

THE IMPACT OF SOCIAL MEDIA ON THE CULTURE OF THE UZBEK LANGUAGE

M. Shodilbekova,

Kokand university Andijan branch, 1st year student

E-mail: muhsinashodilbekova034@gmail.com

Tel: +998949320774

Abstract: This study examines the impact of social media on the culture of the Uzbek language, focusing on how digital communication platforms reshape linguistic norms and usage patterns. Through qualitative observation, content analysis, and comparative linguistic evaluation of posts from Instagram, Telegram, TikTok, and X, the research identifies major tendencies such as increased abbreviations, widespread code-switching, phonetic spellings, and the extensive use of emojis. The findings reveal that while informal online communication often weakens orthographic discipline and literary norms, social media also provides positive contributions through educational content and institutional accounts that adhere to proper language standards. The study concludes that social media exerts a dual influence—both constructive and disruptive—on Uzbek language culture, and emphasizes the need for strengthening digital literacy and linguistic awareness among users.

Keywords: Uzbek language culture; social media; digital communication; abbreviations; code-switching; orthographic norms; linguistic change; online discourse; media literacy.

Introduction. In recent years, the rapid expansion of digital communication platforms has significantly transformed the linguistic behavior of Uzbek-speaking users. Social media platforms such as Instagram, Telegram, TikTok, and X have become the primary means of interpersonal communication, especially among young people. As a result, new linguistic tendencies — including abbreviations, code-switching, emoticon-based communication, and phonetically simplified writing — have emerged and become widespread in everyday digital discourse.

The concept of *language culture* (til madaniyati) traditionally refers to the correct, appropriate, and aesthetic use of language according to established literary norms. However, social media challenges these norms by encouraging fast, informal, and highly personalized communication styles. Studying the influence of social media on the culture of the Uzbek language is crucial for understanding contemporary linguistic dynamics and for developing strategies aimed at preserving literary norms in the digital environment.

Methods. This study employed qualitative observation, content analysis, and comparative linguistic analysis. The following steps were implemented:

Collection of linguistic data from over 300 social media posts and comment threads on Instagram, Telegram groups, TikTok captions, and X discussions.

Categorization of linguistic features, including:

1. abbreviations (e.g., “kldm”, “ok”, “raqam yz”),
2. English lexical borrowings (e.g., *trend*, *update*, *content*),
3. phonetic spellings influenced by dialects (e.g., “ketyapman” → or “ketyappan”, “boramizmi” “boramizami”), emoticons and stickers used in place of verbal expressions.

Comparison with official institutional SMM content, including posts by banks, universities, and government agencies, to establish contrast between informal and formal usage.

Interpretation of collected data in the context of existing norms of Uzbek literary language. These methodological approaches made it possible to identify the dominant linguistic patterns and evaluate their impact on the broader culture of the Uzbek language.

Results. The analysis revealed several key tendencies characterizing the influence of social media on Uzbek language culture:

Increased use of abbreviations and shortened forms

Abbreviations such as “*kldim*”, “*brb*”, “*omg*”, “*wm*”, and others have become widespread. These forms often disregard orthographic norms and prioritize speed over accuracy. The overuse of such shortcuts contributes to the erosion of written literacy, as users adapt simplified spelling even in semi-formal contexts.

3.2. Intensive code-switching and English lexical borrowings

English words like *content*, *challenge*, *mood*, *style*, *trend*, *like* appear frequently in Uzbek-language posts. This indicates a growing digital bilingualism but also demonstrates an increasing dependency on foreign lexical items instead of native equivalents.

3.3. Decline in orthographic discipline

Spelling mistakes and phonetic spellings (e.g., “*kevotti*”, “*bormiz*”, “*qlyabdi*”) dominate informal posts. Users tend to transfer spoken dialect forms directly into writing, blurring the boundaries between literary Uzbek and colloquial varieties.

3.4. Replacement of verbal communication with emojis and stickers

Emojis are widely used as substitutes for complete sentences. Emotional reactions, attitudes, and even complex meanings are expressed with non-verbal symbols rather than linguistic structures.

3.5. Emergence of positive linguistic tendencies

Despite negative effects, some positive results were also observed.

- Official SMM pages maintain literary norms and promote proper language use.
- Educational bloggers, linguistic channels, and cultural pages support the dissemination of correct grammar, spelling, and stylistic awareness.
- Young users increasingly engage with literature-oriented content, contributing to linguistic diversity and enrichment.

Discussion. The findings reveal a dual impact of social media on the culture of the Uzbek language.

Negative effects

Informal digital communication often encourages users to ignore grammatical, orthographic, and stylistic norms. Abbreviations, excessive code-switching, and phonetic spellings diminish linguistic accuracy. Over time, users may internalize these patterns, transferring them into offline communication, which contributes to the gradual weakening of literary norms.

Positive effects

Conversely, social media provides unprecedented opportunities for the promotion of linguistic culture. Public institutions, cultural influencers, and educational platforms use digital space to model correct language usage. This contributes to raising linguistic awareness among young users and increases access to high-quality language resources.

Interpretation

Therefore, social media should not be viewed solely as a threat to language culture. Instead, it represents a dynamically evolving linguistic environment where both constructive and detrimental influences coexist. The key factor determining its impact is *media literacy*: users

with stronger literacy skills engage with content more critically and preserve linguistic norms more effectively.

Conclusion. This study demonstrates that social media plays a significant and complex role in shaping the contemporary culture of the Uzbek language. While informal online communication frequently leads to declining orthographic accuracy, lexical borrowing, and overly simplified writing habits, social media also provides strong educational potential through its formal and cultural segments. To ensure the preservation and development of Uzbek language culture, it is essential to promote digital literacy, strengthen awareness of literary norms, and encourage responsible linguistic behavior across online platforms.

REFERENCES

1. Yusupova, M., & Karimov, S. "Digital Language Evolution Among Uzbek Youth". *O'zbek tilshunosligi jurnali*, 8(2), 45-62.
2. Alimova, K. "Digital Identity Formation in Uzbekistan". *Central Asian Studies Review*. 2023. 14(3), 78-95.
3. Mengaliyeva, M. INTERNET VA IJTIMOIIY TARMOQLARDA TILNING O'ZGARISHI. *InLibrary*. 2025. URL: <https://inlibrary.uz/index.php/science-research/article/view/73069> (so'nggi kirish: 10.12.2025).
4. Adxamova, M. B., Umarova, O'. N., & Qodamova, M. O. IJTIMOIIY TARMOQLARDA O'ZBEK TILINING BUZILISHI: TAHDIDMI YOKI ZAMON TALABI. *Econfseries*. 2025. URL: <https://econfseries.com/index.php/3/article/view/2> (so'nggi kirish: 10.12.2025).
5. *Journal of Cultural Studies*, 11(1), 112-128.
6. Karimova, L., & Usmanov, R. "Impact of Social Media Language on Academic Performance". *Ta'lim va Innovatsiyalar*, 5(4), 167-184.
7. Tursunov, B. *Modern Uzbek language and social networks: Impact and changes*. Samarkand State University, 2023. – 34 p.
8. Mirzaeva, D. *Digital communication in English and its impact on the Uzbek language*. National University of Uzbekistan, 2021. – 27 p.
9. Sultanov, R. *Social networks and language: Modern trends in Uzbek and English languages*. Andijan State University, 2022. – 42 p.
10. Yunusova, L. *Digital communication and its impact on the Uzbek language: Analysis and results*. Bukhara State University, 2023. – 31 p.