

## THE IMPACT OF GLOBAL COMMUNICATION ON UZBEK LANGUAGE EVALUATION

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### Abstract

In the age of globalization, communication across borders has dramatically influenced the development of languages worldwide. The Uzbek language, with its deep historical and cultural roots, is also undergoing transformation due to the spread of global communication channels. This article explores how international media, digital technology, migration, and intercultural interaction have contributed to the evolution of the Uzbek language. While such exposure offers access to global knowledge and innovation, it also presents risks such as language erosion and cultural homogenization. This study highlights both the positive and negative effects of global communication and provides insights into maintaining linguistic identity in a rapidly changing world.

**Keywords:** Uzbek language, globalization, communication, language change, digital influence, linguistic identity, intercultural exchange.

### Introduction

Globalization has drastically changed the way people interact, learn, and share information. The expansion of global communication networks—particularly through the internet, social media, international travel, and education—has blurred linguistic and cultural boundaries. For many national languages, including Uzbek, this has meant increased contact with dominant world languages like English and Russian.

Historically, the Uzbek language has evolved through exposure to Arabic, Persian, Russian, and now English. In the modern era, this process has accelerated due to global interconnectedness. As a result, Uzbek is experiencing significant lexical, syntactic, and phonological changes. While globalization fosters access to new vocabulary and modern expressions, it also challenges traditional norms and threatens to diminish the purity and uniqueness of the language.

#### 1. Influence of Digital Media and Technology

One of the most noticeable influences of global communication on the Uzbek language is the widespread use of digital media and technology. Platforms such as YouTube, Instagram, Telegram, and TikTok have become primary sources of information and entertainment for young Uzbeks. These platforms are dominated by English-language content, leading users to absorb foreign terms and linguistic structures. As a result, hybrid forms of speech—code-mixing and code-switching—are increasingly common. For example, expressions like “storiga qo’ydim” (I posted it to Stories) or “like bosdim” (I liked it) demonstrate the adaptation of



English terms into Uzbek syntax. In many cases, new digital terms have no exact equivalent in Uzbek, making borrowing more practical and widespread.

## **2. Lexical Borrowing and Semantic Shift**

The modern Uzbek lexicon is rapidly incorporating foreign words. Common English-derived terms such as kompyuter, printer, scanner, blogger, manager, and stream are used frequently. Russian continues to influence Uzbek, especially in informal or post-Soviet contexts. Additionally, semantic shifts occur when Uzbek words take on new meanings due to foreign influence. For instance, the word brend (brand) is now used to indicate popularity and quality, rather than its original commercial meaning.

## **3. Youth Language and Cultural Identity**

Younger generations in Uzbekistan are at the forefront of linguistic change. Through education, internet use, and foreign films or music, they are exposed to a broader range of vocabulary and cultural concepts. This generation often blends Uzbek with English or Russian, forming a dynamic but sometimes fragmented linguistic identity. Some scholars argue that this hybridization weakens cultural ties, while others see it as a natural response to globalization. The use of “slang” or internet jargon among youth sometimes distances them from older speakers. Phrases like “pubgchi bola” (boy who plays PUBG) or “kontent qilmoq” (to make content) reflect modern realities, but also show the widening generational linguistic gap.

## **4. Changes in Syntax and Style**

Beyond vocabulary, global communication influences sentence structure and style. Uzbek traditionally follows a subject-object-verb (SOV) pattern, but under the influence of English, which uses subject-verb-object (SVO), syntactic shifts are occurring in casual conversation and media. Moreover, concise and informal writing styles found in social media affect written Uzbek, leading to simplified grammar, abbreviations, and even altered spelling norms.

## **5. Challenges to Language Preservation**

While global communication opens doors to progress, it also presents risks to language preservation. Excessive borrowing can dilute linguistic integrity, making it harder to define what constitutes “standard” Uzbek. Furthermore, the dominance of global languages may discourage the use of Uzbek in academic, technological, or scientific discourse. This could result in functional limitations for the language and its speakers.

Efforts are being made to counteract this trend. The Uzbek government has initiated programs to promote the state language, create digital content in Uzbek, and develop terminology for new concepts. However, the success of these efforts depends largely on education, media, and public engagement.

## **Conclusion:**

The influence of global communication on the Uzbek language is undeniable. It has introduced modern vocabulary, increased access to global knowledge, and fostered intercultural dialogue. At the same time, it poses serious challenges to linguistic identity and cultural preservation.



The future of Uzbek depends on a balanced approach—embracing global influences while actively maintaining the language’s core structure and cultural essence. Linguists, educators, and policymakers must collaborate to ensure that Uzbek remains vibrant, relevant, and resilient in the global era.

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