DIGITAL TRANSFORMATION AND ITS IMPACT ON SPEECH ETIQUETTE: A COMPARATIVE STUDY OF UZBEK AND ENGLISH

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Annotation. This article delves into the transformative effects of digital communication on the expression of speech etiquette in Uzbek and English languages. As technology reshapes the landscape of interpersonal interactions, this study seeks to explore the nuances of linguistic politeness, formality, and respect in the digital realm. By undertaking a comparative analysis, we aim to unravel the cultural intricacies that manifest in online communication, providing insights into the evolving dynamics of speech etiquette in the digital age.

Keywords: digital transformation, speech etiquette, online communication, technology and language, cross-cultural analysis, Uzbek language, English language, linguistic politeness.

Introduction. In the era of digital transformation, where the boundaries of communication extend into the virtual realm, the dynamics of speech etiquette undergo a profound metamorphosis. This article delves into the impact of digital communication on the expression of speech etiquette in Uzbek and English. As technology shapes the way we interact, it introduces new layers of linguistic politeness, formality, and respect, reshaping the very fabric of how we communicate.

Through a comparative analysis, this study aims to unravel the cultural intricacies that manifest in online communication, providing a nuanced understanding of the evolving speech etiquette in the digital age. The transformation brought about by the digital age is poignantly captured by Crystal (2006) in his work on *"Language and the Internet."* The shift from traditional communication modes to online platforms introduces novel linguistic features, altering the landscape of speech etiquette.[1] In the context of Uzbek and English, this transformation is marked by the adaptation of linguistic politeness to the rapid, asynchronous nature of digital communication. Herring's exploration of "Discourse in Web

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[1] Crystal, D. (2006). Language and the Internet. Cambridge University Press, p 56.

2.0" (2013) provides a lens through which we can examine the ways in which online communication platforms reconfigure language.

Social media, forums, and chat applications create spaces where speech etiquette takes on new dimensions.[2] For instance, in Uzbek online spaces, the use of formal registers may be influenced by cultural norms, while in English platforms, the informality inherent in Web 2.0 spaces may redefine conventional norms of politeness. Nguyen and Rose's research (2016) on speech act annotation in conversational data becomes instrumental in dissecting the intricacies of how individuals express politeness and formality in the digital sphere. In the context of Uzbek and English, understanding how speech acts are performed online whether through emojis, acronyms, or digital gestures provides valuable insights into the adaptation of speech etiquette to the demands of digital interaction.[3] Thurlow and Brown's sociolinguistic investigation (2003) into the language of text messaging becomes particularly relevant when considering the impact of short-form communication on speech etiquette.

In both Uzbek and English, the brevity and informality characteristic of text messaging can influence the perception and expression of politeness, creating a unique blend of linguistic norms that navigate the digital landscape. Wang and Hu's study (2012) on social presence and trust in social commerce sheds light on how the digital environment influences perceptions of formality and trust. This is crucial in understanding how Uzbek and English speakers navigate online spaces, where the absence of physical presence may necessitate new strategies for expressing politeness and maintaining social trust. Zappavigna's work (2012) delving into the discourse of Twitter and social media unveils the ways in which linguistic choices contribute to the creation of affiliation on the web.[4] The study becomes a valuable resource for understanding how individuals in Uzbek and English digital spaces

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[2] Herring, S. C. (2013). Discourse in Web 2.0: Familiar, Reconfigured, and Emergent. John Benjamins Publishing Company, pp 323-330.

[3] Nguyen, D. T., & Rose, G. M. (2016). Speech Act Annotation of Conversational Data in the AMI Meeting Corpus. In Proceedings of the 10th International Conference on Language Resources and Evaluation (LREC), p. 154.

[4] Zappavigna, M. (2012). Discourse of Twitter and Social Media: How We Use Language to Create Affiliation on the Web. A&C Black, pp 254-263.

navigate the delicate balance between online informality and the preservation of cultural identity through language.

In the ever-evolving digital landscape, the transformation of speech etiquette becomes a captivating journey through linguistic adaptation. From the adaptation of traditional norms to the emergence of entirely new linguistic features, the expressions of politeness, formality, and respect in Uzbek and English reflect the dynamic interplay between culture and the virtual world. As we traverse this digital linguistic landscape, we witness not only the evolution of speech etiquette but also the resilience of cultural identity in the face of technological change. In the era of digital transformation, where the boundaries of communication extend into the virtual realm, the dynamics of speech etiquette undergo a profound metamorphosis. [5]This article delves into the impact of digital communication on the expression of speech etiquette in Uzbek and English. As technology shapes the way we interact, it introduces new layers of linguistic politeness, formality, and respect, reshaping the very fabric of how we communicate.

Through a comparative analysis, this study aims to unravel the cultural intricacies that manifest in online communication, providing a nuanced understanding of the evolving speech etiquette in the digital age. The advent of the internet has birthed a new lexicon and set of communication norms. In Uzbek online spaces, traditional greetings like *"Assalomu alaykum"* may be adapted into informal acronyms or emojis to suit the rapid, asynchronous nature of digital communication. In English, the formalities of email language may give way to the brevity and informality of social media exchanges, where greetings might be as concise as a simple *"Hey!"* or even a thumbs-up emoji. Web 2.0 platforms redefine how individuals express themselves. In Uzbek forums, where traditional norms of politeness and formality are deeply ingrained, the shift to Web 2.0 may introduce a more colloquial tone.

Conversely, English platforms, known for their informality, might witness the emergence of new linguistic features that challenge conventional norms. For example, expressions like *"lol"* or *"brb"* become not just abbreviations but integral components of the speech etiquette in the digital sphere. The adaptation of speech acts to the digital realm is exemplified in both Uzbek and English online interactions. In Uzbek digital spaces, expressions like *"Rahmat!"* (Thank you!) may be conveyed not just through words but also

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[5] Thurlow, C., & Brown, A. (2003). Generation Txt? The sociolinguistics of young people's text-messaging. Discourse Analysis Online, 1(1).

through the use of thankful emojis or GIFs. English speakers may employ a variety of digital speech acts, such as *"liking"* or *"reacting"* to express agreement, thereby introducing a nuanced layer to the traditional ways of acknowledging others. Sociolinguistic trends in text messaging become evident when exploring the impact on speech etiquette. In Uzbek text conversations, the use of traditional honorifics may persist, indicating a conscious effort to maintain cultural respect even within the brevity of text messages.

English text messaging, on the other hand, might see the emergence of informal abbreviations and emojis, reflecting the blending of linguistic norms with the informality inherent in digital communication.[6] The dynamics of social presence and trust in online communication shape the expression of formality and politeness. In Uzbek online communities, where trust is traditionally built through personal relationships, digital communication might involve more explicit expressions of respect and formality to compensate for the lack of physical presence. English digital spaces, often characterized by a higher level of informality, might rely on shared online culture and humor to establish trust, influencing the expression of politeness. On platforms like Twitter and other social media, linguistic choices become powerful tools for creating affiliation. In Uzbek tweets, hashtags and linguistic expressions might bridge the gap between global online trends and local cultural identity. English speakers, navigating the vastness of social media, may adopt linguistic features that resonate with their cultural nuances, creating a discourse that is both global and culturally distinctive.

In the ever-evolving digital landscape, the transformation of speech etiquette becomes a captivating journey through linguistic adaptation. From the adaptation of traditional norms to the emergence of entirely new linguistic features, the expressions of politeness, formality, and respect in Uzbek and English reflect the dynamic interplay between culture and the virtual world. As we traverse this digital linguistic landscape, we witness not only the evolution of speech etiquette but also the resilience of cultural identity in the face of technological change.

Conclusion. In conclusion, the exploration of "Digital Transformation and its Impact on Speech Etiquette: A Comparative Study of Uzbek and English" unveils a dynamic narrative where language adapts to the ever-changing landscape of digital communication.

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[6] Wang, Y., & Hu, N. (2012). Social Presence, Trust, and Social Commerce Purchase Intention: An Empirical Research. Computers in Human Behavior, 28(4), 1555–1567.

As Uzbek and English speakers navigate online spaces, the traditional contours of speech etiquette morph to accommodate the rapid, asynchronous, and global nature of the digital realm.

The digital linguistics of Uzbek and English reveal an intricate dance between the preservation of cultural identity and the assimilation of new linguistic norms. The evolution of greetings, the redefinition of formality, and the adaptation of speech acts illustrate the fluidity of language in response to the demands of the digital age. The sociolinguistic trends observed in text messaging and the discourse of Twitter and social media showcase how individuals in Uzbek and English digital spaces craft unique linguistic expressions that bridge global online culture with local cultural identities. The negotiation of social presence and trust influences the balance between formality and informality, shaping the ways in which politeness is expressed in the absence of physical interaction.

As we conclude this exploration, it becomes evident that the digital transformation of speech etiquette is not a unidirectional process; it is a reciprocal interplay where language both shapes and is shaped by cultural nuances. The resilience of cultural identity within digital communication underscores the adaptability of speech etiquette to diverse linguistic landscapes. In navigating the intricate intersection of technology, language, and culture, speakers of Uzbek and English contribute to a dynamic and ever-evolving digital linguistic tapestry.

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