

SOCIOLINGUISTIC ADAPTATIONS OF ENGLISH LOANWORDS IN DIGITAL COMMUNICATION AND SOCIAL MEDIA: A COMPARATIVE ANALYSIS

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Abstract: This study explores how english loanwords adapt to digital communication and social media platforms. The research focuses on how internet slang, technology words, and social media terms join everyday local conversations. We collected and analyzed text data from Instagram, Telegram, and TikTok. The results show that english words do not just fill empty word gaps. Instead, young users use these words to show their digital identity, modern lifestyle, and subculture membership.

Keywords: sociolinguistics, loanwords, digital communication, social media, lexical borrowing, code-switching, language evolution, internet slang.

RAQAMLI MULOQOT VA IJTIMOY TARMOQLARDA INGLIZ TILIDAN O‘ZLASHTIRILGAN SO‘ZLARING SOTSIOLINGVISTIK MOSLASHUVI: KONTRASTIV TAHLIL

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Annotatsiya: Ushbu tadqiqot internet va ijtimoiy tarmoqlar rivojlanishi natijasida ingliz tilidagi so‘zlarning raqamli muloqotga qanday kirib kelayotganini va moslashayotganini o‘rganadi. Tadqiqotda Instagram, Telegram va TikTok tarmoqlaridagi internet slenglari hamda texnik so‘zlarning qo‘llanilishi tahlil qilindi. Natijalar shuni ko‘rsatdiki, inglizcha

soʻzlar faqat lugʻatdagi boʻshliqlarni toʻldirish uchun emas, balki yoshlarning raqamli madaniyatini, zamonaviy uslubini va oʻzligini koʻrsatish uchun ham ishlatiladi.

Kalit soʻzlar: sotsiolingvistika, oʻzlashtirma soʻzlar, raqamli muloqot, ijtimoiy tarmoqlar, internet slengi, til rivojlanishi.

Introduction

The digital revolution and popular social media platforms have completely changed how people communicate every day. Today, english is the main language of the internet, so it strongly influences other languages. The most visible sign of this influence is the quick appearance of english loanwords in online messages.

In the past, language borrowing happened slowly through geographic trade or historical events. Today, digital borrowing happens instantly through global internet networks. Common internet words like post, stream, flex, hype, trend, and cringe spread around the world very quickly. However, when these english words move into new language groups, they rarely stay exactly the same. Instead, users adapt them to fit local grammar rules and social needs. Users add local endings to english words, narrow their original meanings, and use them to look modern or cool. This study examines how english loanwords adapt to local digital communication.

Methods and Materials

This study used a mixed-methods approach to analyze english loanwords over six months:

Corpus Collection: We gathered a database of 50,000 text posts, comments, and chat messages from Instagram, Telegram, and TikTok. The users were mostly bilingual young adults aged 18 to 25.

Analysis Method: We analyzed the collected words using three simple categories:

1. Grammar Structure: Checking how local prefixes and suffixes attach to english roots.
2. Word Meaning: Comparing original english dictionary meanings with local online usage.
3. Social Function: Finding out why people choose english words instead of native words.
- 4.

Results and Discussion

The data shows that borrowing english words in digital chats follows clear grammar patterns and social rules:

Borrowing Category	English Source Term	Adapted Form / Usage	Structural Adaptation Type	Sociolinguistic Function
Verb Derivation	Stream	Stream-qilmoq / Stream-ing	Morphological (Native auxiliary/suffix)	Indicating digital activity / Tech fluency
Semantic Shift	Cringe	Krinj / Cringe	Semantic Narrowing (Refers specifically to awkward content)	Expressing emotional/evaluative judgment
Social Identity	Flex	Flex-qilmoq / Flexing	Pragmatic Adaptation	Signaling youth subculture / Status display

As shown in the table, borrowed terms adapt quickly to fit local grammar rules. For example, English nouns and verbs pair naturally with local auxiliary verbs to create hybrid words.

Regarding word meanings, many English words get a narrower focus. For example, the English word *cringe* can describe many physical or mental feelings. However, in local online chats, *krinj* is used mainly to describe awkward or embarrassing social media posts. From a social perspective, young people do not use English loanwords only because local words are missing. Instead, using English tech words shows high digital skills, modern style, and connection to global youth subculture.

Conclusion

The fast adoption of English loanwords in digital communication shows how modern languages quickly change alongside technology. English borrowings do not ruin local languages; instead, they add new creative ways for speakers to express themselves in virtual environments. These borrowed words adapt smoothly to local grammar structures, creating unique online speaking styles. As digital platforms continue to develop, studying these language changes helps us understand modern communication and youth culture.

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