

A MEDIA-LINGUISTIC AND LINGUOPRAGMATIC STUDY

Ismoilova Dilnura Dilshod qizi

*Iqtisodiyot va pedagogika nodavlat ta'lim muassasasi stajyor o'qituvchisi**Dilnurismoiovagmail.com*

+998939908785

Abstract

The rapid development of computer technologies and the Internet has significantly transformed contemporary media discourse and contributed to the emergence of a rapidly expanding body of specialized terminology. Terms originally associated with computer science and information technology, such as algorithm, browser, platform, hyperlink, cloud, cybersecurity, livestream, chatbot, and artificial intelligence, have become common elements of digital journalism, social media, online advertising, blogs, and everyday Internet communication. This article examines computer and Internet terminology in digital media discourse from media-linguistic and linguopragmatic perspectives. The study focuses on the structural, semantic, functional, and pragmatic characteristics of computer and Internet terms and analyzes how their meanings and communicative functions may change according to media context. The research employs descriptive, structural-semantic, contextual, discourse, comparative, and linguopragmatic methods. The findings demonstrate that computer and Internet terminology in digital media performs not only a nominative and informative function but also evaluative, persuasive, expressive, attention-attracting, and identity-forming functions. Particular attention is paid to semantic extension and metaphorization in terms such as friend, follow, post, stream, cloud, viral, platform, and footprint. The study argues that digital media plays an important role in popularizing, contextualizing, and partially conventionalizing specialized terminology. Thus, computer and Internet terminology represents an important linguistic component of contemporary digital media discourse.

Keywords: *computer terminology, Internet terminology, digital media discourse, media linguistics, linguopragmatics, specialized vocabulary, semantic extension, terminology, social media, digital communication.*

ANNOTATION

Mazkur maqolada kompyuter va Internet terminlarining raqamli media diskursidagi qo'llanilishi media-lingvistik va lingvopragmatik nuqtayi nazardan tadqiq etiladi. Kompyuter texnologiyalari va Internetning jadal rivojlanishi natijasida dastlab tor professional sohada qo'llangan ko'plab terminlar bugungi kunda onlayn jurnalistika, ijtimoiy tarmoqlar, bloglar,

reklama, veb-saytlar va kundalik raqamli muloqotning faol leksik birliklariga aylangan. Tadqiqotda algorithm, browser, website, platform, hyperlink, hashtag, livestream, chatbot, cloud, cybersecurity, phishing, influencer kabi terminlarning strukturaviy, semantik, funksional va pragmatik xususiyatlari tahlil qilinadi. Tadqiqotning asosiy metodlari sifatida tavsifiy, strukturaviy-semantik, kontekstual, diskursiv va lingvopragmatik metodlardan foydalanildi. Natijalar shuni ko'rsatadiki, kompyuter va Internet terminlari raqamli media diskursida faqat nominativ vazifani emas, balki axborot berish, baholash, ishontirish, ta'sir ko'rsatish, e'tiborni jalb qilish va ijtimoiy identifikatsiya kabi pragmatik funksiyalarni ham bajaradi. Shuningdek, ayrim terminlarning umumiy leksik ma'nosi raqamli muhit ta'sirida yangi ma'nolarga ega bo'lganligi aniqlanadi.

Kalit so'zlar: *kompyuter terminologiyasi, Internet terminologiyasi, raqamli media diskursi, media lingvistika, lingvopragmatika, maxsus leksika, semantik kengayish, terminologiya, ijtimoiy tarmoqlar, raqamli kommunikatsiya.*

1. INTRODUCTION

The development of digital technologies has produced profound changes in contemporary communication. Computers, smartphones, social networking platforms, websites, online newspapers, blogs, and digital services have created new communicative environments in which specialized technological vocabulary is continuously produced and circulated.

Computer and Internet terminology constitutes one of the most dynamic lexical layers of contemporary English. Terms such as software, hardware, browser, website, server, database, algorithm, hyperlink, application, platform, and cybersecurity originated mainly within specialized technological discourse. However, their frequent use in digital media has resulted in their gradual integration into general language.

The transition of specialized terms from professional discourse to media discourse is particularly important from the perspective of media linguistics. Digital media does not simply transmit terminology; it contributes to its dissemination, reinterpretation, evaluation, and popularization. Online newspapers, social networks, blogs, video platforms, and digital advertising provide contexts in which technological terms acquire additional communicative functions.

From a linguopragmatic perspective, the meaning of a technological term cannot always be understood independently of its communicative context. For example, the term *viral* originally refers to the rapid spread of a virus, but in digital media it can describe content that spreads rapidly among users. Similarly, *follow* has acquired a specific social-media meaning, while *friend* can function as a technological term referring to a person connected to another user through a social-network platform.

Therefore, the study of computer and Internet terminology requires an integrated approach combining terminology studies, media linguistics, and linguopragmatics.

The main objective of this study is to identify the structural, semantic, functional, and pragmatic characteristics of computer and Internet terminology in digital media discourse.

The research addresses the following questions:

1. What major semantic groups of computer and Internet terminology can be identified in digital media discourse?
2. What word-formation processes contribute to the development of digital terminology?
3. How do computer and Internet terms change their meanings in media contexts?
4. What pragmatic functions do technological terms perform in digital media discourse?
5. How does digital media contribute to the popularization and conventionalization of specialized terminology?

2. METHODOLOGY

The research is based on an interdisciplinary approach combining terminology studies, media linguistics, and linguopragmatics.

2.1. Descriptive Method

The descriptive method is used to identify and classify computer and Internet terminology according to semantic and functional characteristics.

2.2. Structural-Semantic Analysis

Structural-semantic analysis is applied to examine the formation and meanings of technological terms.

The analyzed terms include:

- website
- webpage
- search engine
- cybersecurity
- livestream
- download
- upload
- chatbot
- smartphone
- database
- cloud computing

2.3. Contextual Analysis

Contextual analysis determines how the meaning and communicative function of a term depend on its use in a particular digital media environment.

For example:

The video went viral within a few hours.

Here, viral does not refer to a biological virus. It describes the rapid circulation of digital content.

2.4. Linguopragmatic Analysis

The linguopragmatic approach examines the communicative intentions and effects associated with technological terminology.

Terms may be used to:

- provide information;
- attract attention;
- persuade audiences;
- evaluate digital products;
- create a sense of technological modernity;
- construct online identity;
- warn users about digital risks.

2.5. Media-Linguistic Analysis

The media-linguistic approach considers the relationship between terminology and digital media genres, including:

- online news;
- social media posts;
- blogs;
- digital advertising;
- technology websites;
- online reviews;
- video descriptions.

3. RESULTS AND DISCUSSION

3.1. Major Semantic Groups of Computer and Internet Terminology

The analysis demonstrates that computer and Internet terminology in digital media can be divided into several semantic groups.

Semantic group	Examples
Hardware	computer, keyboard, monitor, processor, smartphone
Software	application, program, operating system, software
Internet infrastructure	server, browser, website, domain, URL
Digital communication	email, chat, message, DM, video call
Social media	follower, hashtag, post, like, share, influencer

Digital content	livestream, podcast, video, blog, meme
Cybersecurity	password, phishing, malware, firewall, encryption
Digital services	cloud, streaming, online banking, e-commerce
Artificial intelligence	chatbot, machine learning, AI, neural network
Digital marketing	SEO, clickbait, engagement, traffic, targeting

These groups demonstrate that technological terminology has expanded beyond traditional computer science and now covers almost every area of digital communication.

3.2. Word-Formation Processes

Computer and Internet terminology demonstrates considerable structural productivity.

Compounding

Compounding is one of the most productive mechanisms:

- website
- webpage
- search engine
- cybersecurity
- smartphone
- livestream
- cloud computing

Abbreviation and Acronym Formation

Digital communication strongly favors shortened forms:

- AI – Artificial Intelligence
- IT – Information Technology
- URL – Uniform Resource Locator
- VPN – Virtual Private Network
- DM – Direct Message
- SEO – Search Engine Optimization
- FAQ – Frequently Asked Questions

Such forms are particularly frequent in headlines, social media posts, advertising, and technical communication.

Clipping

Informal digital communication also promotes shortened forms:

- app ← application
- admin ← administrator
- tech ← technology
- info ← information

These forms demonstrate the influence of communicative economy on digital vocabulary.

3.3. Semantic Extension and Reinterpretation

One of the most significant features of computer and Internet terminology is semantic change.

Several ordinary English words have developed specialized digital meanings.

Word	General meaning	Digital meaning
friend	a person one knows	a person connected through social media
follow	move behind someone	subscribe to a user's content
post	position/place; something	send publish digital content
stream	flow continuously	transmit digital audio/video
cloud	visible formation	atmospheric remote Internet-based storage/service
viral	related to a virus	rapidly spreading online content
platform	raised surface	digital service/environment
wall	physical structure	social-media profile space
footprint	mark left by a foot	information left by a user online
troll	mythological creature/person	person who deliberately provokes online users

This process demonstrates that digital terminology is not exclusively created through technical invention. Existing lexical resources are frequently reinterpreted for new technological realities.

3.4. Media-Linguistic Functions of Computer and Internet Terminology

Computer and Internet terminology performs several functions in digital media discourse.

1. Nominative Function

The primary function is to name new objects, processes, and phenomena:

The company launched a new chatbot.

The term chatbot provides a concise designation for an automated conversational system.

2. Informative Function

Technological terminology provides information about digital developments:

The new cybersecurity system protects users from phishing attacks.

3. Attention-Attracting Function

Technological vocabulary is frequently used in headlines to attract readers:

AI Revolution Is Changing the Way We Work.

Terms such as AI, digital, smart, online, and cyber often function as attention-grabbing lexical elements.

4. Evaluative Function

Terms can express positive or negative evaluations:

This smart platform offers a faster and safer user experience.

Words such as smart, innovative, secure, and advanced contribute to positive evaluation.

5. Persuasive Function

Digital advertising frequently combines technological terms with persuasive language:

Download our app and enjoy a smarter digital experience.

The terminology creates an impression of modernity, efficiency, and technological reliability.

3.5. Linguopragmatic Characteristics

The pragmatic interpretation of computer terminology depends heavily on the communicative context.

For example, the term platform may refer to:

1. a technological environment;
2. a social networking service;
3. an online marketplace;
4. a political or ideological communication space.

Therefore, context determines the intended interpretation.

Similarly, follow has different pragmatic meanings:

Follow the instructions carefully.

versus:

Follow us on Instagram.

In the first sentence, follow retains its general meaning of obeying or acting according to instructions. In the second, it represents a specialized digital-media action.

This demonstrates that technological terminology may operate at the intersection of specialized and general vocabulary.

3.6. Pragmatic Functions in Social Media

Social media has significantly expanded the pragmatic potential of computer and Internet terminology.

Terms such as:

- like
- share
- follow
- subscribe

- comment
- tag
- mention
- block
- unfollow

do not merely describe technical operations. They also organize interpersonal relationships.

For example:

Please follow our page and share this post.

The terms follow and share function as pragmatic markers of audience engagement and persuasion.

Consequently, digital terminology becomes part of the interactional structure of online communication.

3.7. Terminology and Digital Identity

Computer and Internet terminology also contributes to the construction of digital identity.

Words such as influencer, blogger, gamer, streamer, creator, and content creator designate new social roles that have emerged with digital communication.

The emergence of these terms reflects changes in social organization and professional activity.

For example:

She has become a successful content creator.

The expression content creator does not merely describe a technical activity. It represents a socially recognizable professional identity within digital culture.

3.8. The Role of Digital Media in Terminological Popularization

Digital media plays an important role in transferring specialized vocabulary into general language.

The process can be represented as:

Specialized IT discourse → Digital media → Social media → General language

For example:

cybersecurity → online news → social media → everyday communication

Similarly:

algorithm → technology discourse → media discourse → everyday public discourse

As a result, terms that were once understandable mainly to specialists become familiar to wider audiences.

This process contributes to the democratization of technological knowledge but may also result in semantic simplification and contextual variation.

4. DISCUSSION

The findings confirm that computer and Internet terminology should be viewed as a dynamic lexical system rather than a fixed collection of technical terms.

From the perspective of media linguistics, digital media provides an environment where terminology is repeatedly reproduced, modified, evaluated, and disseminated. Online news and social networks accelerate the circulation of technological vocabulary.

From the linguopragmatic perspective, the meaning of terminology depends on communicative purpose, audience, platform, genre, and context. The same term may have technical, metaphorical, evaluative, or interpersonal functions.

For example, viral illustrates semantic transformation from a medical concept to a digital-media concept. Platform demonstrates semantic extension from a physical object to a digital environment. Follow and friend demonstrate the transformation of ordinary vocabulary into terms describing specific online actions and relationships.

The findings also suggest that digital media contributes to the reduction of boundaries between specialized and general vocabulary. A technological term may initially appear in expert communication, then become frequent in journalism, and eventually enter everyday speech.

Therefore, terminology development in the digital era is closely connected with media communication and social change.

5. CONCLUSION

The study has demonstrated that computer and Internet terminology constitutes one of the most dynamic lexical components of contemporary digital media discourse. Its development is closely associated with technological innovation, digital communication, and the increasing influence of online media.

The analysis shows that computer and Internet terms perform multiple functions. Their primary function is nominative, but in digital media discourse they also perform informative, evaluative, persuasive, expressive, attention-attracting, interpersonal, and identity-forming functions.

The study has also identified several important processes of terminology development, including compounding, abbreviation, clipping, borrowing, semantic extension, metaphorization, and lexical reinterpretation.

Particularly significant is the semantic transformation of ordinary English words such as friend, follow, post, stream, cloud, viral, and platform. Their development illustrates the interaction between technological innovation and linguistic creativity.

From a media-linguistic perspective, digital media serves as an important channel for the dissemination and popularization of technological terminology. From a linguopragmatic

perspective, the interpretation and function of such terminology depend on communicative context, audience, genre, platform, and communicative intention.

Thus, computer and Internet terminology should be studied not only as a technical lexical subsystem but also as a dynamic component of contemporary media discourse. Further research may focus on the English–Uzbek comparison of digital terminology, processes of borrowing and calquing, transliteration, semantic adaptation, terminology standardization, and the pragmatic adaptation of English technological terms in Uzbek digital media.

ADABIYOTLAR / REFERENCES

1. Cabré, M. T. (1999). Terminology: Theory, Methods and Applications. John Benjamins.
2. Crystal, D. (2006). Language and the Internet (2nd ed.). Cambridge University Press.
3. Ilbury, C. (2025). Researching Language and Digital Communication: A Student Guide. Routledge.
4. Kunin, A. V. (1984). English-Russian Phraseological Dictionary. Moscow: Russian Language.
5. Sager, J. C. (1990). A Practical Course in Terminology Processing. John Benjamins.
6. Scott, K. (2022). Pragmatics Online. Routledge.
7. Squires, L. (2010). Enregistering internet language. *Language in Society*, 39(4), 457–492.
8. Talbot, M. (2013). Media Discourse: Representation and Interaction. Edinburgh University Press.
9. Temmerman, R. (2000). Towards New Ways of Terminology Description: The Sociocognitive Approach. John Benjamins.
10. Xie, C., & Yus, F. (2021). Digitally mediated communication. In *The Cambridge Handbook of Sociopragmatics*. Cambridge University Press.
11. Yus, F. (2011). Cyberpragmatics: Internet-Mediated Communication in Context. John Benjamins.
12. Crystal, D. (2011). Internet Linguistics: A Student Guide. Routledge.
13. Fairclough, N. (1995). Media Discourse. Edward Arnold.
14. van Dijk, T. A. (1985). Handbook of Discourse Analysis. Academic Press.
15. Wodak, R., & Meyer, M. (Eds.). (2009). Methods of Critical Discourse Analysis. Sage.