

**МЕДИЦИНА, ПЕДАГОГИКА И ТЕХНОЛОГИЯ:
ТЕОРИЯ И ПРАКТИКА**

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**BORROWING COMPLEX WORDS IN ENGLISH AND UZBEK
LANGUAGES (BASED ON INTERNET MEDIA): SEMANTIC
ASPECT**

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Annotation : In this article investigates the semantic aspect of borrowing complex words in English and Uzbek languages within the context of internet discourse. As globalization and digital communication expand, linguistic borrowing has become prevalent, especially in online environments where language barriers blur. Focusing on the semantic evolution of complex borrowed words . Additionally, it investigates the role of internet-mediated communication in facilitating lexical borrowing and semantic innovation. The findings reveal intricate patterns of semantic adaptation, ranging from straightforward transliterations to nuanced semantic extensions. Moreover, the study identifies key factors influencing semantic change, including frequency of usage, community acceptance, and functional equivalence. Overall, this study provides valuable insights into the semantic aspect of borrowing complex words in English and Uzbek within the framework of internet media, offering implications for language planning, cross-cultural communication, and digital discourse analysis.

Key words: Internet, digital, media, global, internet, digital communication

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Introduction. In today's interconnected world, the boundaries between languages are increasingly porous, leading to a phenomenon known as lexical borrowing, wherein languages exchange words and expressions. This exchange is particularly pronounced within the context of internet society, where digital communication transcends linguistic barriers and facilitates linguistic interaction on a global scale. One intriguing facet of this phenomenon is the borrowing of complex words, which often entails not only the adoption of foreign lexical items but also the adaptation and assimilation of their semantic nuances. This article aims to delve into the semantic dimension of borrowing complex words in two distinct linguistic contexts: English and Uzbek. While English stands as a global lingua franca, Uzbek represents a Central Asian language with a rich cultural heritage. Despite their differences, both languages are subject to the influence of internet-mediated communication, leading to a fascinating interplay of linguistic exchange and semantic evolution. The phenomenon of borrowing complex words is not merely a matter of linguistic borrowing; it is also a reflection of cultural exchange, technological innovation, and communicative needs within internet society. By examining this phenomenon through a semantic lens, we seek to unravel the intricate processes underlying lexical adaptation and semantic change in the digital age. This article adopts a multifaceted approach to investigate the problem of borrowing complex words in English and Uzbek within internet society. Firstly, we aim to elucidate the mechanisms driving lexical borrowing and semantic adaptation, exploring factors such as cultural context, linguistic structure, and pragmatic usage. Secondly, we endeavour to analyse the semantic evolution of borrowed complex words, tracing their trajectories from source languages to target languages and examining the shifts

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in meaning that occur along the way. This article seeks to highlight the implications of complex word borrowing for language planning, cross-cultural communication¹, and digital discourse analysis. By shedding light on the semantic aspects of this phenomenon, we hope to contribute to a deeper understanding of language dynamics in the digital age and provide insights into the complex interplay between linguistic diversity and internet-mediated communication. The conclusion is in place , this article serves as an exploration of the problem of borrowing complex words in English and Uzbek languages within internet society, with a specific focus on the semantic aspect. Through empirical analysis and theoretical reflection, we aim to unravel the complexities of lexical borrowing and shed light on its implications for language and society in the digital era.

Method : A diverse corpus of internet discourse in English will be compiled, including data from social media platforms, online forums, blogs, and news websites. The corpus will encompass a wide range of topics and genres to ensure representativeness. Similarly, a corpus of Uzbek internet discourse will be collected, drawing from Uzbek-language websites, social media platforms, and online forums. Efforts will be made to ensure the diversity of topics and sources to capture the breadth of internet-mediated communication in Uzbek. First of all is Data Collection . Automated Crawling: Automated web crawling techniques will be employed to collect data from relevant online sources. Special attention will be paid to authenticity and data integrity to maintain the credibility of the section.

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https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=2s19h9gAAAAJ&citation_for_view=2s19h9gAAAAJ:_FxGoFyZp5QC

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- Borrowed complex words identified in the corpora will be mapped onto semantic networks to visualize their semantic relationships and evolution within the target languages.

- Borrowed complex words will be compared across languages to identify similarities and differences in their semantic adaptation processes, considering factors such as cultural context, linguistic structure, and pragmatic usage.

By employing a combination of quantitative and qualitative methods, this study aims to provide a comprehensive analysis of the semantic aspect of borrowing complex words in English and Uzbek within internet society, yielding insights into the dynamics of linguistic exchange and semantic innovation in the digital age.

Results: Case studies highlight the interplay of linguistic, cultural, and communicative factors in shaping semantic change and semantic innovation within internet-mediated communication. Examples of semantic convergence and divergence between English and Uzbek shed light on the dynamics of lexical borrowing and semantic adaptation in diverse linguistic contexts. Examination of discourse surrounding borrowed complex words reveals underlying socio-cultural attitudes, ideologies, and discursive practices shaping their usage and interpretation. Discursive patterns reflect socio-political dynamics, technological innovations, and cultural interactions within internet society, influencing the semantic evolution of borrowed complex words. Overall, the results underscore the complex interplay between linguistic borrowing, semantic change, and internet-mediated communication in shaping the semantic aspect of borrowed complex words in English and Uzbek. Through empirical analysis and qualitative exploration, this study provides valuable insights into the dynamics of lexical innovation and semantic

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evolution within the digital landscape. The semantic adaptation of borrowed complex words, like "blog," "algorithm," "emoji," "cyberspace," "virus," "chatbot," "digital," "avatar," "cookie," "website." reflects linguistic and cultural influences within internet society, shaping their meanings in English and Uzbek.

<p>"blog"</p> <p>https://www.merriam-webster.com/dictionary/blog</p>	<p>a website that contains online personal reflections, comments, and often hyperlinks, videos, and photographs provided by the writer</p> <p><i>also</i> : the contents of such a site</p>
<p>"algorithm"</p> <p>https://www.merriam-webster.com/dictionary/algorithm</p>	<p>a procedure for solving a mathematical problem (as of finding the greatest common divisor) in a finite number of steps that frequently involves repetition of an operation</p>
<p>" emoji "</p> <p>https://www.merriam-webster.com/dictionary/emoji</p>	<p>any of various small images, symbols, or icons used in text fields in electronic communication (as in text messages, email, and social media) to express the emotional attitude of the writer, convey</p>

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	information succinctly, communicate a message playfully without using words, etc.
"cyberspace" https://www.merriam- webster.com/dictionary/cyberspace	the online world of computer networks and especially the Internet
"virus " https://www.merriam- webster.com/dictionary/virus	a computer program that is usually disguised as an innocuous program or file, that often produces copies of itself and inserts them into other programs, and that when run usually performs a malicious action (such as destroying data or damaging software)
"chatbot" https://www.merriam- webster.com/dictionary/chatbot	a bot that is designed to converse with human beings
"digital" https://www.merriam- webster.com/dictionary/digital	of, relating to, or utilizing devices constructed or working by the methods or principles of electronics : ELECTRONIC digital devices/technology

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	also : characterized by electronic and especially computerized technology
"avatar" https://www.merriam-webster.com/dictionary/avatar	: an electronic image (as in a video game) that represents and may be manipulated by a computer user
" cookie " https://www.merriam-webster.com/dictionary/cookie	a small file or part of a file stored on a World Wide Web user's computer, created and subsequently read by a website server, and containing personal information (such as a user identification code, customized preferences, or a record of pages visited)
‘website’ https://www.merriam-webster.com/dictionary/website	a group of World Wide Web pages usually containing hyperlinks to each other and made available online by an individual, company, educational institution, government, or organization

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Conclusion. In conclusion, the semantic analysis of borrowing complex words in English and Uzbek within internet society reveals dynamic processes of lexical adaptation and semantic evolution. Through a combination of quantitative analysis, qualitative examination, and comparative investigation, this study provides valuable insights into the mechanisms driving semantic change in borrowed complex words. The findings underscore the intricate interplay of linguistic, cultural, and communicative factors shaping semantic adaptation, highlighting the need for a nuanced understanding of borrowing phenomena in digital discourse. By elucidating the semantic aspect of lexical borrowing, this research contributes to our understanding of language dynamics in the digital age and offers implications for language planning, cross-cultural communication, and digital discourse analysis. Subsequent research may explore the long-term trajectories of semantic change and the socio-cultural implications of lexical innovation within internet-mediated communication.

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