

**A CORPUS-BASED SEMANTICO-CULTURAL ANALYSIS OF NEOLOGISMS IN
UZBEK AND ENGLISH SOCIAL MEDIA****Erkinov Ayubxon Komiljon ugli**

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The rapid expansion of digital communication has transformed the linguistic landscape of virtually every language community in the world. Social media platforms such as Instagram, Twitter, TikTok, Facebook, and Telegram have become active laboratories for linguistic innovation, producing neologisms that reflect the cultural values, technological advances, humor, and collective identities of online users. Both English and Uzbek digital spaces display dynamic patterns of lexical creativity, ranging from internet slang and meme-based vocabulary to borrowings, hybrids, and new morphological formations. This article examines Uzbek and English social media neologisms through a corpus-based semantico-cultural perspective, focusing on how these new lexical items emerge, spread, and index cultural meaning. The comparative analysis highlights the role of digital discourse in shaping contemporary language use and reveals deeper insights about identity, globalization, and sociocultural change in two linguistically and culturally distinct communities.

Neologisms—newly formed lexical units or new meanings assigned to existing words—emerge most actively in environments where communication is rapid, informal, and creative. Social media represents such an environment. Theoretical approaches relevant to this field include: Digital neologisms reflect group identity, social norms, and power relations. They encode cultural values, humor, and generational belonging. Neologisms often result from conceptual blending, metaphorization, and semantic shift driven by users' creative interpretation of digital contexts. Emojis, hashtags, abbreviations, and hybrid words function as multimodal meaning-making tools, expanding lexicon beyond traditional morphology. Corpora allow systematic investigation of new lexical items, their frequency, semantic prosody, contextual patterns, and sociocultural usage. These frameworks together explain how digital neologisms become linguistic markers of cultural change.

Social media generates a wide spectrum of neologisms. The following types are prominent in English and Uzbek:

English → Uzbek: like bosmoq, subscribe bo'lmoq, kontentchi, instruksiya qilmoq

Uzbek → English influence: rare but seen in diaspora discourse, e.g., oshparty, lagman night

Slang and Internet-Specific Vocabulary

English: cringe, slay, ghosting, doomscrolling, ratio, POV

Uzbek: hayp, vibe, fleksiya qilmoq, trendda, kringe, relax bo'lish

Hybrid and Mixed-Structure Neologisms

Uzbek-English code-mixing: challenge qilmoq, video qildim, post tashladim

Hashtag-Based Innovations

Hashtags create conceptual frames:

English: #SelfCare, #Throwback, #OOTD

Uzbek: #hayotgo'zal, #bugunhamshunday, #motivatsiya

Morphological Innovations

Uzbek: viral bo'ldi, skrinlab qo'ydim, bloklab tashladi

English: unseeable, aesthetic-core, micro-influencer

These categories form the basis for corpus analysis and cultural interpretation. Corpus linguistics provides an empirical foundation for studying digital neologisms. The methodological steps typically include: English corpora: Twitter API streams, TikTok caption datasets, Reddit corpora, EnTenTen, GloWbE Uzbek corpora: Telegram public channels, Facebook Uzbek groups, national corpora, UzbekTenTen, YouTube comments. Keyword extraction (via SketchEngine, AntConc, or Python scripts) helps identify relevant neologisms. Co-text reveals semantic prosody, evaluative meanings, and patterns of use. Aligning English and Uzbek neologisms shows cultural overlap and divergence.

Neologisms are categorized into thematic clusters representing cultural domains:

Technology, lifestyle, humor and memes, politics, youth culture, consumerism, emotional discourse

Corpus-driven evidence allows objective analysis rather than intuition-based descriptions.

Comparative Features of English and Uzbek Digital Neologisms

Frequency and Productivity

English digital discourse produces neologisms at a far higher rate due to:

global internet dominance

creative meme culture

fast trend cycles

influence of entertainment industries

Uzbek neologisms, while fewer, display high **adaptability** and **hybridization**, often incorporating English roots.

Sources of Innovation

English: technology, pop culture, gaming, political activism

Uzbek: youth slang, influencer culture, religious–moral commentary, translation of global trends

Morphological Tendencies

English: affixation (unfollow, misinfo, rewatch), compound blending (bromance, mansplaining)

Uzbek: suffixation (-chi, -lik, -lash), verb formation (like qildi, post qildi)

Semantic Domains

English neologisms often relate to:

mental health (overthinking, burnout)

identity movements

aesthetic subcultures (cottagecore, dark academia)

Uzbek neologisms frequently relate to:

humor and exaggeration

moral evaluative discourse (odobli kontent, mas’uliyatli blogger)

collective belonging (bizning mahalla challenge)

Semantico-Cultural Interpretation of Neologisms

Digital neologisms encode cultural meanings that reveal values, humor, ideologies, and generational attitudes. A comparative analysis shows:

English discourse emphasizes **individual identity**, self-expression, and emotional transparency.

Uzbek discourse foregrounds **community identity**, politeness norms, and moral responsibility.

Humor, Irony, and Meme Culture

English memes often rely on irony, self-deprecation, and political satire. Uzbek memes emphasize wordplay, exaggeration, and situational humor, deeply tied to local culture.

Global vs. Local Cultural Flows

English acts as a source language for global digital neologisms. Uzbek integrates these through borrowing but reshapes them culturally:

hayp (hype) becomes moralized in Uzbek: hayp qilib yurmasin

vibe becomes vayb, used in culturally specific contexts such as to‘y vaybi

Emotional and Evaluative Semantics

English neologisms reflect heightened emotional expressiveness. Uzbek neologisms often embed social expectations, politeness norms, or ethical judgement.

Gendered and Generational Indexing

Many neologisms mark youth identity or gendered communication styles in both languages, but Uzbek examples tend to highlight modesty and social norms.

Digital Identity, Community Norms, and Social Functions

Neologisms serve not only as lexical innovations but as tools for constructing social identities and communities.

Community Building

Hashtags and viral terms create online communities around shared interests (e.g., Uzbek diaspora hashtags; English fandom communities).

Power Dynamics

Language use signals digital hierarchy: influencers, trend-makers, and micro-communities curate which neologisms survive.

Cultural Negotiation

Uzbek users negotiate between global trends and local cultural values; English users shape global discourse itself.

Emotional Solidarity

Neologisms such as relatable, mood, vaybi, yaxshi energy express shared emotional states.

Political and Social Commentary

Both languages use new words to encode attitudes about social justice, governance, or national identity.

Challenges in Studying Neologisms in Uzbek and English Social Media

Fast Linguistic Change

Neologisms may disappear within weeks; corpus building must be continuous.

Code-Switching Complexity

English–Uzbek hybrid forms complicate annotation and classification.

Lack of Large-Scale Uzbek Digital Corpora

Technical and institutional limitations hinder comprehensive Uzbek corpus development.

Ethical Considerations

Social media data collection involves privacy concerns and platform restrictions.

Multimodality

Memes, emojis, GIFs, and visuals carry meaning beyond words, complicating purely lexical analysis.

CONCLUSION

Neologisms in English and Uzbek social media offer a unique window into cultural shifts, generational identities, and global linguistic flows. A corpus-based analysis demonstrates that while English acts as a global source of lexical innovation, Uzbek digital discourse creatively adapts, reshapes, and localizes these forms. The comparison reveals both convergence—shared internet culture—and divergence—distinct cultural values and communicative norms. As digital communication continues to evolve, corpus-based research will remain essential for tracking how language adapts to new social realities, technological advancements, and cultural interactions.

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