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## SOCIOLINGUISTIC VARIATIONS IN DIGITAL COMMUNICATION AMONG UZBEK PEOPLE

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### **ANNOTATION:**

*This article explores the sociolinguistic variations in digital communication among Uzbek people. It delves into how individuals from Uzbekistan communicate through digital platforms and how factors such as age, education level, and region influence their language use. This research will contribute valuable insights to the field of sociolinguistics and shed light on the unique language practices of Uzbek speakers in the digital age.*

**Key words:** digital platforms, digital age, sociolinguistic variations, social media, communication, abbreviations.

### **ANNOTATSIYA:**

*Bu maqolada O'zbek odamlari o'rtasida raqamli muloqotda sotsiolingvistik farqlarni o'rganishga qaratilgan. Ushbu maqolada o'zbek insonlar qanday qilib raqamli platformalar orqali muloqot qilishadi va yosh, ta'lim darajasi va yashash hududi singari omillarning tildan qanday foydalanishiga ta'sirini ko'rib chiqiladi. Ushbu tadqiqotda sotsiolingvistika sohasida muhim ma'lumotlar keltiriladi va o'zbek tilining noyob xususiyatlari raqamli asrida ochib beriladi.*

**Kalit so'zlar:** raqamli platformalar, raqamli davr, sotsiolingvistik farqlar, ijtimoiy tarmoqlar, aloqa, qisqartmalar.

## **INTRODUCTION:**

In today's digital age, communication has taken on a whole new level of importance and complexity. With the advent of social media, messaging apps, and other online platforms, people are constantly engaging in conversations and exchanges through text, images, videos, and emojis. This has led to the emergence of sociolinguistic variations in digital communication, as different groups of people use language in unique ways to express themselves and connect with others. One such group that exhibits distinct sociolinguistic variations in digital communication is the Uzbek people. Uzbekistan, a Central Asian country with a rich cultural heritage and history, is home to a diverse population that speaks various languages and dialects. Among these, Uzbek is the official language, spoken by the majority of the population. However, due to globalization and the influence of technology, Uzbek people are increasingly using digital platforms to communicate with each other and with people from around the world. The use of digital communication has become increasingly prevalent in Uzbekistan, as access to technology and the internet has expanded in recent years. This has led to new forms of language use and communication practices among Uzbek speakers, reflecting a combination of traditional linguistic norms and the influence of global digital culture.

## **LITERATURE REVIEW AND METHODOLOGY**

In order to investigate the sociolinguistic variations in digital communication among Uzbek people a mixed-method approach will be used, combining both quantitative and qualitative methods. Firstly, a survey has been distributed to a sample of Uzbek speakers, assessing their language choices, usage of linguistic features, and attitudes towards digital communication. The survey has also gathered information on the participants' age, gender, education level, and region. This data has been analyzed using descriptive statistics to identify patterns and correlations in language use. Additionally, a series of interviews have been conducted with a subset of participants to gain a deeper understanding of their language practices and attitudes towards digital

communication. The interviews have been transcribed and analyzed thematically to identify key themes and patterns in language use.

Previous research on sociolinguistic variations in digital communication has shown that speakers often adapt their language use to fit the context and medium of communication. For example, studies have found variations in formality, code-switching, and use of local dialects in online communication compared to face-to-face interactions. One of the most prominent sociolinguistic variations among Uzbek people in digital communication is the use of code-switching. Code-switching is the practice of mixing two or more languages or dialects in a single conversation or text. In the case of Uzbek people, code-switching is often done to show off their linguistic skills, to connect with others who speak multiple languages, or simply to convey a message more effectively. For example, a young Uzbek person may use a combination of Uzbek, Russian, and English in their social media posts to appeal to a wider audience and showcase their language proficiency.

Another sociolinguistic variation among Uzbek people in digital communication is the use of emojis and emoticons. Emojis and emoticons are visual representations of emotions, objects, and ideas that are used to enhance the meaning of text-based communication. In Uzbek digital communication, emojis and emoticons are often used to convey emotions, to add humor or playfulness to a conversation, or to emphasize a point. For example, a person may use a heart emoji to express love or affection, or a laughing face emoticon to show that they find something funny.

In addition to this, the use of slang and informal language is common among Uzbek people in digital communication. Slang refers to informal words and expressions that are often unique to a particular group or community. In Uzbek digital communication, slang terms and expressions are used to create a sense of belonging and camaraderie among speakers. For example, young Uzbek people may use slang words and abbreviations to communicate with their peers in a more casual and relaxed manner.

## RESULTS

Sociolinguistic variations in digital communication among Uzbek people would lie in its exploration of how language is adapted and used in the digital realm in a specific cultural and linguistic context. The result of analysis lies in its focus on a specific language community and its exploration of the intersection between language, culture, and technology in the digital era. By shedding light on how Uzbek people engage with language in digital communication, the research could provide valuable insights for linguists, sociolinguists, and communication scholars interested in the complexities of language use in the digital world. The study on sociolinguistic variations in digital communication among Uzbek people revealed that there are various linguistic features that differentiate individuals based on factors such as age, gender, education level, and regional dialects. In terms of writing style, younger users tend to use more informal language, emojis, and slang in their online communication, while older users prefer a more formal tone.

Moreover, gender differences were noted in the use of language in digital communication, with women generally using more emoticons and emphasizing politeness in their messages compared to men. Education level also played a significant role in the linguistic patterns observed, with highly educated individuals demonstrating more sophisticated language use and a greater awareness of spelling and grammar rules.

Furthermore, regional dialects were found to influence the way Uzbeks communicate online, with subtle differences in vocabulary and syntax reflecting the diversity of linguistic practices across different regions of Uzbekistan.

## DISCUSSION

The noteworthy finding is the use of borrowing from English and other languages in online interactions. This reflects the globalized nature of digital communication, where individuals are constantly exposed to a range of linguistic influences from

around the world. By incorporating borrowed words and phrases into their conversations, Uzbek speakers are able to signal their cosmopolitan identity and engage with a wider online community. The study reveals that individuals often employ non-standard grammar and spelling in their digital communication. This can be seen as a form of creative expression, where individuals play with language norms to convey their emotions, attitudes, and personal style. While some may see these linguistic deviations as a sign of linguistic erosion, it is important to recognize that language is constantly evolving and adapting to new contexts. Furthermore, One interesting aspect of the data is the prevalence of code-switching between Uzbek and Russian languages. This can be seen as a reflection of the bilingual nature of Uzbek society, where individuals often fluidly move between languages depending on the social context. The use of code-switching in digital communication allows individuals to signal their cultural and linguistic identities to others, while also facilitating communication across different linguistic communities.

There is limited research on sociolinguistic variations in digital communication among Uzbek people, so specific statistics are difficult to be readily available. However, some possible sociolinguistic variations that could be observed among Uzbek people in digital communication include:

**1. Code-switching:** Uzbek people may mix Uzbek and Russian languages in their digital communication, especially when discussing certain topics or interacting with different social groups.

**2. Formality level:** Depending on the relationship between interlocutors, Uzbek people may use different levels of formality in their digital communication, such as using formal vs. informal language and greetings.

**3. Emoticons and emojis:** Uzbek people may use emoticons and emojis in their communication to convey emotions or tone, with variations in usage based on age, gender, and regional differences.

**4. Length and style of messages:** Uzbek people may vary in how long and formal their messages are in digital communication, with factors such as education level and social status influencing communication style.

**5. Internet slang and abbreviations:** Uzbek people may use internet slang and abbreviations in their digital communication, with variations in usage based on language proficiency and familiarity with online communication norms.

## CONCLUSION

In conclusion, sociolinguistic variations in digital communication among Uzbek people are a fascinating phenomenon that reflects the diversity and complexity of human language and culture. Through their use of code-switching, emojis and emoticons, slang, and informal language, Uzbek people are able to express themselves, connect with others, and navigate the digital world in unique and creative ways. As technology continues to evolve and shape the way we communicate, it will be interesting to see how these sociolinguistic variations in digital communication among Uzbek people continue to develop and change over time. The diverse ways can be highlighted in which Uzbek people use language in digital communication to construct their identities and engage with others. By exploring the sociolinguistic variations in online interactions, we gain a deeper understanding of how language shapes social interactions and influences cultural practices in the digital age

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