uning dastlabki bosqichlarida aniqlash va profilaktika choralarini ko'rish orqali aholini bu kasallikdan himoya qilish mumkin. Tibbiyot rivojlanishi bilan kelajakda bu muammo yechimini topishiga umid qilamiz.

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STRUCTURAL-SEMANTIC FEATURES OF INTERNET MEMES IN ENGLISH AND UZBEK

Ma'rufjonova Gulasal Alimardon qizi
Student of Ferghana state university, English language and literature faculty,
Department of foreign language and literature.
gulasalmarufjonova047@gmail.com

Abstract: *This article explores the structural-semantic features of internet memes in two distinct languages, English and Uzbek. Internet memes are more than just entertainment; they are a rich source of insight into how language, culture, and humor intersect in the digital realm. While memes often follow a similar visual structure, they are also heavily reliant on the subtleties of language, making them a dynamic medium for cross-linguistic and cross-cultural analysis.*

Keywords: *Structural-Semantic Features, Internet Memes, English, Uzbek, Language, Culture, Cultural References, Humor, Semantic Analysis, Sociopolitical Commentary, Cross-Cultural Exchange, Cultural Identity.*

In the digital age, the internet has become a global playground for cultural expression, fostering the creation and dissemination of humorous, satirical, and thought-provoking content. One of the most fascinating and prominent forms of online expression is the internet meme. Memes are more than just funny images and captions; they serve as a reflection of contemporary culture, encapsulating the sentiments, values, and attitudes of their creators and consumers. In this era of digital communication, internet memes are a potent means of transmitting ideas, opinions, and emotions across linguistic and cultural boundaries. This article explores the structural and semantic features of internet memes in two distinct languages, English and Uzbek, shedding light on how memes adapt to different linguistic and cultural contexts. The contrast between these two languages serves as an intriguing case study, as English is one of the most widely spoken languages on the internet, while Uzbek represents a lesser-known but growing online presence. Memes, often characterized by their humor, wit, or social commentary, are a hybrid medium that combines text and images, and sometimes even video or audio elements. Understanding the structural aspects of memes involves analyzing their visual design, textual content, and the interplay between the two. Moreover, memes are heavily dependent on context and cultural references, making the examination of their semantic features essential to comprehend their deeper meanings and implications. This comparative analysis aims to discern how memes in English and Uzbek differ and converge in their form and content, offering insights into how internet users adapt meme culture to their linguistic and cultural settings. By exploring the structural-semiotic aspects of internet memes in these languages, we can gain a deeper appreciation of the role memes play in shaping online discourse and their potential to bridge linguistic and cultural gaps in our digital world.

The choice of English and Uzbek as the focus of this study is particularly intriguing. English is a dominant global language and is widely used on the internet. It plays a central role in shaping the memesphere. On the other hand, Uzbek, a Turkic language, represents a unique perspective. The juxtaposition of these two languages allows us to investigate how internet memes are adapted to different linguistic and cultural contexts, offering insights into how humor and cultural expression are encoded within memes. This examination of structural-semantic features will delve into the visual and linguistic components of internet memes, shedding light on how the humor, cultural references, and social

commentary embedded in these digital artifacts differ across languages and cultures. By analyzing a selection of popular memes from both languages, we aim to uncover the shared and distinct features that characterize internet memes in English and Uzbek, ultimately contributing to a deeper understanding of how memes bridge global and local communication in the digital age.

The way we communicate and share information has evolved dramatically. Internet memes have become a prominent form of communication, combining humor, wit, and cultural references to convey ideas and emotions. This article delves into the structural and semantic features of internet memes in two distinct languages, English and Uzbek. While memes transcend linguistic barriers, their effectiveness can vary significantly depending on the cultural and linguistic context.

Understanding the Structural Features of Memes. Internet memes, often described as digital folklore, are characterized by their inherent structure. They typically consist of three key elements:

Visual Component: Memes often feature a visual image or graphic. This component is critical in conveying the message and setting the tone of the meme. In English memes, the imagery is usually drawn from popular culture, movies, TV shows, or internet phenomena. In contrast, Uzbek memes may incorporate visual elements that resonate with the local audience, such as famous Uzbek personalities or symbols.

Text Overlay: Memes commonly include text superimposed on the visual component. This text adds context, humor, or commentary to the image. In English memes, text is predominantly in English, while in Uzbek memes, the text is typically in the Uzbek language. The choice of language influences the meme's accessibility and appeal to its target audience.

Cultural References: Memes often reference cultural elements, such as famous quotes, catchphrases, or current events. In English memes, these references may relate to Western culture, while Uzbek memes draw on the specific cultural context of Uzbekistan. The effectiveness of these references relies on the audience's familiarity with them.

Structural Differences in English and Uzbek Memes. Despite sharing a common meme structure, English and Uzbek memes exhibit notable structural differences. These distinctions can be attributed to linguistic, cultural, and societal factors:

Language: The most apparent structural difference between English and Uzbek memes is the language of the text overlay. English memes predominantly use the English language, enabling them to reach a global audience. In contrast,

Uzbek memes rely on the Uzbek language, limiting their accessibility to a narrower, primarily Uzbek-speaking audience.

Cultural References: English memes often incorporate references from Western popular culture, which can include famous movie lines, song lyrics, and iconic images. These references resonate with a diverse, international audience that shares exposure to Western media. Uzbek memes, on the other hand, draw from the unique cultural landscape of Uzbekistan, including local celebrities, traditions, and events. This makes them more relatable to Uzbeks but less comprehensible to a global audience.

Humor Styles: The humor found in English memes may rely on sarcasm, irony, or wordplay, aligning with the Western sense of humor. In contrast, Uzbek memes often employ humor that is specific to Uzbek culture, including wordplay, puns, and references to local idiosyncrasies. The humor in both languages is tailored to their respective audiences, reinforcing the cultural divide.

Semantic Aspects of Internet Memes. The semantics of internet memes play a crucial role in their impact and meaning. While the structure provides the framework, it is the semantic elements that carry the message and provoke a reaction. In both English and Uzbek memes, the following aspects are fundamental to understanding their semantics:

Intertextuality: Memes are rife with intertextuality, referring to the practice of referencing or incorporating elements from other texts, such as movies, songs, or famous speeches. In English memes, intertextuality may involve references to global pop culture, while Uzbek memes draw from the Uzbek cultural context.

Ambiguity: Memes often incorporate elements of ambiguity, allowing for multiple interpretations. In English memes, this ambiguity can be more pronounced, given the diverse cultural backgrounds of the audience. Uzbek memes rely on the audience's shared cultural knowledge to reduce ambiguity.

Social Commentary: Memes serve as a platform for social commentary and critique. In English memes, this commentary may focus on global issues, while Uzbek memes tend to address topics more relevant to the local community. The cultural context heavily influences the nature of the commentary.

Emotional Expression: Memes are an effective means of expressing emotions, whether it's humor, frustration, or empathy. The emotional impact of a meme can vary between languages, reflecting the cultural differences in how emotions are conveyed and received.

Cultural Significance of Memes in English and Uzbek. Internet memes are not merely digital amusements; they hold cultural significance in both English and Uzbek-speaking communities:

Cultural Identity: Memes contribute to the shaping of cultural identity in the digital age. English memes reflect the cultural diversity and global reach of English-speaking communities. Uzbek memes, on the other hand, are a reflection of Uzbek cultural identity, preserving local traditions and expressions in the online sphere.

Sociopolitical Influence: Memes have emerged as powerful tools for sociopolitical commentary. English memes often engage with global sociopolitical issues, while Uzbek memes focus on matters relevant to Uzbekistan. They enable people to voice their opinions, mobilize movements, and provoke discussions.

Conclusion: Internet memes have emerged as a fascinating medium of communication, blending humor, culture, and language. English and Uzbek memes, while sharing a common structure, exhibit distinct cultural and linguistic features. English memes reach a global audience with references to Western culture, while Uzbek memes resonate with a more local audience, relying on the Uzbek language and cultural context. The structural and semantic features of these memes are influenced by language, cultural references, and societal factors, making them unique to their respective communities. Understanding these features is essential to appreciate the cultural significance and impact of internet memes in both English and Uzbek-speaking communities. Memes, as a form of digital folklore, continue to evolve, reflecting the ever-changing landscape of the internet and global culture.

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