



THE USE OF ENGLISH NEOLOGISMS AND THE FORMATION OF HYBRID WORDS IN UZBEK SOCIAL MEDIA

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Abstract

The rapid development of social media has created significant changes in contemporary language use. In Uzbekistan, English has become an important source of new vocabulary, particularly in digital communication. This article examines the use of English neologisms and the formation of hybrid words in Uzbek social media. The study focuses on commonly used English-origin words and expressions that are combined with Uzbek lexical and grammatical elements. The analysis shows that English words such as post, like, story, comment, trend, content, and online are frequently used in Uzbek social media communication. In addition, hybrid expressions such as like bosmoq, post qo'yimoq, comment yozmoq, and download qilmoq demonstrate the adaptation of English vocabulary to Uzbek grammatical structures. The findings indicate that social media is an important environment for lexical innovation and language contact between English and Uzbek.

Keywords: English neologisms, Uzbek language, social media, hybrid words, language contact, lexical borrowing, digital communication.

Introduction

Language constantly changes under the influence of social, cultural, technological, and economic developments. One of the strongest influences on modern languages is the development of the Internet and social media. Platforms such as Instagram,



Telegram, TikTok, YouTube, and Facebook have changed the way people communicate and have created new opportunities for linguistic innovation. English has a particularly strong influence on digital communication because many technological terms and social media concepts originate in English. Uzbek social media users frequently use English words when discussing online activities, entertainment, technology, education, and business. Words such as post, like, story, comment, follower, trend, content, online, and challenge have become familiar in everyday digital communication.

However, English vocabulary is not always used in its original form. Uzbek speakers often combine English words with Uzbek verbs, suffixes, and other grammatical elements. For example, expressions such as like bosmoq, post qo‘ymoq, comment yozmoq, and download qilmoq contain elements from both languages. Such formations can be described as hybrid words or hybrid expressions. The purpose of this article is to examine how English neologisms are used in Uzbek social media and how they participate in the formation of hybrid linguistic structures.

Methods

This study uses a qualitative descriptive method. The research focuses on English-origin words and English-Uzbek hybrid expressions commonly found in Uzbek social media communication. The examples were analyzed according to three main aspects: lexical borrowing, morphological adaptation, and syntactic combination. Particular attention was given to the way English words are combined with Uzbek verbs and suffixes. The analyzed examples include post, like, story, comment, trend, content, online, download, and upload, as well as hybrid expressions such as like



bosmoq, post qo‘ymoq, comment yozmoq, download qilmoq, and bloggerlik. The study does not aim to provide statistical information about all Uzbek social media users. Instead, it identifies common linguistic patterns and explains the role of English neologisms in contemporary Uzbek online communication.

Results

The analysis shows several important patterns in the use of English neologisms in Uzbek social media.

Direct use of English words

Some English words are used directly in Uzbek sentences without significant modification. Common examples include post, story, like, comment, trend, content, and online.

For example:

- “Yangi post joyladim.”
- “Bu video trend bo‘ldi.”
- “Menga like bosib qo‘ying.”
- “Yangi story chiqardim.”
- “Bugun yangi content tayyorladim.”

Although these words originate from English, they function within Uzbek sentences and follow Uzbek sentence structure.



English words with Uzbek verbs

A particularly productive pattern is the combination of an English lexical item with an Uzbek verb.

Examples include:

- download qilmoq
- upload qilmoq
- repost qilmoq
- follow qilmoq
- comment qilmoq

For example, “Videoni download qildim” contains the English word download and the Uzbek verb qilmoq. The English element expresses the main lexical meaning, while the Uzbek verb provides grammatical information.

Another common pattern is the use of English nouns with Uzbek verbs:

- like bosmoq
- post qo‘ymoq
- comment yozmoq
- story qo‘ymoq

These examples clearly demonstrate the interaction between English vocabulary and Uzbek grammar.



Morphological adaptation

Some English-derived words accept Uzbek suffixes. For example, blogger can be combined with the Uzbek suffix -lik to form bloggerlik. This indicates that speakers may perceive borrowed words as elements that can participate in Uzbek word formation.

Such adaptation demonstrates that borrowing is not simply the copying of foreign vocabulary. Borrowed words can gradually become integrated into the linguistic system of the receiving language.

Hybrid noun phrases

English and Uzbek elements are also combined in noun phrases. Examples include:

- online dars
- online kurs
- Instagram sahifa
- YouTube kanal
- video kontent
- target reklama

These expressions are especially common in education, advertising, marketing, and digital business.



Discussion

The results demonstrate that social media has become an important environment for English-Uzbek language contact. The widespread use of English neologisms can be explained by several factors.

First, many modern technologies and Internet services were developed in English-speaking environments. Consequently, their terminology often enters other languages together with the technology itself. Terms such as download, upload, online, and stream are examples of vocabulary associated with digital technologies.

Second, young people are highly active on social media and are regularly exposed to English through videos, music, films, online courses, games, and international websites. As a result, English expressions can become familiar and easily enter everyday Uzbek communication.

Third, social media encourages linguistic creativity. Users often prefer short and internationally recognizable words. English terms may therefore be used because they are already associated with particular digital concepts. An important result of the study is the formation of hybrid expressions. In expressions such as download qilmoq and comment yozmoq, English provides the lexical element while Uzbek provides the grammatical structure. This demonstrates that Uzbek remains the structural basis of the sentence even when English vocabulary is used. Hybridization can also be observed in words such as bloggerlik. The English-derived base blogger receives the Uzbek suffix -lik. This shows that borrowed vocabulary can participate in native Uzbek word-formation processes. The use of English neologisms should



therefore be understood as part of natural language contact. It does not necessarily mean that Uzbek vocabulary is being completely replaced. Instead, English and Uzbek elements often coexist, particularly in fields connected with technology, entertainment, education, and business. Some borrowed terms may eventually become fully established in Uzbek, while others may disappear when the technologies or trends associated with them become less popular. Social media therefore provides a dynamic environment in which new vocabulary can appear and spread very quickly.

Conclusion

The study shows that English neologisms have become an important part of Uzbek social media communication. English-origin words are particularly common in discussions of technology, online activities, entertainment, education, and digital marketing. The research also demonstrates that English vocabulary is actively adapted to Uzbek linguistic structures. Expressions such as like bosmoq, post qo‘ymoq, comment yozmoq, and download qilmoq illustrate the formation of English-Uzbek hybrid expressions. Words such as bloggerlik demonstrate morphological adaptation through the use of Uzbek suffixes. Therefore, Uzbek social media can be considered an important environment for observing contemporary lexical change and language contact. The continuing development of digital technologies and international communication is likely to introduce further English neologisms into Uzbek. Future research could examine the frequency of these expressions on different social media platforms and compare their use among different age groups.



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