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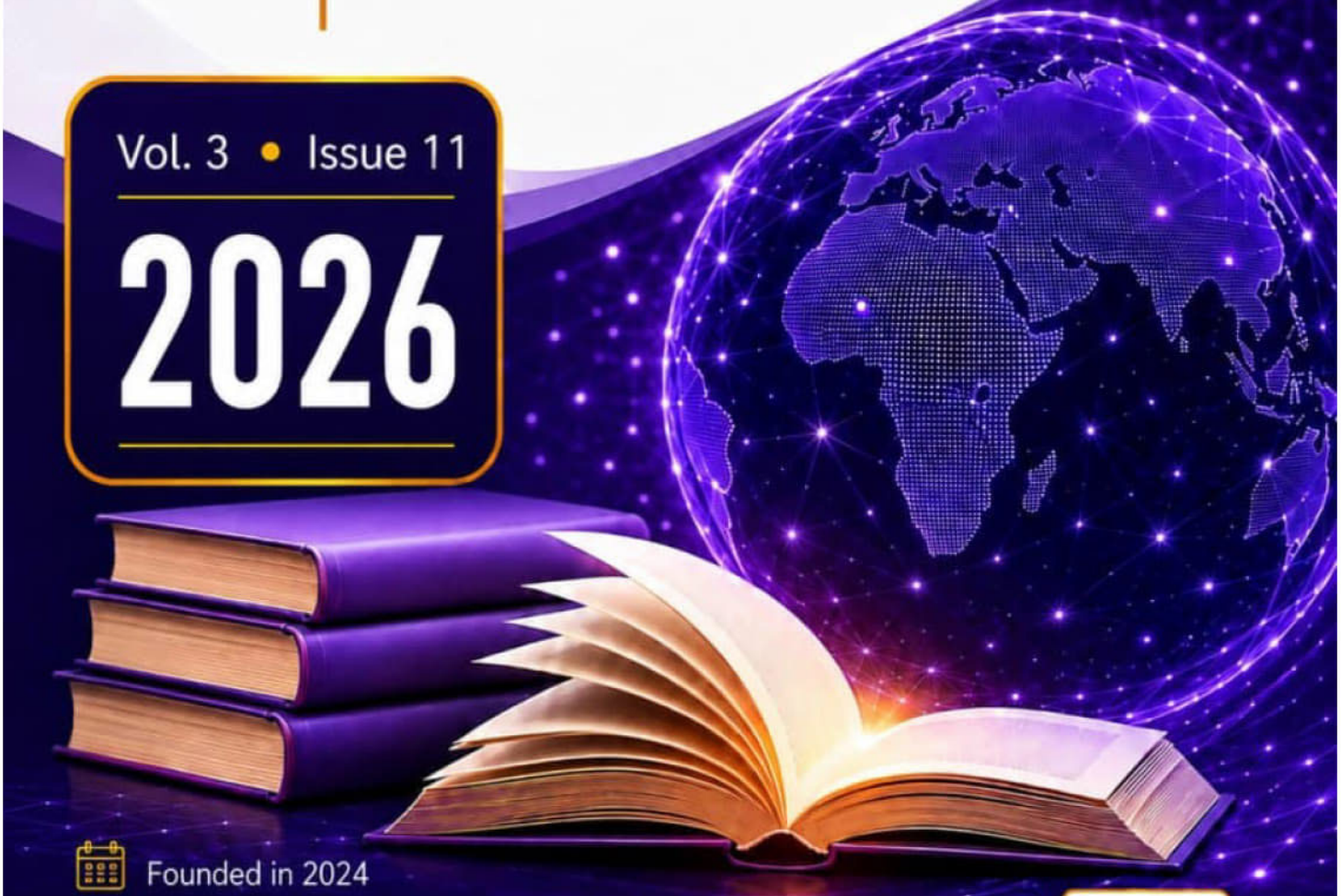
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O‘ZBEK RAQAMLI DISKURSINING KO‘P SATHLI LINGVISTIK TAHLILI: KOMPYUTER VOSITASIDAGI MULOQOTNING GRAFIK, LEKSIK VA SINTAKTIK XUSUSIYATLARI

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Annotatsiya.

Mazkur maqolada kompyuter vositasidagi muloqot (CMC) doirasida o‘zbek raqamli diskursining ko‘p sathli lingvistik va pragmatik tahlili amalga oshiriladi. Telegram, Instagram va YouTube kabi ommabop platformalardagi tabiiy ravishda shakllangan postlar, izohlar, messenjer xabarlari va onlayn suhbatlardan iborat reprezentativ korpus asosida o‘zbek tilidagi internet muloqotiga xos grafik-orfografik, leksik va sintaktik o‘zgarishlar tadqiq etiladi. Natijalar shuni ko‘rsatadiki, grafik vositalar (harflarni takrorlash, tinish belgilarini ko‘paytirish va emojilardan foydalanish) noverbal muloqot komponentlarining muhim pragmatik o‘rnini bosuvchi vositalar sifatida xizmat qiladi. Leksik birliklar, jumladan, erativlar, neologizmlar, qisqartmalar hamda o‘zbek va ingliz tillari o‘rtasidagi kod almashinuvi til tejamkorligi tamoyili va internet foydalanuvchilarining identikligini aks ettiradi. Sintaktik jihatdan ellipsis, parsellatsiya va fragmentar konstruksiyalar yozma raqamli muhitga moslashgan og‘zaki nutq tuzilmalarini namoyon etadi. Tadqiqot natijalari o‘zbek raqamli diskursi shunchaki imloviy me’yorlardan chekinishlar yig‘indisi emas, balki tilning raqamli muhit cheklovlari va imkoniyatlariga moslashuvining tizimli hamda funksional shakli ekanligini ko‘rsatadi. Shuningdek, maqolada o‘zbek, ingliz va rus tillaridagi raqamli diskurs xususiyatlari qiyosiy tahlil qilinib, global raqamli kommunikatsiya tendensiyalari hamda mahalliy sotsiolingvistik o‘ziga xosliklar yoritiladi.

Kalit so‘zlar: kompyuter vositasidagi muloqot, o‘zbek raqamli diskursi, internet lingvistikasi, kiberpragmatika, erativlar, kod almashinuvi, ellipsis, parsellatsiya, til tejamkorligi.

МНОГОУРОВНЕВЫЙ ЛИНГВИСТИЧЕСКИЙ АНАЛИЗ УЗБЕКСКОГО ЦИФРОВОГО ДИСКУРСА: ГРАФИЧЕСКИЕ, ЛЕКСИЧЕСКИЕ И СИНТАКСИЧЕСКИЕ ОСОБЕННОСТИ КОМПЬЮТЕРНО-ОПОСРЕДОВАННОЙ КОММУНИКАЦИИ

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Аннотация.

В статье представлен комплексный многоуровневый лингвистический и прагматический анализ узбекского цифрового дискурса в условиях компьютерно-опосредованной коммуникации (CMC). На основе репрезентативного корпуса естественных публикаций, комментариев, сообщений в мессенджерах и онлайн-чатах на популярных платформах, таких как Telegram, Instagram и YouTube, исследуются характерные графико-орфографические, лексические и синтаксические изменения, присущие узбекскому интернет-общению. Результаты показывают, что графические средства, включая повторение букв, многократное использование знаков препинания и интеграцию эмодзи, выполняют важную прагматическую функцию, заменяя невербальные компоненты коммуникации. Лексические единицы, в том числе эрративы, неологизмы, сокращения и узбекско-английское переключение кодов, отражают как принцип языковой экономии, так и идентичность пользователей интернет-пространства. На синтаксическом уровне эллипсис, парцелляция и фрагментарные конструкции воспроизводят особенности устной речи, адаптированные к текстовому формату цифровой среды. Полученные результаты свидетельствуют о том, что узбекский цифровой дискурс представляет собой не просто совокупность отклонений от орфографических норм, а системную и функциональную адаптацию языка к ограничениям и возможностям цифровой коммуникации. Кроме того, в статье проводится сравнительный анализ особенностей узбекского, английского и русского цифрового дискурса, позволяющий выявить как глобальные тенденции цифрового общения, так и локальную социолингвистическую специфику.

Ключевые слова: компьютерно-опосредованная коммуникация,

узбекский цифровой дискурс, интернет-лингвистика, киберпрагматика, эрративы, переключение кодов, эллипсис, парцелляция, языковая экономия.

A MULTI-LEVEL LINGUISTIC ANALYSIS OF UZBEK DIGITAL DISCOURSE: GRAPHIC, LEXICAL, AND SYNTACTIC FEATURES IN COMPUTER-MEDIATED COMMUNICATION

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Abstract.
This article presents a comprehensive, multi-level linguistic and pragmatic analysis of Uzbek digital discourse within computer-mediated communication (CMC). Drawing on a representative corpus of naturally occurring posts, comments, messenger messages, and online chats from popular platforms such as Telegram, Instagram, and YouTube, the study investigates the graphic-orthographic, lexical, and syntactic adaptations characteristic of Uzbek online communication. The findings demonstrate that graphic features, including character repetition, repeated punctuation marks, and the integration of emojis, serve as important pragmatic substitutes for nonverbal components of communication. Lexical items, such as erratives, neologisms, abbreviations, and Uzbek–English code-switching, reflect both the principle of linguistic economy and the construction of online user identity. At the syntactic level, ellipsis, parcellation, and fragmented constructions reproduce features of spoken language adapted to the text-based digital environment. The findings suggest that Uzbek digital discourse is not merely a collection of deviations from orthographic norms but a systematic and functional adaptation of language to the constraints and affordances of digital communication. The article also provides a comparative analysis of Uzbek, English, and Russian digital discourse, highlighting both global trends in digital communication and local sociolinguistic specificities.

Keywords: computer-mediated communication, Uzbek digital discourse, internet linguistics, cyberpragmatics, erratives, code-switching, ellipsis, parcellation, linguistic economy.

Introduction. In the modern global information society, the expansion of digital communication has transformed digital discourse into a major field of linguistic investigation. No longer merely a secondary channel for information transmission, the internet serves as a central medium through which human social experience, self-presentation, and cognitive evaluation are constructed. According to data from the International Telecommunication Union, approximately 6 billion people worldwide use the internet in 2025. In Uzbekistan, publicly available statistical reports from the beginning of 2025 indicate rapid digital expansion, with 32.7 million internet users and an internet penetration rate of 89.0%. This massive transition to online interaction has significantly affected all levels of the Uzbek language, leading to the emergence of new graphic, orthographic, lexical, syntactic, and pragmatic phenomena.

Digital communication exhibits a hybrid nature, combining characteristics of spoken and written language. While traditional written texts lack direct means of expressing tone, pitch, pauses, and facial expressions, digital discourse compensates for these paralinguistic limitations through multimodal resources such as character repetition, expressive punctuation, emoticons, emojis, memes, and hashtags. David Crystal, a pioneer of internet linguistics, argues that the electronic environment does not simplify language but rather expands its creative and expressive potential. Therefore, evaluating digital discourse solely as a collection of grammatical deviations is one-sided; it must be studied in relation to its communicative functions, technological affordances, relationships with addressees, and underlying pragmatic goals.

The necessity of this study is determined by several factors: first, the rapid development of Uzbek online communication; second, the fact that digital writing practices emerge at the intersection of literary norms, colloquial speech, and global English digital terminology; and third, the need to systematically describe these adaptations within Uzbek linguistics, which has traditionally focused on conventional oral and written genres. Drawing on the theoretical frameworks of computer-mediated discourse analysis (Susan Herring), cyberpragmatics (Francisco Yus), and general discourse theory (Teun van Dijk), this paper aims to identify and analyze the multilevel linguistic and pragmatic characteristics of Uzbek digital communication.

MATERIALS AND METHODS

This study employs a qualitative and quantitative descriptive-comparative methodology. The empirical material consists of a corpus of naturally occurring Uzbek digital texts collected between 2024 and 2026. The corpus contains approximately 2,500 linguistic units, including social media posts, user comments, instant messaging exchanges, and online chat messages. The primary platforms selected for data collection are: (1) Telegram groups and channels, which represent rapid, turn-based informal conversations and collaborative academic or professional communication; (2) Instagram, which reflects highly visual, emotionally expressive, and evaluative comments that rely heavily on emojis and hashtags; and (3) YouTube comment sections, which contain longer argumentative and evaluative texts characterized by debate, criticism, and sarcasm.

The analytical framework integrates: (a) Computer-Mediated Discourse Analysis (CMDA) to identify structural and interactive patterns; (b) linguopragmatic analysis to determine the illocutionary force of digital messages and the

communicative intentions behind nonstandard language choices; (c) structural-semantic analysis to categorize lexical neologisms, erratives, and abbreviations; and (d) comparative linguistic analysis to contrast Uzbek digital adaptations with established patterns in English (often referred to as "Weblish") and Russian digital discourse. To ensure ethical compliance, all personal user data, including names, usernames, and profile details, have been completely anonymized, and examples are categorized according to structural types.

RESULTS AND DISCUSSION

The linguistic analysis of the compiled corpus reveals distinct systematic adaptations across three major linguistic levels: graphic-orthographic, lexical, and syntactic. These adaptations reflect a balance between the principle of least effort (linguistic economy) and the need for emotional and pragmatic clarity. Graphic and orthographic deviations in digital texts are not necessarily random spelling mistakes; they often function as deliberate strategies that recreate the prosodic features of spoken language. Three major graphic mechanisms can be identified in Uzbek digital discourse:

1. Graphon and character elongation. The repetition of vowels or consonants is widely used to signal intonation, emphasis, or emotional intensity. For example, in Uzbek chats, the word "Rahmat" (Thank you) is often elongated to "Rahmatttt!!!" to express deep gratitude, while "Nega" (Why) is written as "Negaaaa?" to convey shock or disbelief. Similarly, "Zo'r" (Great) becomes "Zo'o'o'r" to intensify positive evaluation. In these instances, visual length corresponds to emphasis in spoken language.

2. Expressive punctuation. Standard punctuation rules are frequently modified in favor of greater expressive intensity. This includes the repetition of exclamation marks ("!!!"), question marks ("???"), or mixed sequences ("?!"). Furthermore, the final period (full stop) at the end of single-sentence messages is frequently omitted. Research on digital corpora shows that, in instant messaging, the act of sending a message itself serves as a segmentation boundary, making the final period redundant. Interestingly, when a period is used in a single-sentence message (e.g., "Ok."), it may be interpreted pragmatically as a sign of coldness, anger, or communicative closure.

3. Emojis and emoticons as paralinguistic substitutes. Emojis are not merely decorative elements but important pragmatic tools. As communication theorist Vyvyan Evans notes in The Emoji Code, up to 70% of face-to-face communication is mediated through nonverbal signals, including body language, tone, and gestures. In computer-mediated communication (CMC), where these channels are absent, emojis help bridge the gap by conveying the emotional tone of messages, softening potentially rude expressions, and guiding the addressee's interpretation. Emojis can serve as indicators of illocutionary force (e.g., adding a laughing emoji to a critical remark to indicate that it is intended as a joke) or even replace lexical items entirely. Historically, this development can be traced back to Harvey Ball's creation of the smiley face in 1963 and Shigetaka Kurita's development of the first 176 emojis in 1998 for Japanese mobile carriers, culminating in the integration of emojis into the global Unicode standard in 2010.

At the lexical level, Uzbek digital vocabulary demonstrates considerable flexibility and rapid neologization, driven by the constraints of mobile keyboards and the influence of global internet culture. The main lexical phenomena are as follows:

1. Erratives (deliberate phonetic spelling). Erratives are words that are intentionally misspelled to reflect actual pronunciation or to project a casual, youthful online identity. Common Uzbek examples from the corpus include "ketti" (instead of the standard "ketdi" – left/gone), "bopti" ("bo'libdi" – okay/agreed), "nmadr" ("nimadir" – something), "qavos" ("qilyapsiz" – what are you doing), and "kemiza" ("kelmayapsiz" – you are not coming). These forms simplify typing by reducing complex morphological structures and establishing a shared informal communicative space among interlocutors.

2. Abbreviations and contractions. Following the principle of linguistic economy, Uzbek users adopt global digital abbreviations. These can be categorized into: (a) contractions, which preserve the consonantal structure of words, such as "pls" / "plz" (please), "thx" (thanks), "msg" (message), and "brgds" (best regards); (b) shortened forms, which truncate words after the first few letters, such as "info" (information), "doc" (document), and "admin" (administrator); (c) initialisms (sigles), such as "DM" (direct message), "DIY" (do it yourself), and "ASAP" (as soon as possible); and (d) phonetic ideograms (fonoideogrammalar), in which letters and numbers are combined on the basis of phonetic similarity, such as "b4" (before), "2nite" (tonight), and "2l8" (too late). Although these phonetic ideograms originate in English, they are increasingly being integrated into the digital vocabulary of Uzbek youth.

3. Code-switching and hybrid lexicalization. Uzbek digital discourse is characterized by active code-switching, particularly the combination of English and Russian digital lexical roots with Uzbek auxiliary verbs and inflectional elements. The corpus contains frequent hybrid expressions such as "like bosmoq" (to press like), "post tashlamoq" (to publish a post), "story ko'rmoq" (to view a story), "link yubormoq" (to send a link), and "blok qilmoq" (to block). In these structures, the foreign lexical element denotes a digital action or object, while the Uzbek verb (bosmoq, tashlamoq, yubormoq) provides the grammatical framework, enabling smooth semantic integration into the speaker's native linguistic system.

The syntax of Uzbek digital communication is optimized for speed, visual processing, and dialogic immediacy. The primary syntactic mechanisms include:

1. Ellipsis. The omission of contextually obvious words is a dominant feature of digital syntax. Elliptical sentences reduce typing effort while relying heavily on the shared knowledge of interlocutors. Typical examples include short questions or single-word replies: "Kimda bor?" (Who has [it]?), "Link?" (Where is the link?), "Ertaga?" (Are we meeting tomorrow?), and "Nega bunaqa?" (Why is it like this?). The omitted elements, such as subjects or verbs, can be reconstructed from previous messages or the shared digital context.

2. Parcellation. Parcellation involves dividing a single syntactic unit into multiple separate segments sent as

consecutive messages. This reflects the cognitive flow of instant messaging, where users press "send" to maintain their presence and retain their conversational turn. Examples from the corpus demonstrate this segmentation: instead of writing the unified sentence "Kuting, hozir yuboraman" (Wait, I will send it now), a user sends two separate messages: "Kuting." followed immediately by "Hozir yuboraman." Other examples include "Bu fikr." + "Juda to'g'ri." (This opinion. Very correct.) and "Kerak emas." + "Umuman." (Not needed. At all.). This structure creates a conversational rhythm and emphasizes the parcellated elements.

The multilevel adaptations observed in Uzbek digital discourse can be explained through the perspectives of linguistic pragmatics and cognitive economy. The active use of erratives, abbreviations, and code-switching reflects Zipf's law of abbreviation (linguistic economy), which describes an inverse relationship between word frequency and word length. In digital communication, this tendency is reinforced by the physical constraints of typing on mobile keyboards. However, this economy of effort is continuously balanced by the need for pragmatic clarity. Excessive abbreviation may increase the cognitive effort required for decoding. Emojis, character repetition, and parcellated sentences help restore this balance by providing emotional and prosodic cues.

From a comparative perspective, while English internet discourse ("Weblish") relies heavily on native acronyms (such as LOL, OMG, and IMO) and colloquial contractions (gonna, wanna, outta), Uzbek digital discourse is characterized by a high degree of cross-linguistic hybridization. The combination of English digital terminology with Uzbek verbal grammar (e.g., "like bosmoq", "story qo'ymoq") indicates that Uzbek is actively developing its own functional register to describe digital actions rather than simply importing foreign syntactic structures. In contrast to Russian digital discourse, which has developed a highly stylized subcultural orthography (e.g., the "Padonki" subculture and erratives such as "превед" and "аффтар жжот"), Uzbek erratives are primarily phonetic, reflecting the spoken dialectal pronunciation of urban centers, including Tashkent and the Fergana Valley, in digital writing.

Additionally, the pragmatic significance of minor graphic changes should not be underestimated. In Uzbek digital communication, writing "rahmat" (lowercase, without punctuation) may be perceived as a polite but neutral acknowledgment. Writing "Rahmat!!!" (capitalized, with repeated punctuation) intensifies positive emotion, whereas writing "Rahmat." (with a final period) may suggest formal distance or even mild annoyance. This demonstrates that orthography in digital communication is no longer merely a grammatical convention but has also become a sensitive pragmatic tool.

This study concludes that Uzbek digital discourse constitutes a highly structured and functional linguistic system that adapts to the technological constraints and communicative needs of digital platforms. The graphic, lexical, and syntactic features of Uzbek internet language are not merely random spelling errors but systematic strategies shaped by the principles of linguistic economy, paralinguistic compensation, and digital group identity. The active integration of English digital lexical elements through morphosyntactic hybridization ("like bosmoq", "post tashlamoq") demonstrates the adaptability of the Uzbek language within the global digital ecosystem. The findings of this study have significant theoretical and practical implications. They provide a methodological foundation for teaching media linguistics, sociolinguistics, and internet linguistics in higher education. From a practical perspective, understanding these digital conventions is essential for improving digital media literacy, public relations, and online advertising. Future research should expand this field by analyzing platform-specific digital varieties (e.g., TikTok versus LinkedIn) and investigating the long-term impact of digital writing conventions on the orthographic norms of standard literary Uzbek.

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