

## ENGLISH AND UZBEK LANGUAGE: SLANGS IN SOCIAL MEDIA AND JOURNALISM ACTIVITY

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**Abstract:** This article discusses the use of slangs in English and Uzbek languages, particularly in the context of social media and journalism. The research highlights how informal language reflects cultural trends, social changes, and communicative practices of modern society. The study also compares the dynamics of slang usage in both languages and its impact on media discourse.

**Keywords:** slang, social media, journalism, communication, English, Uzbek.

### Introduction

Language is a dynamic system that evolves with society. Slang, as an informal and often transient part of language, plays a vital role in shaping modern communication, especially on digital platforms and in journalism. In both English and Uzbek, slangs serve not only as tools of expression but also as markers of identity, group belonging, and cultural reflection.

### Main Part

#### 1. Definition and Characteristics of Slang

Slang refers to informal, non-standard vocabulary that is often used by specific groups or within certain contexts. It is characterized by its creativity, expressiveness, and tendency to deviate from formal norms. Slang words often emerge in youth culture, online communities, and media. English Slang in Social Media and Journalism

In English-speaking contexts, slang is widely used on platforms like Twitter, TikTok, and YouTube. Words such as 'lit', 'ghosting', 'clout', and 'cancel' have become integral to online discourse. Journalism, especially entertainment and lifestyle journalism, frequently adopts these terms to connect with younger audiences. Uzbek Slang in Social Media and Journalism

In Uzbek, slang expressions are also becoming increasingly prevalent online. Words like 'zòr', 'gap yo'q', 'snos', 'tòrtib ketdi' are used by youth on Telegram, Instagram, and in comment sections. Journalists sometimes incorporate these expressions in articles, especially in interviews and opinion columns to convey authenticity and relatability. Comparative Analysis

While both English and Uzbek slangs reflect similar social functions—like group identity and emotional emphasis—there are differences in structure, origin, and level of acceptance. English slangs are more likely to enter dictionaries and formal discourse, whereas Uzbek slangs remain largely informal and spoken, though that is gradually changing with digital influence. Challenges and Opportunities



The use of slang poses challenges for clarity and professionalism in journalism. However, it also offers opportunities to better engage audiences and reflect evolving societal norms. Understanding and documenting slangs can aid linguistic research and help shape inclusive media practices.

**Conclusion**

Slang is a linguistic mirror of contemporary culture. Its usage in English and Uzbek social media and journalism highlights the adaptive nature of language. To remain relevant, media professionals must navigate the fine line between colloquial appeal and journalistic integrity.

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