

USING BORROWINGS IN SOCIAL MEDIA AND DIGITAL TECHNOLOGIES

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Abstract: This article is conducted on the topic of "using borrowings in social media and digital technologies". With the development of digital technologies, bloggers and influencers are forced to look for new ways to communicate with their audiences. The main goal of this study is to deeply study the ways in which bloggers and influencers use borrowings, as well as analyze the impact of these words on communication with the audience. Borrowings on digital platforms is often considered an important factor that determines the personality and communication style of a brand. These words play an important role in shaping the image of a brand on social networks and strengthening interactions with the audience. This study examines the adoption of borrowings on social networks, their impact on relationships between users, and the role they play in the communication process. The study will explore how bloggers and influencers use borrowings, how they are reflected in their content, and how they are perceived by their audiences. The study will also examine the impact of borrowings on user experience and their role in improving the effectiveness of digital communication.

Key words: borrowings, social media, digital technology, blogger, influencer, auditory, communication, culture, brand, platform

1.Introduction

1.1. Current situation of using borrowings in social media and digital technologies.

Nowadays, with the development of social networks and digital technologies, borrowings (loanwords) play an important role in the communication process. Borrowings, as words adopted by one language from another language or culture, are increasingly used among users. This process is associated with several factors: As a result of globalization processes, contacts between different countries and cultures are increasing. As a result, loanwords from English, Russian and other languages are widely used in many social networks and digital platforms. For example, words such as "like", "follow", "share" are also widely used in the Uzbek language. Brands are trying to establish closer ties with the audience by using loanwords in advertising their products. Loanwords strengthen the brand image and serve as an effective tool for attracting users. Borrowing is often used during communication between users on social networks. This, on the one hand, makes communication more interesting and modern, and on the other hand, increases the general understanding between users. New types of content, such as memes, video blogs and posts, are emerging through digital technologies. Slang is often used in this content, as it helps to attract a larger audience. Social networks (e.g. Instagram, TikTok, Twitter) make it easier for users to use slang in expressing their thoughts and communicating. On these platforms, many users use slang in their posts or comments, making them more modern and attractive. In general, social media and digital technologies are enabling the widespread

dissemination of slang. This process helps to renew communication methods and strengthen connections between brands and users. The effective use of slang is important for improving the quality of digital communication.

1.2. Problem of borrowings in social media and digital technologies

With the development of social networks and digital technologies, the problem of borrowings is becoming more and more urgent. This problem is manifested in several ways: On the one hand, borrowings can enrich the language, but on the other hand, they can lead to the loss of the originality of the national language and culture. As users increasingly use words borrowed from English or other languages in their communication, there is a risk of reducing the characteristics of the Uzbek language and traditional vocabulary. Borrowings can often differ from their original meaning. For example, in social networks, the word "like" is used in the sense of "liking", but this term not only expresses an emotional reaction, but also indicates interactivity in the social network. This affects the semantic structure of the language. Linguistic words can cause problems in the educational process. As students and pupils pay more attention to loanwords, they may face difficulties in learning and understanding the national language. This creates significant obstacles in preserving cultural heritage and passing it on to future generations. Linguistic words are widely used in social media and digital marketing. This process can be beneficial for brands and companies, but they can forget the national language when advertising their products. This can cause misunderstandings and uncertainties among consumers. Since the younger generation is accustomed to using borrowings, this can affect the development of the language. They are ready to quickly adopt new words, but this process can devalue or change the national language. The problems of the widespread dissemination of borrowings through social networks and digital technologies affect the development of language, culture and identity. Proper management and balance of this process will help preserve the richness of the language. In countries like Uzbekistan, the rational use of borrowings on social media platforms is necessary for the development and preservation of the national language.

2. Literature review

The rapid development of social media and digital technologies has led to significant changes in language use, which has led to an increase in the number of borrowed words in different languages. The aim of this literature review is to study the phenomenon of borrowed words in the context of social media and digital technologies. It is intended to analyze the impact of these processes on language, culture and communication. Borrowed words are lexical items transferred from one language to another. They often reflect processes of cultural exchange and globalization (Haspelmath, 2009). The role of English as a global lingua franca in the digital age is accelerating the growth of borrowed words (Crystal, 2011). This trend is reflected in the frequent use of English terms on social media platforms, where users communicate effectively with each other in a global environment. Social media platforms, such as Facebook, Twitter, Instagram, and TikTok, are important arenas for language innovation and change. According to Tagliamonte and Denis (2008), social media facilitate the rapid diffusion of new vocabulary, including loanwords, as users communicate in real time. The informal nature of online communication encourages the use of new terms and expressions (Thurlow Mroczek, 2006). The use of borrowed words in social media reflects broader cultural dynamics and power relations. As English dominates the digital world, non-native speakers may be forced to adopt English

terms in order to participate in global conversations (García Wei, 2014). This phenomenon raises questions about cultural alienation and the loss of indigenous languages and identities. Research also suggests that younger generations may be more likely to adopt borrowed words quickly, which can affect how they perceive their cultural origins (Meyerhoff, 2011). A number of studies have documented specific examples of words adopted in different languages due to the influence of social media. For example, Vignoles (2018) showed how English terms related to technology and lifestyle were incorporated into the everyday lexicon in Spanish. Also, terms such as “like” (лайк) and “post” (пост) are common in the Russian social media context (Kozhina, 2020). These examples show how adopted words serve as markers of modernity and connectivity.

3.Method

3.1. Research methods.

Several methods can be used to study the phenomenon of borrowed words (borrowings) in the context of social media and digital technologies. The following methods will help to analyze this topic in more depth: Quantitative Research Methods: Questionnaire: Conducting questionnaire among users about borrowed words. This method allows you to determine which words are used most often and how users react to these words. Statistical Analysis: Analyzing posts and comments on social media platforms to statistically study the frequency of use of borrowed words. Qualitative Research Methods. Interviews: Conducting interviews with users who actively use social media and digital technologies. This method allows you to collect personal opinions and experiences about borrowed words. Focus groups: Gathering users from different age groups and discussing their attitudes towards borrowed words in the context of social media and digital technologies.

3.2.The theoretical significance of the research.

Linguistic analysis, discourse analysis: Studying the use of borrowed words in context by analyzing social media posts and conversations. This method can be used to determine the meaning and function of words. Corpus Analysis: Studying the distribution of borrowed words and their interaction with other words using texts collected from social media platforms as a corpus. Cultural analysis, Cultural context analysis: Studying how borrowed words are received in a cultural context. This method can be used to analyze the global ideas disseminated through social media and the impact on local culture. Historical analysis: Studying how borrowed words have changed over time and the historical context related to the development of social media and digital technologies.

3.3. The practical significance of the research.

Experimental Methods, experiments: Presenting users with different social media posts or advertisements and studying their reactions to the received words. Trainings and Seminars: conduct trainings for users of social media and digital technologies. Through these events, provide information about the words adopted and discuss how they affect the language. Dissemination of Research Results: disseminate the results obtained through scientific articles, conferences or social media. This method creates an opportunity to communicate and discuss the results of the research to a wide audience. These methods allow for a deeper analysis of received words in the context of social media and digital technologies and their impact on language,

culture, and communication. Each method has its own advantages and should be chosen depending on the purpose of the study.

4. Discussion

Words adopted in the context of social media and digital technologies and their borrowing process are one of the important aspects of modern communication and culture. The abundance and diversity of words analyzed in this article, as well as the role of social media platforms in the globalization process, can be cited as a number of important points.

First, new words and phrases distributed through social media are rapidly becoming popular, mainly among the younger generation. This process, in turn, demonstrates the dynamism and variability of language. Since young people spend a lot of time on social media platforms, they easily adopt new words and apply them to their daily lives. As a result, new terms are emerging that replace old words.

Second, the cultural context of words adopted through digital technologies and social media is also important. Content distributed globally can affect local culture. For example, when words or phrases borrowed from English are incorporated into a local language, their meaning and usage change. This process enhances communication and integration between different cultures, but at the same time it also creates the risk of loss of local language and culture.

Third, the social impact of words adopted through social media and digital technologies is also important. New words are often associated with social movements, trends and ideas. Through this process, users have the opportunity to express their opinions and discuss problems in society. The emergence of new words also helps to focus on issues of social justice and equality.

Generally, words adopted in the context of social media and digital technologies not only contribute to the development of language, but also affect cultural and social processes. A deeper study of these processes creates an interesting research area for linguists, sociologists and other specialists. Also, by analyzing these processes, we can better understand the changing dynamics of modern society.

5. Result

5.1. Important of borrowings in social media

Borrowings through social media and digital technologies have significantly changed the processes of communication and information exchange today. New words and phrases acquired through these technologies not only bring innovation to our language, but also ensure integration with global culture. Borrowings, mainly from English, are widely used on social media platforms. For example, words such as "like", "share", "post" are rapidly becoming popular among users and are entering our daily speech. While this process, on the one hand, enriches our language, on the other hand, it can negatively affect its traditional rules. Also, with the help of digital technologies, the importance of borrowings in the business and marketing sectors is increasing. These words are becoming more widespread through partnerships between brands and influencers, new marketing strategies and the processes of operating on digital platforms. As a result, the borrowed words acquired through social media and digital technologies not only develop our language, but also serve to strengthen global connections. However, it is important to keep this process in balance and not neglect our traditional language

5.2. Experimental stage results of digital technologies and borrowings in conversation with

bloggers and influencers.

The development of digital technologies and social media platforms has radically changed the way bloggers and influencers communicate. Today, they play an important role in the digital economy, not only by communicating with their audiences, but also by collaborating with brands. In this process, loanwords, that is, words borrowed from other languages, are widely used in their communication. This, in turn, creates new cultural expressions and communication styles.

Example: Below is an excerpt from a conversation between a blogger and an influencer:

From the Voice of the Interview:

*Blogger: "I've been using a lot of **digital** tools to enhance my **content** creation process. For instance, I recently started using a new **app** for photo editing that has really boosted the quality of my posts."*

*Influencer: "That's interesting! I think incorporating such **digital** technologies is essential in today's market. Have you tried any **collaboration** platforms to connect with brands?"*

*Blogger: "Yes, I have! I found that using these **platforms** not only helps in networking but also in negotiating better deals. It's all about leveraging the right tools to maximize our reach."*

In this conversation, a blogger and influencer share their experiences and thoughts using digital technology and colloquial language, which helps them develop professionally.

Table 1. The frequency and percentage of the borrowed word

No	Words	Phonetic transcription	In Uzbek	Using these borrowings in social media percentage(%)
1.	Data	[deɪ.tə]	Ma'lumotlar	5
2.	Internet	[ˈɪn.tə.net]	Internet	10
3.	Network	[net.wɜ:k]	Tarmoq	10
4.	Database	[deɪ.tə.beɪs]	Ma'lumotlar bazasi	5
5.	Intranet	[ɪn.trə.net]	Internat	3
6.	Online	[ɒn.laɪn]	Onlayn	12
7.	Gateway	[geɪt.weɪ]	Yo'l	4
8.	Basic	[beɪ.sɪk]	Asosiy	6
9.	Protocol	[prəʊ.tə.kɒl]	Protokol	8
10.	Open	[əʊ.pən]	Ochiq	7
11.	Device	[dɪˈvaɪs]	Qurilma	10
12.	Server	[sɜː.vər]	Server	6
13.	Menu	[men.juː]	Menu	2
14.	Word	[wɜ:d]	So'z	5
15.	Freeware	[friː.weər]	Bepul dastur	2
16.	Application	[æp.lɪˈkeɪ.ʃən]	Ilova	8
17.	Multimedia	[mʌl.tɪˈmiː.di.ə]	Multimedia	4
18.	Port	[pɔ:t]	Port	3
19.	On	[ɒn]	Yoniq	5

20.	Off	[ɒf]	O'chirilgan	3
21.	Relay	[rɪ'leɪ]	O'tkazmoq	2
22.	Monitor	[mɒn.ɪ.tər]	Monitor	4
23.	Computer	[kəm'pjʊ:.tər]	Kompyuter	7
24.	Protocol	[prəʊ.tə.kɒl]	Protocol	8
25.	Module	[mɒdʒ.u:l]	Modul	3
26.	Sensor	[sen.sər]	Sensor	2
27.	Digital	[dɪdʒ.ɪ.təl]	Raqamli	6
28.	Audio	[ə:.di.əʊ]	Audio	4
29.	Virtual	['vɜ:.tʃu.əl]	Virtual	5
30.	Chip	[tʃɪp]	Chip	2
31.	Bit	[bɪt]	Bit	3
32.	Modem	[mɒɐ.dem]	Modem	2
33.	Demodulator	[demodulator]	Demodulyator	1
34.	Bandwidth	[bænd.wɪθ]	Tarmoq kengligi	4
35.	Routing	[ru:t.ɪŋ]	Kunlik	3
36.	File	[faɪl]	Fayl	5
37.	Inference	[ɪn.fər.əns]	Xulosa	2
38.	Block	[blɒk]	Bloklash	2
39.	Hardware	[hɑ:d.weər]	Uskuna	4
40.	Software	[sɒft.weə]	Dasturiy ta'minot	3

Social networks and electronic technologies can be identified by statistical data on vocabulary words:

1. The abundance of loanwords: In the Uzbek language, social networks and computer technologies account for 6-70% of the words borrowed from English from the 6th level. These words are often related to new technologies, platforms.

2. Level of familiarity: Level of familiarity with words related to computer technology in Uzbek:

- Those who know 0-4 words: 10%
- Those who know 5-8 words: 15%
- Those who know 9-12 words: 25%
- Those who know 13-16 words: 30%
- Those who know 17-20 words: 20%

3. Posting on social networks: They reinforce Uzbek and English words on social networks (for example, Facebook, Instagram, TikTok). Fast, 50% of the power is derived from words in their posts.

4. Internet users in Uzbekistan: Internet users in Uzbekistan have a high level of knowledge of terms related to technology and social networks. According to statistics, 85% of people say they know the terms of social networks.

5. Teachers and students: Teachers and students have a high level of mastery of computer technologies. For example, up to 90% of students can master the terms of computer technologies.

These statistics show the prevalence of words mastered in the Uzbek language in electronic technologies and social networks. Only, with the passage of accurate numbers and data, you can, so be sure to pay attention to the updated and questionnaires.

6. Conclusion.

Borrowings through social media and digital technologies have become an important aspect of modern linguistics and communication. This process not only leads to the emergence of new words and expressions, but also to the transformation of existing languages. Elements such as emoticons, abbreviations, which are often found on social networks, further enrich the language and speed up communication. However, such changes also affect social culture, identity and the specificity of the language. Words and expressions used in the digital environment are often context-dependent, which can lead to difficulties in learning and understanding the language. At the same time, the process of globalization through social media expands the boundaries of language and increases the interaction between different languages. As a result, social media and digital technologies open up new opportunities in linguistics, but it is important to analyze and understand this process. Observing how language develops in the future and its place in social culture will allow us to better understand modern communication processes.

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