

**IDENTITY CONSTRUCTION IN ARTIFICIAL INTELLIGENCE DISCOURSE:
A COMPARATIVE LINGUOPRAGMATIC ANALYSIS OF UZBEK AND
ENGLISH MEDIA**

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Abstract

This paper investigates the linguopragmatic mechanisms of identity construction in artificial intelligence (AI) discourse across Uzbek and English media texts. Conceptualizing AI as a discursive and ideological construct rather than a purely technological entity, the study employs a qualitative comparative discourse analysis to examine lexicalization patterns, modality, evaluative language, and agency attribution. The findings reveal a systematic divergence between the two discursive traditions: Uzbek media predominantly frames AI within a developmental and instrumental paradigm aligned with national modernization goals, whereas English media problematizes AI through narratives of autonomy, uncertainty, and ethical risk. These contrasting representations reflect broader socio-cultural and epistemological orientations embedded in language use. The study contributes to cross-cultural discourse studies and digital linguistics by demonstrating how linguistic structures mediate technological perception and identity formation.

Keywords: *artificial intelligence, discourse, identity construction, linguopragmatics, modality, media representation, ideology*

The rapid advancement of artificial intelligence has extended far beyond the boundaries of technological innovation, transforming the ways in which knowledge, communication, and identity are constructed in contemporary society. Artificial intelligence is no longer perceived solely as a technical system; rather, it has become a discursive phenomenon embedded in media narratives, public debates, and cultural representations.

From a linguopragmatic perspective, language serves not only as a medium of communication but also as a mechanism through which meanings, identities, and ideologies are constructed. In media discourse, artificial intelligence is framed through specific linguistic strategies that attribute roles, agency, and value to it. These representations are not universal but are shaped by socio-cultural contexts and ideological frameworks.

Despite extensive research on AI discourse in English-language contexts, there remains a significant lack of cross-linguistic studies involving Central Asian languages, particularly Uzbek. This study addresses this gap by providing a comparative linguopragmatic analysis of

Uzbek and English media texts, aiming to reveal how language mediates different constructions of AI identity.

This study is grounded in an interdisciplinary framework that integrates critical discourse analysis, linguopragmatics, and identity construction theory.

Following Fairclough (1995, 2013), discourse is understood as a form of social practice that both reflects and shapes power relations. Media discourse on artificial intelligence is therefore analyzed as a site where technological authority and ideological assumptions are reproduced and legitimized.

Linguopragmatics focuses on the interaction between linguistic form and communicative function. It enables the analysis of how modality, evaluation, and pragmatic markers contribute to meaning-making processes. In this study, linguopragmatics provides tools for examining how AI is positioned and interpreted in discourse.

Identity is viewed as a dynamic and discursively constructed phenomenon. Within media texts, artificial intelligence is assigned different identities through linguistic choices, including anthropomorphization, instrumentalization, and problematization. These identities reflect broader cultural and ideological perspectives.

This study employs a qualitative comparative discourse analysis (CDA) to investigate the linguopragmatic construction of artificial intelligence (AI) identity in Uzbek and English media texts. The qualitative approach is particularly suitable for examining implicit meanings, evaluative language, and pragmatic strategies that cannot be fully captured through quantitative methods.

The dataset consists of selected media texts related to artificial intelligence:

Uzbek media sources:	English media sources:
<i>national news websites</i>	<i>international news outlets</i>
<i>governmental publications</i>	<i>analytical reports</i>
<i>technology-related articles</i>	<i>opinion pieces</i>

The texts were selected based on their relevance, thematic consistency, and representation of AI discourse.

The analysis focuses on the following linguopragmatic features:

Lexicalization	<i>terminology used to describe AI</i>
Modality	<i>expressions of possibility, necessity, and certainty</i>
Evaluation	<i>positive or negative semantic prosody</i>
Agency attribution	<i>representation of AI as actor or tool</i>
Pragmatic strategies	<i>hedging, emphasis, presupposition</i>

Instrumental and Development-Oriented Framing in Uzbek Media

The analysis reveals that Uzbek media discourse predominantly constructs artificial intelligence within a developmental and utilitarian framework. AI is frequently represented as a supportive tool that contributes to national progress, innovation, and modernization.

Lexical choices such as “innovatsion texnologiya,” “raqamli rivojlanish vositasi,” and “yordam beruvchi tizim” emphasize functionality and benefit. The discourse is characterized by a strong positive evaluative tone and a relatively low degree of epistemic uncertainty.

Modal expressions tend to highlight capability and usefulness rather than risk or obligation. AI is rarely attributed independent agency; instead, it is positioned as a controlled instrument serving human goals. This results in an identity of AI as a reliable and beneficial component of socio-economic development.

Autonomy and Risk-Oriented Framing in English Media

In contrast, English-language media constructs AI within a more complex and ambivalent discourse. While acknowledging its transformative potential, it simultaneously emphasizes uncertainty, ethical concerns, and potential risks.

Lexical items such as “autonomous systems,” “algorithmic bias,” “existential risk,” and “technological disruption” indicate a more critical stance. The frequent use of modal verbs such as “may,” “might,” and “could” reflects a high level of epistemic uncertainty and caution.

Furthermore, AI is often anthropomorphized and attributed agency, appearing as an independent actor capable of decision-making. This contributes to a discursive construction of AI as unpredictable and potentially problematic.

Comparative Identity Construction

The contrast between Uzbek and English media discourse reflects deeper ideological and cultural differences.

Uzbek media aligns AI with a collectivist and progress-oriented narrative, emphasizing stability, development, and national benefit. English media, on the other hand, reflects a more individualistic and critical epistemology, focusing on autonomy, ethics, and risk.

These findings demonstrate that identity construction is not merely a linguistic process but also an ideological one. Language functions as a mediating tool that shapes how technological phenomena are understood and evaluated.

The findings of this study have significant implications for understanding the role of language in shaping public perceptions of emerging technologies. The divergent representations of artificial intelligence suggest that attitudes toward technology are culturally mediated and discursively constructed.

This has practical relevance for policymakers, educators, and media professionals, as discourse not only reflects but also influences technological acceptance, trust, and governance. Moreover, the study underscores the importance of incorporating diverse linguistic and cultural perspectives into global discussions on AI ethics and communication.

This study has demonstrated that artificial intelligence is not only a technological innovation but also a discursive construct shaped by language, ideology, and cultural context. Through a comparative linguopragmatic analysis of Uzbek and English media texts, the research reveals distinct patterns of identity construction.

Uzbek media frames AI as a supportive and development-oriented tool, while English media constructs it as an autonomous and potentially risky entity. These differences highlight the role of discourse in mediating technological understanding and emphasize the need for cross-cultural approaches in the study of digital communication.

Future research should expand the scope of analysis by incorporating larger corpora, multimodal data, and additional languages to provide a more comprehensive perspective on global AI discourse.

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