



INNOVATIVE
WORLD

ISSN: XXXX-XXXX

ORIENTAL JOURNAL OF ENGINEERING AND MODERN TECHNOLOGIES

SHARQ MUHANDISLIK VA ZAMONAVIY
TEXNOLOGIYALAR JURNALI

Scientific Journal

- Civil
- Robotic
- Material
- Chemical
- Computer
- Electrical
- Mechanical
- Agricultural
- Manufacturing
- Qurilish
- Robototexnika
- Materialshunoslik
- Kimyo-texnologiya
- Informatika
- Elektr texnologiya
- Mexanika
- Qishloq xo'jaligi
- Ishlab chiqarish



xomidovanvarbek07@gmail.com
www.innoworld.net
+998 33 5668868



ORIENTAL JOURNAL OF ENGINEERING AND MODERN TECHNOLOGIES

Volume 2, Issue 2
2025

Journal has been listed in different indexings

Google Scholar



ResearchGate

zenodo



ADVANCED SCIENCE INDEX

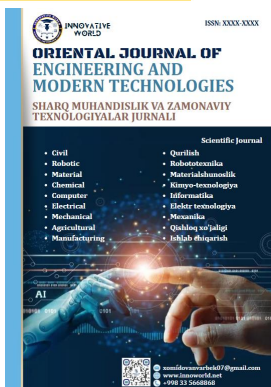


Directory of Research Journals Indexing

The official website of the journal:

www.innoworld.net

Uzbekistan-2025



LANGUAGE CHANGE IN DIGITAL COMMUNICATION: LINGUISTIC AND CULTURAL FEATURES OF YOUTH SPEECH UNDER THE INFLUENCE OF SOCIAL MEDIA

Arabboev Sanjar

Teacher, Department of Practical English
Karshi State University

arabboyevsanjar93@gmail.com

Abstract

The article explores the impact of digital communication on language use, with a particular focus on youth speech in social media platforms. The study highlights linguistic features such as code-switching, neologisms, and the use of visual symbols (emojis, hashtags), as well as cultural aspects of digital interaction.

Keywords: digital communication, youth speech, code-switching, neologisms, visual semiotics, social media, linguistic hybridity, globalization, cross-cultural exchange, sociolinguistics, online discourse

In the 21st century, the rapid development of information and communication technologies has significantly influenced language practices. Social media platforms like Instagram, Telegram, TikTok, and YouTube have become not only spaces for entertainment and networking but also powerful tools for shaping linguistic behavior. The younger generation, being the most active users of these platforms, often demonstrates linguistic creativity, leading to the emergence of new forms of expression and hybrid language practices. This study seeks to investigate how digital communication contributes to the transformation of language and what implications this has for the future of linguistic norms and cultural identity. The central research question is: To what extent does digital communication shape youth language, and how does this reflect broader societal changes?

The study is grounded in sociolinguistics, cognitive linguistics, and digital linguistics. Sociolinguistics provides insights into the relationship between language and society, particularly the role of communication in reflecting social identity and group belonging. Cognitive linguistics explains the mental mechanisms behind metaphorical expressions and conceptual blending, while digital linguistics investigates the transformation of communication in online contexts. These frameworks collectively provide a basis for understanding linguistic change in digital environments. Moreover, the research draws upon the theories of globalization and linguistic hybridity (Blommaert, 2010), which highlight the interconnectedness of modern societies and the inevitable influence of English as a global lingua franca on local languages. By integrating

these perspectives, the study positions digital communication as both a site of innovation and a challenge to traditional linguistic stability.

This study adopts a qualitative approach, analyzing a corpus of 200 samples collected from Instagram posts, Telegram chat groups, and TikTok comments. The material was categorized according to instances of code-switching, neologisms, borrowings, abbreviations, and the use of visual symbols. The comparative method was also employed to examine differences and similarities across English, Russian, and Uzbek youth discourse. The selected platforms were chosen due to their global popularity and their role in shaping cultural trends. Data collection was conducted over a three-month period to ensure representativeness of the material. In addition to textual analysis, the study employed discourse analysis techniques to identify patterns of meaning-making and cultural references embedded in digital interactions. The triangulation of methods allowed for a deeper understanding of the dynamics of youth language in digital contexts.

The analysis revealed several key tendencies in digital communication:

1. Frequent Code-Switching – Multilingual users often combine English, Russian, and Uzbek elements in a single sentence or dialogue. This not only reflects linguistic competence but also symbolizes identity negotiation in multicultural digital spaces.

2. Emergence of Neologisms – Many new words are borrowed from English, adapted into Russian or Uzbek phonetics and grammar, and then spread rapidly across platforms. Examples include shortened slang forms, internet jargon, and hybrid constructions.

3. Visual Semiotics – Emojis, GIFs, and hashtags function as integral components of digital discourse. They serve pragmatic functions such as softening messages, expressing emotions, or emphasizing irony, often replacing traditional verbal expressions.

4. Norm Deviations – The widespread use of abbreviations, phonetic spelling, and unconventional punctuation demonstrates both creativity and a challenge to established language norms. While these features enhance efficiency, they also risk eroding standard grammar among youth.

5. Cross-Cultural Influence – Youth in Uzbekistan, for example, adopt global memes and idioms while adapting them to local cultural contexts. This process highlights the dual role of digital media as both a globalizing and localizing force.

The findings suggest that digital communication catalyzes linguistic change, especially among young people. While it fosters innovation and global integration, it also challenges the stability of normative language. This duality highlights the need for further research into the long-term effects of digital media on language evolution, as well as pedagogical strategies to balance innovation with linguistic culture. In particular, educators face the challenge of addressing how digital slang, abbreviations, and hybrid forms impact

academic writing and formal communication skills. Furthermore, the role of English as a dominant influence raises questions about linguistic inequality and the preservation of minority languages. The study also emphasizes that rather than perceiving these changes solely as negative, they can be seen as part of a natural process of linguistic evolution, where digital platforms act as laboratories for experimentation and innovation.

Conclusion

Digital communication is a transformative force in modern sociolinguistics. It reshapes youth language, introduces hybrid linguistic practices, and reflects the cultural dynamics of globalization. Understanding these processes is crucial for scholars, educators, and policymakers who aim to preserve linguistic heritage while embracing new forms of communication. The study concludes that while digital communication accelerates language change, it also provides opportunities for cross-cultural understanding and linguistic creativity. Future research should expand the scope of analysis to include other languages and platforms, as well as quantitative methods to measure the frequency and impact of linguistic innovations in digital spaces.

REFERENCES

1. Crystal, D. (2006). *Language and the Internet*. Cambridge University Press.
2. Androutsopoulos, J. (2015). Networked multilingualism: Some language practices on Facebook and their implications. *International Journal of Bilingualism*, 19(2), 185–205.
3. Tagg, C. (2015). *Exploring digital communication: Language in action*. Routledge.
4. Danet, B., & Herring, S. (Eds.). (2007). *The Multilingual Internet: Language, Culture, and Communication Online*. Oxford University Press.
5. Barton, D., & Lee, C. (2013). *Language online: Investigating digital texts and practices*. Routledge.
6. Pavlenko, A. (2017). *The bilingual mind and what it tells us about language and thought*. Cambridge University Press.
7. Blommaert, J. (2010). *The sociolinguistics of globalization*. Cambridge University Press.
8. Herring, S. C., & Androutsopoulos, J. (2015). Computer-mediated discourse 2.0. In D. Tannen, H. E. Hamilton, & D. Schiffrin (Eds.), *The Handbook of Discourse Analysis* (pp. 127–151). Wiley.
9. Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. NYU Press.
10. Thurlow, C., & Mroczek, K. (2011). *Digital discourse: Language in the new media*. Oxford University Press.