

**THE EMERGENCE OF MEMES IN ENGLISH AND UZBEK LANGUAGES AND  
PROBLEMS IN THEIR TRANSLATION**

**Rustamova Robiya Atham qizi**

3<sup>rd</sup> year student of the Tashkent University  
of Economy and Technology in the field of “ Foreign Language and Literature”

**Annotation:** This article examines internet memes as a means of cultural communication, analyzing the linguistic features of English and Uzbek memes, as well as the main problems in their translation. The study examines the reasons for the emergence of memes, their mechanisms of rapid spread on social networks, and the linguistic limitations encountered in translation. Comparative and pragmatic approaches were applied during the research.

**Keywords:** meme, translation, culture, internet, linguistics, adaptation.

**ВОЗНИКНОВЕНИЕ МЕМОВ В АНГЛИЙСКОМ И УЗБЕКСКОМ ЯЗЫКАХ И  
ПРОБЛЕМЫ ИХ ПЕРЕВОДА**

**Аннотация:** В данной статье рассматриваются интернет-мемы как средство культурной коммуникации, анализируются лингвистические особенности английских и узбекских мемов, а также основные проблемы их перевода. В исследовании изучаются причины появления мемов, механизмы их быстрого распространения в социальных сетях и лингвистические ограничения, возникающие при переводе. В работе применены сравнительный и прагматический подходы.

**Ключевые слова:** мем, перевод, культура, интернет, лингвистика, адаптация.

**MEMLAR TILLARNING INGLIZ VA O'ZBEK TILLARDA PAYDO BO'LISHI VA  
TARJIMADAGI MUAMMOLAR.**

**Annotatsiya:** Ushbu maqolada internet memlari madaniy aloqa vositasi sifatida o'rganilib, ingliz va o'zbek memlaridagi lingvistik xususiyatlar hamda ularni tarjima qilishdagi asosiy muammolar tahlil qilinadi. Tadqiqot davomida memlarning paydo bo'lish sabablari, ularning ijtimoiy tarmoqlarda tez tarqalish mexanizmlari va tarjimada uchraydigan lingvistik cheklovlar ko'rib chiqiladi. Ish davomida taqqosiy tahlil va pragmatik yondashuv usullari qo'llanilgan.

**Kalit so'zlar:** mem, tarjima, madaniyat, internet, lingvistika, adaptatsiya.

**Introduction:** In the modern information age, memes have become an integral part of internet culture. They combine short texts and images to evoke emotional reactions such as laughter, surprise, or criticism. Many memes that originated in English have spread globally and gained popularity in different linguistic communities, including Uzbek. However, translating a meme is not a word-for-word process but rather a cultural and pragmatic adaptation. Therefore, meme

translation deserves attention not only as a linguistic issue but also as a sociocultural phenomenon.

**Main Part:** The term “meme” was first introduced by British biologist Richard Dawkins in *The Selfish Gene* (1976) [1]. Dawkins defined memes as cultural units that spread and evolve like genes. Later, Limor Shifman (2014) [2] developed this concept, describing internet memes as communicative and participatory elements of digital culture. Memes integrate linguistic, visual, and social components, constantly reshaped and enriched by users.

English memes are often based on slang, abbreviations (LOL, IDK, POV), and irony. They typically rely on global cultural references such as movies, celebrities, or trends.

Uzbek memes, on the other hand, tend to use local expressions, idioms, and references from everyday life or national cinema. They often reflect social realities and employ dialects and colloquial language.

For instance, the English meme “That face when Wi-Fi disconnects” is translated in Uzbek as “Wi-Fi uzilib qolganda yuzim .” Although the translation is not literal, it conveys the same humorous emotion and context.

Translating memes poses several challenges:

1. Wordplay and puns — often rely on phonetic similarity, making them nearly impossible to translate directly.
2. Cultural references — jokes tied to specific cultural phenomena or public figures may lose meaning in another language.
3. Text-image interdependence — modifying the text may distort the visual joke.
4. Context-dependence — many memes are linked to specific events or personalities, requiring additional explanations in translation.

To overcome these challenges, translators apply several strategies:

- Adaptation – preserving the original idea while modifying expressions to fit the target audience.
- Recreation – when wordplay cannot be translated, a new joke based on the same concept is created.
- Dynamic equivalence (E. Nida, 1964) [3] – ensuring the translation evokes the same reaction in readers as the original.
- Contextual explanation – providing brief clarifications if cultural meaning is lost.

For example, the meme “I’m not lazy, I’m energy efficient” can be successfully localized as “Dangasa emasman, energiyani tejayapman ” — keeping the humor natural and relatable.

**Conclusion:** Internet memes represent one of the most dynamic forms of modern communication, reflecting both cultural differences and shared human experiences. The comparison of English and Uzbek memes reveals notable linguistic and cultural contrasts. Therefore, successful meme translation requires creativity, adaptation, and a deep understanding

of both cultures. Memes today stand at the intersection of linguistics, translation studies, and cultural research, offering new perspectives for academic exploration .

**References:**

- [1] Dawkins, R. (1976). *The Selfish Gene*. Oxford University Press.
- [2] Shifman, L. (2014). *Memes in Digital Culture*. MIT Press.
- [3] Nida, E. A. (1964). *Toward a Science of Translating*. Brill.
- [4] Crystal, D. (2003). *Language and the Internet*. Cambridge University Press.
- [5] Milner, R. M. (2016). *The World Made Meme: Public Conversations and Participatory Media*. MIT Press.