

GUIDELINES FOR DEVELOPING THE UZBEKISTAN LANGUAGE ON SOCIAL NETWORKS (TELEGRAM, FACEBOOK)

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Annotation: This article provides information on guidelines for developing the Uzbek language. Today, it is about teaching the Uzbek language and learning it in an easy way through various groups and channels organized on social networks such as Telegram and Facebook, which are spread all over the world.

Keywords: Technological development, grammatical rules, smartphone, telegram, facebook, artificial intelligence, mobile application, dialect, analysis program, blogger, internet, information, online, story, poem, automatic response, bot.

Today, teaching the Uzbek language has become an urgent problem. It is precisely the study and teaching of the state language that is receiving great attention. Therefore, various new methods, new textbooks and manuals, programs for computers and mobile communication devices are being created to quickly and easily learn the Uzbek language in a convenient way. The development of the Uzbek language in social networks is a requirement of the time and a way to preserve the richness of the language.

The development of the Uzbek language in social networks is a requirement of the time and one of the important ways to preserve the richness and uniqueness of the language in line with technological progress. Today, there are more than 27.2 million Internet users in Uzbekistan, most of whom are active on social networks such as Telegram, Facebook, Instagram. Therefore, these platforms can be a powerful tool for bringing the Uzbek language to the wider public, popularizing it, and developing it.

First of all, the language should be popularized and promoted. It is important to create groups and channels that discuss scientific, cultural, literary and everyday topics in the Uzbek language. This will increase the attention of users on social networks to the language. For example, Telegram channels such as “Uzbek language – pride of the nation” or “My native language – my soul language” attract thousands of people and distribute useful and meaningful content. This is having a tangible effect on learning and promoting the language.

Then, it is necessary to encourage users to actively participate in these groups and channels. If they post materials about the Uzbek language - grammatical rules, phrases, proverbs and various exercises and tasks on vocabulary - this will be especially useful for young people learning the Uzbek language. According to analyzes, young people mainly receive information from social networks - this is where they can develop the language.

It is also necessary to create and promote new words. The modern possibilities of the language are expanded by localizing terms in the field of technology and science, giving them Uzbek names. For example, suitable Uzbek terms for words such as “internet”, “smartphone” should be proposed and promoted in society. This method is useful, because every user involved in information technology begins to use new words in their everyday language.

It is also important to revive local, traditional words. Popularizing Uzbek words that are

currently being forgotten serves to preserve the richness of our language. There are many pages on social networks under the “Ancient Words” column, and users are learning new, but actually ancient words from these pages. This serves to revive the culture of the language.

In interviews with bloggers, actors and celebrities, there are also cases of resorting to dialect instead of literary language. This leads to a violation of language norms. Therefore, the preparation of videos, articles and programs that promote the correct use of the Uzbek language is especially relevant. This is also an important direction in state policy - for example, the Presidential Decree of October 21, 2019 clearly states the task of strengthening the position of the Uzbek language as the state language.

Activities aimed at developing the Uzbek language in educational institutions should also be expanded. Teaching the native language and literature in an interesting way for schoolchildren, encouraging students in higher education institutions to write articles, prepare videos, and study the language, and holding competitions aimed at improving the culture of speech among young people, including introducing a condition for knowledge of the state language for candidates for the “Zulfiyakhanim qizlari” and “Mard o‘g‘lonlar” competitions - all this encourages love for the language. Also, for those who want to learn the Uzbek language, wide conveniences are created by creating interactive online courses, applications, dictionaries, translators and artificial intelligence bots. Currently, mobile applications such as "Tilim.uz" play an important role in this regard.

Measures to increase the international role of the state language and its influence within the country:

In today's era of globalization, one of the urgent tasks is to increase the international role and influence of the state language and widely promote it worldwide. At the same time, it is also important to create opportunities for in-depth study of the state language for representatives of all nationalities and ethnic groups living in our country. Systematic work carried out in this direction contributes to the development, popularization and increase in the influence of the Uzbek language.

As you know, Uzbekistan is a multinational state, in which representatives of more than 130 nationalities and ethnic groups live in peace and harmony. At the same time, it is observed that today foreign citizens are using social networks, in particular, platforms such as Telegram and Facebook, more actively than Uzbek users. This creates opportunities for the widespread promotion of the Uzbek language among foreign users.

In particular, it is planned to widely promote the Uzbek language in foreign countries, create online platforms for foreign citizens interested in learning it, and enrich the information base. It is also aimed at preserving the culture and language of compatriots living abroad, and increasing attention to our language through the development of Uzbek cultural centers. The establishment of Uzbek language centers in foreign higher educational institutions, strengthening cooperation between foreign educational institutions and Uzbek language teachers are also important steps in this direction.

It is also planned to implement projects aimed at developing the language in cooperation with scientists, researchers and creative people working abroad, and to establish “Friends of the Uzbek Language” clubs under international organizations. The creation of dictionaries, translations, and mobile applications for the Uzbek language in cooperation with Turkic-speaking countries will further strengthen cooperation within the framework of international linguistics.

A number of measures have also been taken within the country to strengthen the role of the state language as a unifying force. In particular, teaching aids and modern materials for teaching the Uzbek language are being created. One of the priorities is to in-depth teaching of the native language to students in educational institutions and to increase the opportunities for citizens to receive education in their native language.

In addition, language policy is being developed sustainably by preparing audiovisual works and programs in accordance with the norms of the literary language, and improving the conditions for learning the state language for the population of the Republic of Karakalpakstan.

These efforts will serve to strengthen the authority of the state language not only within the country, but also internationally. Language should be the soul and pride of the nation. Therefore, it is our sacred duty to preserve, develop and promote the Uzbek language worldwide.

Uzbek-language bots that automatically respond to messages on Telegram are helping users in their daily lives. Finally, increasing respect for the language on social networks is also an important issue. Every day, there are many incorrect and fake posts. To prevent this, users need to be taught to use the language correctly, avoid spelling mistakes, and express themselves clearly and fluently. According to surveys, 68 percent of users indicated that they prefer content in the Uzbek language - which indicates that there is a demand.

In these ways, the Uzbek language will further develop and become popular on social networks. Most importantly, promoting the language in an innovative, modern and active way will increase young people's interest in and respect for the language.

Developing the Uzbek language on social networks is an important move that will serve to increase the status of the language not only in the virtual space, but also in society as a whole. Language is the most important asset of the nation. Preserving it, using it correctly, enriching it in a timely manner is our sacred duty to present and future generations. If technological opportunities and the power of social networks are used correctly, the Uzbek language can find its place among the advanced languages of the world. If each user is attentive to the language, the Uzbek language will also live beautifully, richly and meaningfully on social networks.

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