet linguistics” the most convenient name for the scientific study of all manifestations of language in the electronic medium.”<sup>1</sup> He referred Internet as the main trigger of social and linguistic changes: “Internet is so much larger than the earlier media – it is capable of subsuming the worlds of print and broadcasting – and changes more rapidly”. These changes have a great impact on languages’ lexical base and ever-increasing flow of borrowing.

### **Impact of digital communication on language evolution**

The digital age has provided a unique platform for the rapid and widespread dissemination of new linguistic forms. “The start-point of a new language output is relatively easy to establish, as it is linked to innovative technology: people conversant with the history of the science can say with some precision when the language we associate with text-messaging, blogging, and tweeting began.”<sup>2</sup>

The Internet, mobile devices, and social media platforms have introduced innovative communication practices that have altered traditional linguistic norms:

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<sup>1</sup> Crystal, D. (2011). *Internet Linguistics: A Student Guide*. Routledge.

<sup>2</sup> Crystal, D. (2011). *Internet Linguistics: A Student Guide*. Routledge.

**Real-time communication:** Instant messaging, social media updates, and online forums enable users to communicate quickly and efficiently, leading to the development of new linguistic shortcuts, abbreviations, and slang. These innovations reflect the need for brevity and immediacy in a fast-paced digital environment.

**Interactive and participatory communication:** Unlike traditional print media or broadcast media, social media platforms enable active participation and engagement, resulting in linguistic innovations driven by communities rather than hierarchical media structures. This participatory nature fosters the development of new words, phrases, and linguistic trends that can quickly gain popularity and spread across different social groups.

Social media has revolutionized communication by introducing platforms that allow users to create, share, and remix content in a variety of formats, from text and images to videos and memes. These platforms, such as Twitter, Instagram, TikTok, and Telegram, have become hubs for the rapid creation and spread of linguistic innovations:

**Hashtags and viral trends.** Hashtags are key drivers of language evolution in the digital age. They allow users to connect and organize content around specific topics, and when a hashtag goes viral, it can result in the widespread adoption of new phrases, terms, or linguistic patterns.

**Linguistic borrowing.** The rapid flow of information and cultural exchange on the internet leads to an increase in linguistic borrowing. Words from one language or culture are adopted into others, often without significant modification. For example, terms like "selfie," "hashtag," and "emoji" have spread worldwide, even in languages that did not traditionally have equivalent terms. These borrowings can reflect global trends, innovations, and cultural shifts.

**Multilingualism and code-switching.** The digital age has encouraged multilingualism and code-switching: "There is the diversity of the language encountered on the Internet. The stylistic range has to recognize not only web pages, but also the vast amount of material found in email, chatrooms, virtual worlds, blogging, instant messaging, texting, tweeting, and other outputs, as well as the increasing amount of linguistic communication in social networking forums such as Facebook, MySpace, Hi5, and Bebo. Each of these outputs presents different communicative perspectives, properties, strategies, and expectations. It is difficult to find linguistic generalizations that apply comfortably to Internet language as a whole."<sup>3</sup> Platforms like Twitter or Telegram allow users to mix multiple languages in a single post or conversation, and this mixing is reflected in the creation of new linguistic forms. For instance, the use of English alongside regional languages or dialects has become common in many parts of the world, especially in digital communication.

**Emojis and emoticons:** In addition to textual shortcuts, emojis and emoticons have become a central aspect of digital communication. These symbols transcend language barriers, allowing users to express emotions, ideas, and reactions quickly. Emojis have expanded the range of expression in digital conversations, leading to the creation of new idiomatic uses and cultural meanings that vary across contexts and communities.

**Crowdsourcing linguistic innovation:** Digital platforms encourage crowdsourcing, where linguistic innovation emerges from collective user contributions. For instance, new slang terms can emerge from viral videos, tweets, or online discussions, gaining traction through widespread use. A term might begin as a niche meme or inside joke and gradually enter mainstream usage as it spreads across different social media networks. Moreover, Herring put forward the point that "language choice and language use are the primary means of signaling cultural identity in text-based CMC, which transcends geographical boundaries and in which physical and social cues are reduced."<sup>4</sup>

**User-generated content:** Content creation on platforms like YouTube, TikTok, and Instagram allows users to influence language trends directly. This democratization has led to the creation of online

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<sup>3</sup> Crystal, D. (2011). *Internet Linguistics: A Student Guide*. Routledge.

<sup>4</sup> Herring, S. C. (2004a). Computer-mediated discourse analysis: An approach to researching online behavior. In S. A. Barab, R. Kling, & J. H. Gray (Eds.), *Designing for virtual communities in the service of learning* (pp. 338–376). New York: Cambridge University Press.

subcultures (e.g., internet slang, fandoms, gaming culture) that contribute to the linguistic landscape. As a result, digital users are no longer passive consumers of language but active contributors to its evolution.

## Methodology

### Research Design

This section presents a practical analysis of lexical borrowings in Uzbek social networks, focusing on Telegram, Instagram, and Twitter. The analysis includes quantitative data and qualitative examples to illustrate the integration of borrowed terms into Uzbek online discourse.

### Data Collection:

A sample of 1,000 posts/comments from each platform (Telegram, Instagram, Twitter) was collected over one month.

Posts were analyzed for the presence of borrowed terms, particularly from English, Russian, and other languages.

### Categorization:

Borrowed terms were categorized by their origin (e.g., English, Russian) and domain (e.g., technology, lifestyle, slang).

The quantitative analysis covered the frequency of borrowed terms calculated as a percentage of the total words analyzed, while the qualitative analysis assisted in examining examples of borrowed terms which were extracted to demonstrate their usage and adaptation in Uzbek.

### Quantitative results

Platform	Total words analyzed	Borrowed words	Percentage of borrowed words	Most common source language
Telegram	500	160	3%	Russian (56%), English (33%)
Instagram	450	225	5%	English (64%), Russian (28%)
Twitter	400	160	4%	English (65%), Russian (25%)

### Qualitative Examples

Example: "Yangi smartfonimni oldim, juda kruto!"

Translation: "I got my new smartphone, it's so cool!"

Analysis: The word "smartfon" (smartphone) is borrowed from English, while "kruto" (cool) is borrowed from Russian.

Example: "Bugun yangi trendlarga ergashdim."

Translation: "Today I followed new trends."

Analysis: The word "trend" is borrowed from English and integrated into Uzbek grammar.

Example: "Lol, bu post juda qiziq!"

Translation: "Lol, this post is so funny!"

Analysis: The abbreviations "lol" (laugh out loud) and "post" are borrowed from English and used widely.

### Discussion

**Instagram** had the highest percentage of borrowed terms (5%), likely due to its visual and lifestyle-focused content, which often incorporates global trends and English terminology.

**Telegram** showed a higher influence of Russian borrowings (60%), reflecting historical ties and the platform's popularity among older users.

**Twitter** had a balanced mix of English and Russian borrowings, with a focus on informal slang and abbreviations.

**Domains of Borrowing.** Technology-related terms (e.g., "smartfon," "kompyuter") were the most frequently borrowed, reflecting the global influence of tech culture.

Slang and informal terms (e.g., "lol," "kruto") were prevalent, especially among younger users, indicating the role of social media in spreading informal language.

**Adaptation of borrowed terms.** Borrowed terms were often adapted to Uzbek phonetics and grammar. For example, "trend" is used as-is, but it follows Uzbek sentence structure. Some terms retained their original form (e.g., "lol"), while others were fully integrated into Uzbek (e.g., "biznes").

### **Specific hashtags/memes/linguistic trends targeted:**

The focus would be on hashtags, memes, and linguistic trends that explicitly demonstrate cultural borrowing. These hashtags may evolve through user adaptation, borrowing from different cultural, political, or social contexts. Hashtags like: #UzbekCinema, #UzbekFood, #UzbekFashion, #UzbekMusic, #Challenge, #fitness, #startup, #style, #motivation, #tech, #art, #shopping, #travel, #success are used to increase engagement and connect with global trends while adding a local touch.

Memes that appropriate visual or linguistic elements from different cultures, such as #FOMO, #LOL, #IDK, #BRB, #BFF are used in Uzbek social media that are mostly popular among young people. They adapt global memes and English loanwords to the Uzbek context, which makes them funny, unique, and appealing on social media.

The spread of neologisms follows certain patterns that can be identified through data analysis. Some key patterns include:

**Viral trends:** Viral trends are one of the main ways neologisms spread on social media. These trends often result from a moment of collective participation, such as a viral meme, challenge, or event. Viral trends often see exponential growth in their reach, as users from all over the world participate in and share the content, further reinforcing the use of the new term.

**Influencers' roles:** Influencers and celebrities play a significant role in the spread of neologisms. When influencers or celebrities adopt a new term, it quickly gains mainstream exposure. Influencers help bridge the gap between niche communities and broader social groups. The more influential the user, the more likely a neologism is to spread quickly across a wide range of users.

**Social network clusters:** The spread of neologisms can often follow network dynamics. Certain users, especially those who are highly active or have large followings, act as key nodes that amplify the spread. Through social network analysis (SNA), it's possible to track how these nodes—often referred to as “influencers” or “super spreaders”—help amplify the term by connecting different clusters of users (i.e., different social or cultural groups). Neologisms spread not only through these influencers but also through users' social ties and network interactions, which increase the likelihood of a term reaching a larger, diverse audience.

### **Conclusion**

Language is a dynamic, living entity that evolves in response to various social, cultural, and technological influences. In the digital age, technology, particularly the rise of the internet and social media, has dramatically accelerated the pace of language change, creating new avenues for communication and shaping how individuals and communities interact. The importance of understanding language evolution in the digital age lies in its implications for sociolinguistics, communication theory, cultural studies, and the role that digital platforms play in the global spread and transformation of language.

The digital age represents a transformative period in the evolution of language. New forms of communication, including memes, hashtags, emojis, and abbreviations, have emerged as key elements of digital discourse, driving the creation and spread of neologisms and linguistic borrowings. Social media platforms and the global interconnectedness they enable have accelerated the pace of linguistic change, making language evolution more rapid and widespread than ever before. As technology continues to shape the way we communicate, language will continue to adapt, evolve, and reflect the dynamic nature of the digital world.

The analysis demonstrates that lexical borrowing is a significant phenomenon in Uzbek social networks, with English and Russian being the primary source languages. The integration of borrowed terms reflects Uzbekistan's engagement with global culture and technology, while also highlighting the adaptability of the Uzbek language. This study provides a foundation for further research on the sociolinguistic impact of globalization on Uzbek and other Central Asian languages.

Understanding this process is essential for sociolinguists, communication scholars, and digital culture analysts, as it sheds light on how language reflects and influences the ways in which individuals and communities interact in an increasingly interconnected world. The digital age has facilitated unprecedented levels of global interconnectedness, enabling people from diverse linguistic and cultural backgrounds to interact, collaborate, and influence each other's language.

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