

WORD-FORMATION FEATURES OF INTERNET DISCOURSE IN THE RUSSIAN AND UZBEK LANGUAGES

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Abstract : The article examines the word-formation features of Internet discourse in the Russian and Uzbek languages based on the example of the social network Instagram. The main methods of new word formation typical of digital communication are analyzed, including borrowing, affixation, contamination, graphic transformations, and hybrid forms. Special attention is paid to the similarities and differences in word-formation processes in the two languages, determined by their typological characteristics and the influence of global Internet culture. Examples from real communicative practices of social media users are provided.

Keywords: Internet discourse, word formation, Russian language, Uzbek language, Instagram, neologisms, digital communication.

Introduction

The development of digital technologies and social media has led to the emergence of a new communicative space in which linguistic changes actively occur. Internet discourse represents a specific type of communicative activity that combines features of both spoken and written language and is characterized by a high degree of dynamism and linguistic creativity. As D. Crystal notes, communication on the Internet generates new linguistic norms and contributes to the emergence of innovative language forms [1].

One of the most prominent processes in Internet discourse is active word formation. Social media users create new lexical units to denote digital realities, emotions, and communicative actions. As a result, a distinct layer of vocabulary is formed, characterized by expressiveness, brevity, and functional flexibility.

The aim of this study is to identify the word-formation features of Internet discourse in the Russian and Uzbek languages based on the material of the social networking platform Instagram, as well as to determine the similarities and differences in the mechanisms of new word formation within the context of digital communication.

Results and Discussion

Internet discourse is characterized by a high productivity of word-formation processes. Researchers note that the digital environment stimulates traditional derivational patterns while simultaneously giving rise to new word-formation mechanisms driven by technological factors and cross-linguistic contacts [2].

One of the primary sources of vocabulary expansion in online communication is the borrowing of Anglicisms. In both Russian and Uzbek, such lexical items as *blogger*, *like*, *stories*, *follower*, *content*, and *trend* are widely used. These units often undergo morphological adaptation and further derivational processing.

For example:

Russian: *laykat* ('to like'), *repostnut* ('to repost'), *zaskrinit* ('to take a screenshot'), *storiska* ('a story post').

Uzbek: *layk bosmoq* ('to press like'), *repost qilmoq* ('to repost'), *followchi* ('follower'), *bloggerlik* ('blogging; blogger activity').

Such forms demonstrate the impact of the global digital environment on national languages.



In Russian, suffixation is widely employed, particularly through the use of colloquial and expressive suffixes:

- блогер – блогерша
- хейт – хейтер
- сторис – сторисный

In the Uzbek language, word-formation processes are largely determined by its agglutinative structure. Consequently, new lexical units are most frequently formed through the addition of affixes:

- bloger + lik → blogerlik
- trend + li → trendli
- follow + chi → followchi

The agglutinative structure of the Uzbek language contributes to a more transparent morphological organization of derived words, whereas Russian demonstrates a greater diversity of derivational patterns.

Internet discourse is also characterized by the widespread use of blends and hybrid formations resulting from language mixing:

- рус.: инста-мама, бьюти-блогер
- узб.: insta-do‘kon, onlayn-savdo

Such formations reflect the processes of language contact and the globalization of communication. Studies of Internet discourse indicate that social media platforms have become spaces of intensive linguistic interaction and the formation of new language norms [3].

A distinctive feature of Instagram is its visual-textual mode of communication, which encourages brevity and expressiveness in language use. Users tend to economize linguistic effort, leading to the emergence of abbreviations, acronyms, and graphic transformations:

- рус.: пж, спс, крч
- узб.: gap yo‘q, zorr, rahmatt

Such phenomena testify to the high degree of creativity in online communication and the emotional expressiveness of social media users.

Results

The analysis revealed that word-formation processes in Russian and Uzbek Internet discourse exhibit both similarities and differences. The similarities can be attributed to the influence of global Internet culture, the active borrowing of English lexical items, and the universal communicative needs of users.

The differences are associated with the typological characteristics of the two languages. The inflectional nature of Russian contributes to a greater diversity of word-formation patterns, whereas the agglutinative structure of Uzbek ensures regularity and transparency in the morphological organization of derived words.

Social media platforms serve as a powerful catalyst for linguistic change, accelerating the processes of neologization and the emergence of new word-formation patterns [4].

Conclusion

In conclusion, word-formation processes in Internet discourse reflect the dynamic nature of contemporary language and the impact of digital communication on linguistic systems. The comparative analysis of Russian and Uzbek has demonstrated that, despite differences in their typological structures, both languages exhibit active development of word-formation patterns under the influence of the global digital environment.

The study of word-formation features in Internet discourse is of considerable significance for linguistics, sociolinguistics, translation studies, and language teaching methodology, as it contributes to the identification of current trends in language development and linguistic innovation.



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