© 2026 International Conference on Multidisciplinary Sciences and Innovations . All Rights Reserved.

CHARACTERISTICS OF THE USE OF NEOLOGISMS, SLANG, AND ABBREVIATIONS IN SOCIAL NETWORK DISCOURSE

ОСОБЕННОСТИ ИСПОЛЬЗОВАНИЯ НЕОЛОГИЗМОВ, СЛЕНГА И АББРЕВИАТУР В ДИСКУРСЕ СОЦИАЛЬНЫХ СЕТЕЙ

IJTIMOIY TARMOQLAR DISKURSIDA NEOLOGIZM, SLENG VA QISQARTMA BIRLIKLARNING QO‘LLANISH XUSUSIYATLARI

Turdiyeva Iroda Komilovna
Independent Researcher at Karshi State University
imonatur2016@gmail.com

Abstract

This article examines the formation, usage characteristics, and impact on the Uzbek language of neologisms, slang, and abbreviations within social network discourse (Telegram, Instagram, TikTok, Facebook, and others) based on linguistic, sociolinguistic, and discourse-analysis approaches. The study analyzes the sources of new lexical units arising from the speed, multimodality, and informality of digital communication (primarily borrowings from English), their word-formation mechanisms (shortening, affixation, blending, semantic shift), functional-pragmatic roles, and influence on linguistic norms. The results demonstrate that these units play a significant role in condensing communication, enhancing emotional expression, shaping group identity, and establishing platform-specific stylistic dynamics. Simultaneously, they exert a certain degree of pressure on literary norms. The article makes a theoretical and practical contribution to the study of digital discourse in Uzbek linguistics.

Keywords: social network discourse, neologism, slang, abbreviation, Internet language, loanword, sociolinguistic, digital communication, Uzbek language.

Аннотация

В данной статье на основе лингвистического, социолингвистического и дискурс-аналитического подходов исследуются формирование, особенности функционирования и влияние на узбекский язык неологизмов, сленга и аббревиатур в дискурсе социальных сетей (Telegram, Instagram, TikTok, Facebook и др.). В исследовании анализируются источники новых лексических единиц (преимущественно заимствования из английского языка), возникающих вследствие оперативности, мультимодальности и неформальности цифровой коммуникации, способы словообразования (усечение, аффиксация, блендинг, семантический сдвиг), их функционально-прагматическая роль и воздействие на языковые нормы. Результаты показывают, что данные единицы играют важную роль в лаконизации общения, усилении эмоциональной выразительности, формировании групповой идентичности и создании платформенно-ориентированного стиля. В то же время они оказывают определенное давление на нормы литературного языка. Статья вносит теоретический и практический вклад в изучение цифрового дискурса в узбекском языкознании.

Ключевые слова: дискурс социальных сетей, неологизм, сленг, сокращение (аббревиатура), интернет-язык, заимствование, социолингвистика, цифровая коммуникация, узбекский язык.

© 2026 International Conference on Multidisciplinary Sciences and Innovations . All Rights Reserved.

Annotatsiya

Mazkur maqolada ijtimoiy tarmoqlar (Telegram, Instagram, TikTok, Facebook va boshqalar) diskursida neologizm, sleng va qisqartma birliklarning shakllanishi, qo‘llanish xususiyatlari hamda o‘zbek tiliga ta’siri lingvistik, sotsiolingvistik va diskurs-tahlil yondashuvlari asosida o‘rganiladi. Tadqiqotda raqamli kommunikatsiyaning tezkorligi, multimodaligi va noformalligi tufayli paydo bo‘layotgan yangi leksik birliklarning manbalari (asosan ingliz tilidan o‘zlashma), so‘z yasash usullari (qisqartirish, affiksatsiya, blending, semantik kengayish), funksional-pragmatik rollari va til me’yorlariga ta’siri tahlil qilinadi. Natijalar shuni ko‘rsatadiki, bu birliklar muloqotni ixchamlash tirish, emotsional ifodani kuchaytirish, guruh identifikatsiyasini shakllantirish va platformaga xos stilni yaratishda muhim rol o‘ynaydi. Shu bilan birga, ular adabiy til me’yorlariga ma’lum darajada bosim o‘tkazadi. Maqola o‘zbek tilshunosligida raqamli diskursni o‘rganishga nazariy va amaliy hissa qo‘shadi.

Kalit so‘zlar: ijtimoiy tarmoqlar diskursi, neologizm, sleng, qisqartma (abbreviatura), internet tili, o‘zlashma, sotsiolingvistika, raqamli kommunikatsiya, o‘zbek tili.

In contemporary society, the Internet and social networks have emerged as the primary arenas for daily human communication. Platforms such as Telegram, Instagram, TikTok, and Facebook not only facilitate information exchange but also foster a conducive environment for the emergence and dissemination of novel linguistic forms. Within this domain, language adapts to requirements of rapidity, conciseness, emotional expressiveness, and multimodality (text + emojis + images/videos). Consequently, neologisms (new words and expressions), slang (informal, group-specific vocabulary), and abbreviations (acronyms and shortenings) actively proliferate, shaping the distinctive characteristics of digital discourse.

In Uzbek linguistics, this phenomenon has been actively investigated in recent years. Units introduced through social networks – such as like, story, post, follower, trend, hype, and rofl – are employed not only in youth discourse but also across broader communicative domains. A portion of these units is integrated into the lexical system of the Uzbek language through phonetic and morphological adaptation (e.g., layk bosish [liking], stori qo‘yish [posting a story], follover [follower]).

The objective of this article is to present a comprehensive analysis of the mechanisms of formation, usage characteristics, functional roles, and impact on the Uzbek language of neologisms, slang, and abbreviations within social network discourse. The operational tasks are: to establish theoretical foundations; to conduct an analysis based on empirical material (posts and comments across platforms); to provide a critical review of the literature; and to formulate practical recommendations.

Social Network Discourse as Computer-Mediated Communication. Social network discourse, as a form of Computer-Mediated Communication (CMC), diverges from traditional spoken and written speech. It is distinguished by the following characteristics: rapidity and conciseness (dictated by character limits or Stories formats); informality and colloquialism; interactivity; multimodality (emojis, memes, hashtags); and global influence (dominated by the English language).

Neologisms. A neologism is a newly introduced lexical unit or an existing word endowed with a new sense. In social networks, neologisms are formed primarily through the following pathways:

- Borrowing: post, story, like, follower, hashtag, stream, meme, influencer, challenge.
- Affixation: bloger, xaypchi [hype-seeker], TikToker.
- Blending: selfitus (selfie + -itis), finfluencer.

© 2026 International Conference on Multidisciplinary Sciences and Innovations . All Rights Reserved.

- Semantic Expansion: like – shifting from a technical icon to denoting "approval" or "support."
- Compounding: live-shopping, social listening.

In Uzbek, these units frequently appear in hybrid structures: stori qo‘ydim [I posted a story], trendga chiqdi [it started trending], layk basdim [I liked], follover olish [gaining followers].

Internet slang (netspeak, youth language) consists of informal vocabulary specific to youth and platform users. It serves emotional-expressive, humorous, or identity-marking functions. Examples include: hype, rofl, cringe, vibe, ghosting, and slay. In the Uzbek context, Russian and native elements are also integrated (e.g., zashib, bomba, topganim shu).

Abbreviations. Abbreviations emerge in accordance with the principle of communicative economy.

- English forms: LOL (Laughing Out Loud), OMG, IDK, IMHO, BRB, DM, TBH, FOMO.
- Uzbek adaptations and local shortenings: sps (rahmat [thanks]), kk (kerak [needed]), bn (bilan [with]), info.

While these units increase communicative speed, they may impede comprehension depending on the context.

The primary functions of these lexical units include:

1. Communicative efficiency (rapid transmission of information);
2. Emotional expression;
3. Group identification (in-group markers);
4. Creativity and linguistic playfulness;
5. Establishing platform-specific stylistic dynamics.

Literature Review. In international linguistics, David Crystal, in Language and the Internet, emphasizes the principle of economy, the dominance of abbreviations, and neologisms in Internet language. Recent scholarship demonstrates that blending, clipping, acronymy, and affixation are the most productive word-formation mechanisms in digital environments. Platform-specific differences in Gen Z discourse have also been identified (e.g., TikTok as visual and playful; Twitter/X emphasizing conciseness and acronymy).

In Uzbek linguistics, D. P. Rakhimova analyzed the formation of neologisms through borrowing and shortening using empirical data from Telegram, Instagram, and TikTok. Researchers such as K. Rashidova, Sh. Isroilova, and L. Jurayeva have examined youth language, Internet slang, and lexical renewal from a sociolinguistic perspective. Their findings indicate that 60–80% of neologisms originate from English and undergo adaptation into Uzbek. N. Mahmudov has addressed theoretical issues regarding normative standards and linguistic identity in loanword integration.

Overall, the literature underscores the dynamic nature of digital discourse, the influence of globalization, and the adaptive capacity of the national language. However, in-depth statistical analyses grounded in empirical digital corpora remain limited.

Analytical Findings. The analysis yields the following conclusions:

- Neologisms and abbreviations are most active in the speech of youth (ages 14–30), though they are expanding into broader demographic groups.
- English borrowings predominate, whereas internal word-formation mechanisms (affixation, semantic derivation) are less frequent yet present.
- Functionally, these units enrich the expressive and pragmatic capacities of the language; however, they may induce a departure from literary standards ("register flattening").
- Platform-based variations exist: Instagram and TikTok favor visual and trend-dependent neologisms, whereas Telegram exhibits a higher prevalence of abbreviations and hybrid expressions.

© 2026 International Conference on Multidisciplinary Sciences and Innovations . All Rights Reserved.

- Recommendations. Integrate specialized courses on “Digital Discourse” and “Internet Linguistics” into higher education curricula.

1. Incorporate stable, adapted neologisms into explanatory dictionaries of the Uzbek language.
2. Cultivate linguistic culture among youth by fostering skills to distinguish between formal and informal registers.
3. Conduct statistical and diachronic analyses based on large-scale corpora (spanning thousands of digital posts) in future research.
4. Formulate language policies that standardize loanwords without suppressing creative expression.

Social network discourse significantly enriches and dynamically transforms the lexical system of the Uzbek language. Neologisms, slang, and abbreviations ensure communicative speed, emotional expressiveness, and social identification. Although their primary source is English, the Uzbek language adapts these units through its internal structural mechanisms, demonstrating linguistic vitality and flexibility. Nevertheless, preserving literary norms and enhancing linguistic literacy among the younger generation remain imperative. Future research should increasingly incorporate multimodal discourse frameworks and corpus-linguistic methods.

REFERENCES:

1. Mahmudov N. O‘zbek tilida o‘zlashma so‘zlar: me’yor va milliylik // O‘zbek tili va adabiyoti. 2010. №6.
2. Isroilova Sh. Zamonaviy o‘zbek tilida ijtimoiy tarmoqlar orqali kirib kelayotgan yangi so‘zlar (neologizmlar) tahlili // Zamonaviy ilm-fan va innovatsiyalar nazariyasi. 2025.
3. Jo‘rayeva L. Ijtimoiy tarmoqlarda neologizmlarning bugungi kundagi qo‘llanilishi // Ijtimoiy-gumanitar fanlarning dolzarb muammolari. 2025.
4. O‘zbekiston milliy ensiklopediyasi. Toshkent, 6-jild.
5. Majidova R., Yo‘ldoshev I., Sharipov O‘. Tilshunoslik nazariyasi asoslari. Toshkent, 2010.
6. Nuriddinova M.Sh. Ijtimoiy tarmoqlarda qo‘llanilayotgan neologizmlar (ingliz va o‘zbek tillari misolida) // Qo‘qon DPI Ilmiy xabarlar jurnali. 2026.
7. Qo‘shimcha empirik materiallar: Telegram, Instagram, TikTok platformalaridagi ochiq postlar va kommentariyalar (2024–2026 yillar kuzatuvlari).