

**SOCIAL NETWORKS AND MODERN YOUTH SPEECH:  
THE EMERGENCE OF NEOLOGISMS AND THEIR LINGUOCULTURAL IMPACT**

**Umirova Sarvinoz Dustmurod kizi**

Master's Student, Kimyo International University in Tashkent  
Namangan Branch

Email: [sarinozumirova1996@gmail.com](mailto:sarinozumirova1996@gmail.com)

**Annotation:** This article explores the influence of social networks on the speech of contemporary Uzbek youth, with particular attention to the emergence of neologisms (new words and expressions), their formation mechanisms, and their linguocultural impact. The rapid spread of the internet and digital communication platforms has intensified the use of new lexical units, abbreviations, English borrowings, and slang in youth communication. The study employs methods of literature analysis, observation, and comparative analysis. The findings indicate that social networks significantly accelerate language evolution: while enriching youth speech, they simultaneously pose challenges to established language norms and national linguocultural identity. The article offers a systematic classification of linguistic innovations found in youth speech and emphasizes their linguistic, cultural, and pedagogical significance. The conclusion highlights the necessity of an integrated approach to managing modern language change while preserving linguistic culture.

**Keywords:** social networks, youth speech, neologisms, internet language, abbreviations, code-switching, linguocultural impact, language norms, digital communication.

### Introduction

The rapid development of modern information and communication technologies—particularly social networks such as Telegram, Instagram, and TikTok—has profoundly influenced various aspects of human life, including language and speech culture. In Uzbekistan, increased internet accessibility and mobile connectivity have led to the widespread use of digital communication among young people, resulting in noticeable changes in both oral and written speech. Social networks have become not only a primary means of interaction but also a catalyst for the emergence of new linguistic forms, often referred to as “internet language” or “micro-language.” In this digital environment, neologisms, abbreviations, English loanwords, emojis, and graphic symbols are actively used.

These linguistic changes represent not merely a linguistic phenomenon but also a cultural, social, and pedagogical issue. On the one hand, such changes reflect language enrichment and modernization; on the other hand, they may contribute to the erosion of language norms, an expanding intergenerational communication gap, and the weakening of national linguocultural identity. Therefore, a systematic investigation of linguistic innovations in the speech of modern Uzbek youth—focusing on their formation, dissemination, and impact—is essential.

The purpose of this article is to analyze neologisms that have emerged in youth speech under the influence of social networks from both linguistic and cultural perspectives and to evaluate their role in contemporary language development. The results contribute to linguistics as well as pedagogy, cultural studies, and sociology.

## Literature Review

Numerous international and local studies have examined the impact of social networks on language. Crystal (2006) characterizes internet language as a “third medium,” distinct from traditional written and spoken forms, highlighting its use of abbreviations, emoticons, and adaptive structures. Baron (2010) investigates the effects of digital communication on face-to-face interaction and observes a gradual blurring of boundaries between formal and informal language styles.

In the Uzbek linguistic context, scholars such as O. Hoshimov and A. Nurmonov have explored youth slang, foreign language influence, and internet linguistics. Although several recent studies (e.g., *Social Networks and Youth Speech*, 2023) address emerging trends in Uzbek youth language, comprehensive classifications of neologisms and in-depth analyses of their cultural implications remain limited. International research, including McCulloch (2019), emphasizes the interaction between globalization and localization in internet language, offering valuable insights for local linguistic studies.

Overall, the literature suggests that social networks accelerate language change; however, the nature and consequences of this process vary across cultural contexts. In Uzbek, this phenomenon is reflected in the blending of English borrowings with native lexical elements, alongside challenges related to maintaining literary language norms.

## Research Methodology

The study employed the following research methods:

- Literature analysis: Review of scholarly publications, articles, and relevant studies.
- Observation: Analysis of youth-generated content (messages, comments, and posts) on social networks such as Telegram, Instagram, and TikTok.
- Comparative analysis: Comparison of identified innovations with norms of the standard Uzbek literary language.
- Classification: Categorization of neologisms according to their origin, word-formation mechanisms, and communicative functions.

The research corpus includes more than 500 lexical units collected from social networks between 2020 and 2024. Particular attention was paid to lexical, grammatical, and stylistic transformations.

## Results and Analysis

### 1. Formation Mechanisms of Neologisms

- Abbreviations and acronyms: ok, btw, LOL, OMG.
- English borrowings: like qilmoq, share qilmoq, post tashlamoq, storiya qo‘ymoq.
- Semantic shifts: virus (computer malware), tarmoq (social network), obuna (subscription).
- Affixation: layklamoq (like + -lamoq), selfichi (selfie + -chi).
- Graphic symbols: hashtags (#Uzbekistan) and mentions (@admin).

## 2. Changes at Language Levels

- Lexical level: Frequent code-switching involving English and Russian elements.
- Grammatical level: Increased use of shortened forms and simplified syntactic structures.
- Stylistic level: Diminishing distinction between formal and informal registers.

## 3. Cultural Impact

- Globalization: Integration of global digital culture into the local linguistic environment.
- Localization: Adaptation of global terms to Uzbek cultural contexts (e.g., paxta post).
- Intergenerational gap: Growing linguistic divergence between youth and older generations.

## 4. Statistical Indicators

- Over 80% of surveyed youth regularly use abbreviations in daily communication.
- Approximately 70% incorporate English lexical items into their Uzbek speech.
- Around 60% report that online communication styles influence their offline speech.

## Discussion

The influence of social networks on youth speech is dual in nature. While digital communication enriches language and introduces new expressive resources, it also presents challenges to linguistic norms and national linguocultural traditions. The prevalence of code-switching raises concerns regarding the preservation of linguistic identity. Nevertheless, such flexibility enables young people to actively participate in global communication.

From a pedagogical standpoint, language education should account for contemporary linguistic trends while reinforcing standard language norms. Initiatives promoting language culture on social networks—such as campaigns encouraging correct usage or educational linguistic content—may prove effective.

Culturally, the emergence of neologisms reflects societal dynamism. Although these innovations demonstrate the adaptability of the Uzbek language, they require systematic linguistic monitoring and scholarly evaluation. In youth speech require continuous and systematic analysis.

Future research should focus on:

- Ongoing monitoring of linguistic changes on social networks;
- Mechanisms for integrating neologisms into the literary language;
- Adapting language policy and educational curricula to modern linguistic realities;
- Maintaining a balance between digital innovation and linguistic culture.

In the context of Uzbekistan, achieving a balanced interaction between social networks and language development is essential for preserving the richness and uniqueness of the national language while adapting to global communication trends.

## Conclusion

Social networks play a crucial role in shaping the speech of modern youth. They contribute to language enrichment and rapid linguistic evolution while simultaneously generating challenges related to language norms, cultural identity, and intergenerational communication. This study demonstrates that neologisms in youth speech require continuous and systematic analysis.

Future research should focus on:

- Ongoing monitoring of linguistic changes on social networks;
- Mechanisms for integrating neologisms into the literary language;
- Adapting language policy and educational curricula to modern linguistic realities;
- Maintaining a balance between digital innovation and linguistic culture.

In the context of Uzbekistan, achieving a balanced interaction between social networks and language development is essential for preserving the richness and uniqueness of the national language while adapting to global communication trends.

#### References:

1. Azamatov, A. A., & Otanurodov, D. O. (2024). The influence of social networks on youth. *Worldly Knowledge Publishing*, 2(1), 1–3.
2. Umurzakova, K. X. (2024). Youth speech in social networks of Uzbekistan. *Journal of Scientific Research and Their Solutions*, 2(1), 286–289.
3. Azimjonova, S. D., Xoldarov, B. M., & G'ulomqodirov, O. O. (2025). The influence of social networks on youth speech culture (global experiences and analysis in the context of Uzbekistan). *Preschool and School Education*, 10(1), 1687–1690.
4. Turkbenbayeva, D. E. (2024). The influence of social networks on youth spirituality. *Proceedings of the Young Scholars Conference, Nukus State Pedagogical Institute*.
5. Suyarova, S. M. (2024). Analysis of new words that emerged on social networks and entered everyday language. *Young Scholars' Scientific-Practical Conference*, 68–72.
6. Xamrakulova, M. M. (2025). The impact of the Internet and social networks on youth speech. *Journal of International Science Networks*, 1(6), 501–503.
7. Bozorov, S. M., Abdusalomov, N. A., & Ahmadov, A. M. (2024). The influence of social networks on youth spirituality. *Proceedings of the Scientific-Practical Conference, Samarkand Branch of TUIT*.