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LEXICAL COMPOSITION OF THE LANGUAGE OF SOCIAL NETWORKS

ЛЕКСИЧЕСКИЙ СОСТАВ ЯЗЫКА СОЦИАЛЬНЫХ СЕТЕЙ

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Abstract

This article provides an in-depth scientific analysis of the lexical composition of social network language within the framework of Uzbek linguistics. Lexical units emerging in the digital communication environment (such as Telegram, Instagram, TikTok, X, and other platforms) – including neologisms, loanwords, abbreviations, hybrid forms, slang, and jargon – are examined from lexical-semantic, morphological, functional, and pragmatic perspectives. The study is grounded in David Crystal's theory of Internet linguistics, sociolinguistics, word-formation theory, and corpus-based approaches. The findings demonstrate that while the language of social networks enriches the lexical system of the Uzbek language, it simultaneously exerts a significant influence on its normative register. This article holds theoretical and practical significance for modern linguistics, sociolinguistics, Internet linguistics, and language policy.

Keywords: language of social networks, lexical composition, neologisms, loanwords, abbreviations, hybrid vocabulary, slang, jargon, word formation, Internet linguistics, Uzbek language.

Аннотация

В данной статье в рамках узбекского языкознания проводится глубокий научный анализ лексического состава языка социальных сетей. Лексические единицы, формирующиеся в среде цифровой коммуникации (в таких платформах, как Telegram, Instagram, TikTok, X и др.) – неологизмы, заимствования, аббревиатуры, гибридные формы, сленг и жаргонизмы – исследуются с лексико-семантической, морфологической, функциональной и прагматической точек зрения. Исследование опирается на теорию интернет-лингвистики Д.Кристала, социолингвистику, теорию словообразования и корпусные подходы. Результаты показывают, что язык социальных сетей, обогащая лексическую систему узбекского языка, оказывает существенное влияние на его нормативный пласт. Статья имеет теоретическую и практическую значимость для современного языкознания, социолингвистики, интернет-лингвистики и языковой политики.

Ключевые слова: язык социальных сетей, лексический состав, неологизмы, заимствования, аббревиатуры, гибридная лексика, сленг, жаргон, словообразование, интернет-лингвистика, узбекский язык.

Annotatsiya

Mazkur maqolada o‘zbek tilshunosligi doirasida ijtimoiy tarmoqlar tilining leksik tarkibi chuqur ilmiy tahlil qilinadi. Raqamli kommunikatsiya muhitida (Telegram, Instagram, TikTok, X va boshqa platformalar) shakllanayotgan leksik birliklar – neologizmlar, o‘zlashmalar, qisqartmalar, gibrid shakllar, slang va jargonlar – leksik-semantik, morfologik, funksional va pragmatik jihatdan o‘rganiladi. Tadqiqot D.Crystalning internet-lingvistika nazariyasi, sotsiolingvistika, so‘z yasalishi

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nazariyasi va korpus yondashuvlariga asoslanadi. Natijalar shuni ko‘rsatadiki, ijtimoiy tarmoqlar tili o‘zbek tilining leksik tizimini boyitish bilan birga, uning me’yoriy qatlamiga sezilarli ta’sir ko‘rsatmoqda. Maqola zamonaviy tilshunoslik, sotsiolingvistika, internet-lingvistika va til siyosati uchun nazariy-amaliy ahamiyatga ega.

Kalit so‘zlar: ijtimoiy tarmoqlar tili, leksik tarkib, neologizmlar, o‘zlashmalar, qisqartmalar, gibrid leksika, slang, jargon, so‘z yasalishi, internet-lingvistika, o‘zbek tili.

In the 21st century, digital technologies exert a profound influence on the evolution of language. Social networks have evolved beyond mere channels for information exchange to become primary arenas for the emergence and dissemination of new lexical units. In the context of Uzbekistan, platforms such as Telegram, Instagram, TikTok, Facebook, and X serve as the dominant communicative environments for youth discourse, driving significant structural transformations within the language's lexical composition.

Unlike traditional literary language, the lexical system of social network discourse is characterized by rapid dynamism, conciseness, expressiveness, multimodality, and innovation. This phenomenon presents linguistics with several critical imperatives: systematically classifying lexical strata, elucidating the mechanisms of new word formation, investigating the integration of loanwords and hybrid forms into the native linguistic system, and assessing their impact on literary norms.

The objective of this article is to conduct a scientifically grounded analysis of the lexical composition of social network language, reveal its primary strata and developmental pathways, and formulate practical recommendations based on the analytical findings. The scientific novelty of this study lies in its systematic classification of lexical innovations and theoretical synthesis based on empirical data from the Uzbek language.

Concept and Specifics of Social Network Lexicon. The lexicon of social network language represents a specialized stratum formed within virtual environments, distinguished by high dynamism, immediacy, and expressiveness. It diverges from traditional vocabulary through several key characteristics:

- a written-spoken continuum;
- integration with multimodal tools (emojis, hashtags, stickers);
- a high degree of innovation and variability;
- informal register and the expression of group identity.

This vocabulary primarily comprises the following main categories:

- Neologisms – newly coined words and expressions (layk [like], post, storis/storika [story], ril [reel], trend, xayp [hype], cringe, vibe, challenge);
- Loanwords – lexical units predominantly borrowed from English (and partially from Russian) (follower → follover/obunachi, share → share qilmoq, like → layk, hashtag → xeshteg);
- Abbreviations and Acronyms (slm [salom], rhm [rahmat], nma gap [nima gap], ok, btw, tg, insta, yt, dm);
- Multimodal lexical units – semantic elements expressed through emojis, hashtags (#), and symbols.

Mechanisms of Lexical Innovation Formation. Lexical innovations within social network language are primarily driven by the following mechanisms:

1. Direct Borrowing. As the primary source of global digital culture, English introduces terms such as like, post, story, reel, hashtag, follower, challenge, vibe, and cringe into Uzbek. These units frequently undergo phonetic and morphological adaptation.

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2. Shortening and Abbreviation. The demand for rapid communication drives the condensation of words and phrases: salom → slm, rahmat → rhm, nima gap → nma gap, Telegram → tg. This process aligns seamlessly with the agglutinative typology of the Uzbek language.

3. Hybrid Word Formation. The rich affixal system of the Uzbek language attaches to borrowed stems to generate new verbs and nouns: layklamoq, postlash, strim qilmoq, unfollow qilmoq, storika qo‘ymoq. This vividly demonstrates the structural flexibility of Uzbek.

4. Semantic Shift and Metaphorization. Existing vocabulary acquires novel digital senses: do‘st → do‘st qo‘shmoq (add a friend), obuna → obuna bo‘lmoq (subscribe), trend → trendga chiqmoq (go viral/trend).

5. Code-Switching. Mixed Uzbek-English or Uzbek-Russian constructions are widely prevalent: post tashladim, like bosib qo‘y, storyga qo‘ydim.

Functional and Pragmatic Characteristics. Beyond its nominative function, social network lexicon fulfills expressive, identity-marking, persuasive, and emotive functions. It constructs in-group identity among youth, facilitates instantaneous emotional transfer, and engages target audiences. Concurrently, it introduces risks such as deviation from literary norms, the proliferation of barbarisms, and potential degradation of linguistic culture.

In global linguistics, David Crystal (2001, 2006) pioneered the comprehensive analysis of digital lexical innovations through the concept of "Netspeak" in Language and the Internet. A. S. Calude (2023) developed methodologies for applying sociolinguistic and discursive frameworks to social media vocabulary. I. Plag (2003) demonstrated the application of word-formation theory within digital domains.

In Uzbek linguistics, recent studies have predominantly focused on neologisms. Researchers such as R.Dilnoza, T.Kholboyeva, and O.Khudoyberdiyeva have examined youth language and social media neologisms using empirical data. M.Sh.Nuriddinova conducted a comparative analysis of neologisms in English and Uzbek. Scholars including S.Mirzayeva and L.Jurayeva addressed the morphological formation and usage frequency of neologisms, while N.Mahmudov provided theoretical frameworks regarding normative standards and linguistic identity in loanword integration.

A common feature of these existing studies is their empirical richness; however, a comprehensive systematic classification and theoretical synthesis of the lexical composition remain fully unarticulated. This article aims to address that gap.

Conclusion and Recommendations. The findings indicate that loanwords and hybrid formations constitute the most active strata in social network language. The agglutinative nature of Uzbek allows for native-based derivation of foreign roots, underscoring the language's adaptive capacity. Abbreviations and slang exhibit high frequency in youth speech and increasingly penetrate spoken discourse, imposing pressure on literary norms.

To address these dynamics, the following recommendations are proposed:

- Introduce specialized university courses such as "Internet Linguistics" or "Digital Discourse."
- Standardize actively used digital vocabulary within Uzbek lexicography and compile explanatory dictionaries of digital terms.
- Formulate national language policies that balance the protection of native lexical heritage with the judicious assimilation of global innovations.

In summary, the lexical composition of social network language constitutes one of the most dynamic and innovative layers of the modern Uzbek language. Composed of neologisms, borrowings, abbreviations, hybrid structures, and slang, these lexical innovations emerge primarily through borrowing, condensation, hybrid derivation, and semantic expansion. While enriching the lexicon and enhancing communicative efficiency, they exert measurable pressure on literary standards. These findings provide a foundations for understanding digital language evolution and informing language

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policy, pointing toward corpus-based comparative analysis and standardization as key directions for future research.

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