BG Pulse Journal USA
ISSN:1947-2536 http://www.bgpulseusa.com/index.php/bg
BG PULSE JOURNAL

MULTILINGUALISM AND LANGUAGE HYBRIDIZATION IN UZBEK INTERNET DISCOURSE: STRUCTURAL PATTERNS, PRAGMATICS, AND PLATFORM SPECIFICITY

Malika Khurshidovna Temirova
Lecturer, Uzbekistan State World Languages University, Tashkent, Uzbekistan

Doi: https://doi.org/10.5281/zenodo.21503168

Abstract: This article examines multilingualism and language hybridization in Uzbek internet discourse using a purposive sample of 17 public sources from Telegram, Instagram, YouTube, and the official Daryo channel page, recorded on 19 July 2026. Combining computer-mediated discourse analysis with contextual-pragmatic, morphemic, graphic, and comparative methods, the study shows that Uzbek usually functions as the matrix code. The analysis distinguishes code-switching from nonce borrowing, established loanwords, and graphic hybridization. Latin–Cyrillic variation is shown not to imply a language switch automatically, because Uzbek itself circulates in both scripts. Platform tendencies include editorial normalization on Telegram, compressed commercial mixing on Instagram, and hybrid titles and metadata on YouTube.

Keywords: Uzbek internet discourse, multilingualism, language hybridization, code-switching, translanguaging, borrowing, digraphia, Telegram, Instagram, YouTube.

Annotatsiya. Maqolada o‘zbek internet-diskursidagi ko‘p tillilik va til gibridlashuvi 2026-yil 19-iyulda qayd etilgan Telegram, Instagram, YouTube hamda Daryo kanalining rasmiy sahifasidan olingan 17 ta ochiq manba asosida tahlil qilinadi. Kompyuter vositasidagi diskurs-tahlil, kontekstual-pragmatik, morfemik, grafik va qiyosiy usullar o‘zbek tili ko‘pchilik misollarda matritsa-kod vazifasini bajarishini ko‘rsatadi. Kod almashinuvi, okkazional o‘zlashma, o‘zlashib bo‘lgan leksika va grafik gibridlashuv farqlanadi. Lotin-kirill variantliligi har doim til almashinuvi emas; platformalar esa gibrid shakllarning yozilishi va funksiyasiga ta’sir qiladi.

Kalit so‘zlar: o‘zbek internet-diskursi, ko‘p tillilik, til gibridlashuvi, kod almashinuvi, o‘zlashma, digrafiya, Telegram, Instagram, YouTube.

МУЛЬТИЯЗЫЧИЕ И ЯЗЫКОВАЯ ГИБРИДИЗАЦИЯ В УЗБЕКСКОМ ИНТЕРНЕТ-ДИСКУРСЕ: СТРУКТУРНЫЕ МОДЕЛИ, ПРАГМАТИКА И ПЛАТФОРМЕННАЯ СПЕЦИФИКА

Аннотация. Статья посвящена мультиязычию и языковой гибридизации в узбекском интернет-дискурсе. Материалом служит целевая выборка из 17 открытых источников Telegram, Instagram, YouTube и официальной страницы канала Daryo, зафиксированных 19 июля 2026 г. Компьютерно-опосредованный дискурс-анализ сочетается с контекстуально-прагматическим, морфемным, графическим и сопоставительным методами. Показано, что узбекский язык обычно сохраняет роль матричного кода. Разграничиваются код-переключение, окказиональное заимствование, освоенная лексика и графическая гибридизация. Латинско-кириллическая вариативность не всегда означает смену языка, поскольку узбекский функционирует в обеих графиках. Telegram, Instagram и YouTube

демонстрируют разные способы редакционного, коммерческого и жанрового оформления гибридных форм.

Ключевые слова: узбекский интернет-дискурс, мультиязычие, языковая гибридизация, код-переключение, транслингвальность, заимствование, диграфия, Telegram, Instagram, YouTube.

Introduction

Digital communication in Uzbekistan has developed within a sphere of sustained interaction among several languages and two script traditions. Uzbek has the status of the state language [19]; Russian continues to play a substantial communicative role in urban, professional, and everyday settings [7; 14]; and English is associated primarily with technology, marketing, popular culture, and global digital genres [3; 10]. On social media, these resources do not merely coexist: they are distributed across channels, headlines, captions, hashtags, and even individual morphemes within a single word. Uzbek internet discourse should therefore be described not as an aggregate of monolingual texts but as a dynamic system of networked multilingualism.

The relevance of this study stems from the rapid movement of mixed digital forms from informal interaction into media texts, advertising, educational content, and public communication. Assessments of these forms are often polarized: some regard them as evidence of language decline, while others treat them as an unqualified manifestation of creativity. Both positions oversimplify the object of study. The linguistic task is not to approve or condemn the phenomenon in advance, but to establish its structural boundaries: where a code switch occurs, where a one-off insertion is used, where a foreign-origin word has already been integrated into the Uzbek language system, and where hybridity is created solely by graphic presentation.

Research on computer-mediated communication has shown that online language choice depends not only on a speaker's competence, but also on genre, addressee, technical interface, degree of publicness, and projected audience [1–6]. Jannis Androutsopoulos's concept of "networked multilingualism" is particularly productive for Uzbek data: a digital user participates simultaneously in local social ties and global media flows, while their linguistic repertoire is organized by genre and platform [3]. In written communication, typography, capitalization, hashtags, methods of attaching affixes, and script choice add further layers of meaning [2; 6; 15].

This article aims to identify the principal structural and pragmatic patterns of multilingualism and language hybridization in Uzbek internet discourse. To achieve this aim, it pursues five objectives: to refine the conceptual boundaries among code-switching, mixing, and borrowing; to determine the role of Uzbek as the matrix code; to describe morphological and graphic hybrids; to establish the functional load of Russian and English insertions; and to compare the manifestations of multilingualism on Telegram, Instagram, and YouTube.

1. Theoretical Foundations and Terminological Distinctions

1.1. Multilingualism as a Property of Repertoires and Digital Space

Multilingualism may characterize a society, an individual user, a communication network, or a particular text. These levels must not be conflated. The presence of several languages in Uzbekistan's linguistic ecology does not mean that every post will be mixed; conversely, an outwardly monolingual channel may belong to the multilingual architecture of a media brand. The official Daryo Telegram channel is instructive: its page separately lists English, Russian, Kirill, and other versions. Here multilingualism is organized not within a single utterance, but through parallel

channels and audience segmentation. This format may be described as platform-level or distributed multilingualism.

In digital environments, a linguistic repertoire includes not only named languages in the traditional sense, but also script variants, professional registers, interface terms, emojis, and recognizable genre formulas. A translanguaging perspective shifts attention from pre-delimited "language containers" to the user's integrated repertoire [8]. For a structural analysis of Uzbek data, however, the notion of distinct codes remains necessary: without it, one cannot explain why the stem zapravka takes the Uzbek locative suffix -da, or why the English abbreviation UFC combines with Uzbek -ga.

1.2. Code-Switching, Mixing, Borrowing, and Hybridization

In classical sociolinguistics, code-switching is understood as the functionally meaningful alternation of languages or language varieties within a communicative event [6; 7; 10]. Shana Poplack distinguished intersentential, intrasentential, and tag switching [13]. In his account of within-sentence mixing, Pieter Muysken identified insertion, alternation, and congruent lexicalization [11]. For the Uzbek data analyzed here, the insertional model is the most productive: an Uzbek grammatical frame accommodates a foreign lexical stem.

At the same time, a single word of foreign origin does not automatically constitute evidence of code-switching. The forms onlayn and podkast are widely reproduced in Uzbek Latin script, conform to Uzbek pronunciation, and combine freely with Uzbek affixes. In a given context, they may function as established loanwords. At the opposite pole are graphically retained items such as Direct, Parking, MyGov, Podcast, and VS, which maintain a visible association with an English-language interface, brand, or genre. Nonce and partially adapted forms—heyter, kambek, and prevyu – occupy the space between these poles.

In this study, language hybridization is defined as the formation of a textual or lexical unit in which material features of different codes are combined within a single structural-functional frame. A hybrid may be (1) morphological – a foreign stem plus an Uzbek affix; (2) syntactic – a mixed noun phrase; (3) graphic – a combination of scripts or capitalization patterns, or the non-standard separation of an affix; or (4) genre-compositional – an Uzbek headline with an English format label or a set of English-language hashtags. This working definition makes it possible to describe degrees of integration without declaring every contact feature to be a "mixed language."

2. Data and Methods

The empirical basis is a purposive illustrative sample of 17 publicly accessible web sources: 16 Telegram, Instagram, and YouTube posts or video pages, together with metadata from the official Daryo channel page. The material was recorded on 19 July 2026. The sample includes fragments exhibiting observable interaction between Uzbek and Russian or English at the lexical, morphological, graphic, or genre level. Private correspondence, closed groups, and personal data belonging to non-public users were not used.

The sample is not intended to establish the frequency of these phenomena across the entire Uzbek segment of the internet. Its purpose is to present verifiable, recurrent types of construction and demonstrate a procedure for multilevel analysis. This limitation is essential: algorithmically curated feeds, the mutability of posts, and differences in comment accessibility preclude extrapolating the proportions in the sample to the wider population without a separate representative corpus.

The study combines computer-mediated discourse analysis, with attention to technological and genre parameters [1; 2; 17]; contextual-pragmatic analysis of the functions of language choice; morphemic analysis of stem-affix boundaries; graphic and orthographic analysis of Latin and Cyrillic scripts, capitalization, and spacing; and comparative analysis of Russian–Uzbek and English–Uzbek contact patterns. For each example, the presumed matrix code, source of the insertion, degree of morphological integration, and communicative function were identified.

Key Finding

In the data examined, Uzbek generally retains the role of matrix code: it determines word order and grammatical marking, while Russian and English stems occupy lexical slots and often take Uzbek affixes. The central mechanism is therefore not random mixing, but structurally ordered morphological integration.

Table 1. Verifiable Examples from Public Social Media

All links were accessed on 19 July 2026.

No.	Platform	Excerpt	Mechanism	Source
1	Telegram, Daryo	*O'zbekistonda bond omborlari orqali xorijiy tovarlarni onlayn sotish..*	bond + Uzb. omborlari; established onlayn	21
2	Telegram, Daryo	*17-iyul kuni e'lon qilingan yangiliklar dayjesti*	dayjest+i: foreign stem + Uzbek izafet linker	22
3	Telegram, Daryo	*Tramp xorijlik trak haydovchilar o'rnini..*	trak within an Uzbek noun phrase	23
4	Telegram, Daryo	*Zangiotadagi zapravkada yuz bergan portlash..*	zapravka+da: Russian stem + Uzbek locative case	24
5	Telegram, Daryo	*.. navbatdagi prevyuda kuzating*	prevyu+da: borrowed stem + Uzbek locative	25
6	Telegram, Kun.uz	*Migrantlarga bosimni kuchaytirayotgan Rossiya.. — kun dayjesti*	migrant+lar+ga; dayjest+i	26
7	Telegram, Kun.uz	*Messi heyterlarga javob qaytardi.. navbatdagi kambekining..*	heyter+lar+ga; kambek+i+ning	27
8	Telegram, Kun.uz	*"Poytaxt Parking" atrofida munozara..*	Uzbek–English naming complex	28

No.	Platform	Excerpt	Mechanism	Source
9	Telegram, Kun.uz	*.. uni istalgan paytda propiskadan chiqarib yuborishiga..*	propiska+dan: Russian stem + Uzbek ablative case	29
10	Telegram, Kun.uz	*.. sotish yo garovga qo'yishni MyGov orqali taqiqlash..*	English-language ergonym within an Uzbek construction	30
11	Instagram, ONLAYN MAGAZIN	*Buyurtma uchun Direct ga..*	Direct+ga; separated suffix as a graphic marker	31
12	Instagram, girl_dionka_	*1 kunlik vlog. Onlayn magazinim..*	vlog; magazin+im: Russian stem + Uzbek possessive suffix	32
13	Instagram, IFOR_GULIM	*Nalichiyda.. Dastavka: O'zbekiston bo'ylab..*	colloquial graphic adaptation of Russ. наличий/доставка	33
14	YouTube, MMA show	*Boksga atalgan super podkast!*	boks+ga; super; established podkast	34
15	YouTube, MMA show	*UFC 324ga bag'ishlangan super podkast*	international abbreviation UFC + Uzb. -ga; English evaluative component	35
16	YouTube, O'zbekistonlik.Podcast	*O'zbekistonlik.Podcast #1 | Ilm VS Texnologiya*	multilingual title packaging; Eng. Podcast, VS	36
17	YouTube, BBC Uzbek	*PODKAST: Krokus hujumchilarining tarjimai holi..*	genre marker PODKAST + Uzbek syntactic frame	37

3. The Linguistic Ecology of Uzbek Digital Space

In most recorded examples, Uzbek determines both the predicative and nominal structure of the utterance. In the headline Zangiotadagi zapravkada yuz bergan portlash…, the locative frame is expressed by the Uzbek forms Zangiota-da-gi and zapravka-da, while the predicative complex yuz bergan is also Uzbek. The foreign element does not alter the syntactic organization; it occupies a noun slot and takes the case marker required by the context. Similarly, propiskadan chiqarib yuborishiga contains the Russian stem propiska, but motion away from the referent is expressed by Uzbek -dan, and the action by an Uzbek analytic verb complex.

These observations accord with Carol Myers-Scotton's concept of the matrix language: one code supplies the morphosyntactic frame, while another supplies inserted elements [12]. Digital text, however, is not always a spontaneous spoken utterance; it may be edited, stylized, and designed for search visibility. The matrix-language model is therefore used here as a tool for

describing a particular construction, not as a universal explanation of every motivation for language choice.

The agglutinative structure of Uzbek makes the contact boundary especially transparent. Sequential affixes attach to a stem without changing the order of grammatical meanings: heyter-lar-ga ‘to haters’, kambek-i-ning ‘of his/the relevant comeback’, and magazin-im ‘my shop’. Even when a stem retains foreign graphic form – as in Direct-ga or UFC 324-ga – the syntactic relation is encoded by Uzbek means. In other words, the hybrid word simultaneously demonstrates the lexical openness and grammatical stability of the recipient system.

Table 2. Morphemic Patterns of Hybridization

Form	Structure	Uzbek grammar	Contextual meaning
zapravka-da	Russ. zapravka + Uzb. -da	locative case	at the filling station
prevyu-da	Eng. preview via Russ. превью + Uzb. -da	locative case	in the preview
heyter-lar-ga	Eng. hater + Uzb. -lar + -ga	plural + dative case	to haters
kambek-i-ning	Eng. comeback + Uzb. -i + -ning	possessive/izafet link + genitive marker	of (his/the next) comeback
propiska-dan	Russ. propiska + Uzb. -dan	ablative case	from the residence register
magazin-im	Russ. magazin + Uzb. -im	first-person singular possessive	my shop
UFC 324-ga	international abbreviation + Uzb. -ga	dative/purposive marker	devoted to UFC 324
Direct-ga	English interface term + Uzb. -ga	directional marker	into Direct

Russian-derived or Russian-mediated stems in the analyzed data are associated primarily with urban everyday life, domestic-administrative contexts, and media and sports lexis: zapravka, propiska, magazin, prevyu, and dayjest. Their contact status is not uniform. Propiska and zapravka have stable Russian prototypes and are readily recognized as Russianisms; dayjest and prevyu ultimately derive from English, but their Uzbek spelling and phonetic shape were likely mediated by Russian forms. Etymological origin and the immediate channel of borrowing must therefore be distinguished.

The Instagram forms Nalichiyda and Dastavka are particularly revealing. They render the colloquial Russian expressions наличий/в наличии ‘in stock’ and доставка ‘delivery’ in Uzbek Latin script, with non-standard phonetic and graphic adaptation. Nalichiyda combines a Russian stem with the Uzbek locative -da, whereas Dastavka reflects a pronunciation-based reshaping

without an Uzbek affix. Such spellings cannot be treated as evidence of an established norm; their value lies precisely in the traces they preserve of spontaneous perception and local orthographic practice.

The Russian component serves more than a naming function. It may index the familiarity of urban speech, informality, the seller's accessibility, or the dynamism of media language. In a commercial caption, a Russianism bearing Uzbek affixes reduces the distance between author and addressee: the message appears less bureaucratic and closer to everyday conversation. This pragmatic interpretation is probabilistic and would require confirmation through interviews with authors, but it is consistent with the context of public commerce and mixed urban communication.

English elements cluster around digital interfaces, media genres, sport, and branding: Direct, vlog, Podcast/podkast, Parking, MyGov, UFC, VS, super, heyter, and kambek. Their function often extends beyond filling a lexical gap. The graphically unchanged Direct points to a specific section of Instagram; MyGov is an official ergonym that would be inappropriate to translate within a post; and UFC is an internationally recognized abbreviation. In such cases, retaining the foreign form ensures precise identification of the digital object.

In the names Poytaxt Parking and O‘zbekistonlik.Podcast, mixing functions as a branding device. The Uzbek component localizes the audience and cultural frame, while the English component associates the product with a global commercial or media format. In the headline Ilm VS Texnologiya, English VS performs a compact compositional function: it visually structures the contrast while reproducing an international template for online headlines.

The forms heyterlarga and kambekining belong to the evaluative and event-oriented vocabulary of sport. They are economical and expressive: heyter labels a group of critics, while kambek denotes a dramatic return to the game. Uzbek affixes make these stems full constituents of the sentence. English indexicality and Uzbek grammar therefore do not compete but divide the work: the former carries genre and evaluative meaning, while the latter ensures the coherence of the utterance.

4. Graphic Hybridization and Digital Digraphia

Uzbek internet discourse is distinctive in that graphic variation does not fully coincide with language variation. The 1993 law introduced an Uzbek alphabet based on Latin script while preserving conditions for the use of Cyrillic [18]. In digital practice, Latin- and Cyrillic-script versions of Uzbek texts continue to coexist. A shift from lotin ‘Latin’ to кирилл ‘Cyrillic’ may therefore be intralingual transliteration rather than a switch from Uzbek to Russian. The equation “different script = different language” is particularly hazardous in automated corpus annotation.

The Daryo page demonstrates the institutionalization of this digraphia: a separate Kirill version exists alongside Uzbek Latin-script, Russian, and English channels. At least three axes must be distinguished here: language, script, and distribution channel. The same Uzbek material may appear in two scripts; Russian in Cyrillic; and English in Latin. A visual match between scripts therefore does not guarantee a match between languages.

At word level, graphic hybridization appears in the retention of English capitalization and the attachment of an Uzbek affix: UFC 324ga, Direct ga. The second example is especially informative: the directional suffix -ga is separated from the stem by a space. Morphologically the construction is unified, but graphically the author marks the interface label as foreign. Elsewhere the affix is written solid – heyterlarga, propiskadan. Variation among solid, hyphenated, and spaced spellings reflects incomplete orthographic conventionalization, not the absence of a grammatical relation.

Further variation is created by different apostrophe characters in o‘zbek, O'zbekiston, bo‘ylab, and similar forms. For visual reading, the distinction among a straight apostrophe, a typographic

apostrophe, and a modifier letter may be negligible; for search and corpus processing, however, it is critical, because visually similar strings contain different Unicode code points. Research on Uzbek digital material therefore requires normalization of a working copy while preserving the original text.

5. Pragmatic Functions of Mixed Code

Contextual analysis makes it possible to identify several functions of multilingual and hybrid units. These functions may overlap; a single form need not have only one motivation.

• Naming economy. The short forms Direct, MyGov, UFC, and vlog denote digital objects or genres without an extended description.

• Terminological function. Onlayn, podkast, parking, and dayjest place a message within contemporary media, technological, or commercial domains.

• Audience-design function. Russian–Uzbek forms may orient a text toward an urban bilingual audience, whereas English-language elements presuppose recognition of a global digital code.

• Evaluative-expressive function. Super, heyter, and kambek heighten the emotional force of a sports headline and sustain a dynamic media style.

• Identificational function. The mixed names Poytaxt Parking and O‘zbekistonlik.Podcast simultaneously mark local affiliation and an international format.

• Navigational function. The interface term Direct indicates not only a meaning but also a specific path for the user’s action within the platform.

• Metadiscursive function. PODKAST, Podcast, and dayjest name the genre of the message itself, helping the addressee anticipate its structure.

From the perspective of interactional sociolinguistics, language choice creates contextualization cues: it shifts tone, highlights a quoted or evaluative fragment, and signals group affiliation [6; 10]. In digital text, this work is performed not only by languages but also by capitalization, spaces, hyphens, hashtags, and brand styling. The pragmatics of hybridization should therefore be analyzed multimodally, even when the present article focuses on the verbal layer.

6. Platform Specificity

The Telegram data come primarily from media channels. Their posts are concise, structurally complete, and designed for rapid reading. Foreign stems are generally written in Uzbek Latin script and take Uzbek affixes without graphic separation: zapravkada, prevyuda, heyterlarga, propiskadan. This suggests a higher degree of editorial integration than in some commercial Instagram captions.

At the same time, Telegram facilitates the segmentation of audiences by language and script. Daryo’s parallel channels allow each stream to maintain a relatively homogeneous linguistic surface without relinquishing multilingual reach. Thus, a low frequency of overt in-text switching within an individual channel does not imply that the media system as a whole has a low degree of multilingualism.

An Instagram caption is closely coupled with the product image, interface buttons, and a call to action. This encourages compression: part of the meaning is conveyed visually, while the text concentrates on price, availability, delivery, and ordering method. In this environment, Direct ga, magazinim, Nalichiyda, and Dastavka are functionally convenient even when their spelling does not conform to an established literary norm.

Commercial orientation intensifies the mixing of three resources: Uzbek provides direct address to a local audience, Russian supplies familiar colloquial retail vocabulary, and English contributes interface and marketing markers. The non-standard separation of -ga from Direct shows that the user perceives the English label as a visually autonomous block while integrating it grammatically into the Uzbek sentence.

Mixed genre labels are particularly salient on YouTube: super podkast, O‘zbekistonlik.Podcast, and Ilm VS Texnologiya. A headline must simultaneously identify the topic, signal the format, and attract attention. English and international elements function as concise genre cues, while the Uzbek component states the subject and localizes the audience.

Video hosting also encourages the use of hashtags and recurring labels. English-language tags may increase cross-linguistic recognizability of a topic, but any claim about their actual effect on algorithmic promotion would require platform data. Within discourse analysis, it is more accurate to speak of a strategy of projected visibility: the author formats metadata as though it were addressed simultaneously to the user and the search system.

7. Discussion: From Individual Insertion to Networked Norm

The findings confirm that Uzbek internet discourse is characterized not by a single homogeneous “mixture,” but by a continuum of contact phenomena. At one end are graphically unaltered names and interface labels whose use is motivated by precise reference: MyGov, Direct, and UFC. Next come nonce insertions and partially adapted stems: heyter, kambek, and prevyu. Still closer to the Uzbek system are the reproducible forms onlayn and podkast, which in some contexts are no longer perceived as switches to another language. Finally, Russian everyday stems may be deeply embedded in the local colloquial repertoire while remaining stylistically marked.

Structurally, the insertional model predominates: a foreign lexeme is incorporated into an Uzbek morphosyntactic frame. This is explained not only by social prestige or globalization, but also by the typology of Uzbek. Agglutinative affixes can mark syntactic relations unambiguously while preserving a recognizable stem. The forms zapravkada and heyterlarga are simultaneously intelligible to a bilingual addressee and transparent in terms of Uzbek grammar.

An important finding is the distinction among three dimensions: language, script, and platform. An English lexeme may be written in Uzbek Latin orthography; an Uzbek text may be written in Cyrillic; and a single media brand may maintain separate Russian, English, and two Uzbek script versions. If analysis is reduced to visual script recognition, many of these relations will be misclassified.

M. Sakurama Nakamura’s study demonstrates the functional significance of Uzbek–Russian code-switching in contemporary communication in Uzbekistan [14]. The digital data presented here extend this line of inquiry by examining written morphology and platform architecture. Online, switching may take the form not only of a sequence of utterances in different languages, but also of a microscopic boundary within a word, a branded name, or the distribution of versions across channels.

The study is limited by the small purposive sample, the absence of demographic data about authors, and the impossibility of reconstructing authorial intention from a post alone. Future research requires a balanced corpus annotated for platform, genre, stem language, affixes, script, and communicative function; interviews with authors and comparisons between editorial and user-generated texts would also be valuable.

8. Normative and Educational Implications

Descriptive analysis does not invalidate norms, but it does require their differentiated application. In official and educational communication, codified Uzbek equivalents should be preferred when they are precise and widely used, while the spelling of loanwords and affixes should be standardized. In informal, advertising, and sports discourse, variation may serve a pragmatic function; mechanically replacing every contact element may therefore alter the text’s tone and audience orientation.

Editorial practice would benefit from a unified list of established digital terms; a rule for writing Uzbek affixes after Latin-script brands and abbreviations; standardization of the symbols o‘ and g‘; preservation of the original form of registered names; and separate language and script labels in archives. In a research corpus, the original spelling should be stored alongside a normalized version.

In Russian and Uzbek language teaching, social-media data can be used to develop critical linguistic competence. Rather than treating “right or wrong?” as the only question, students should be guided through a sequence of steps: identify the matrix language; isolate the stem and affix; establish the likely channel of borrowing; describe the function; propose a standard equivalent; and explain whether the pragmatics would change. This analysis develops an understanding of language both as a system and as social action.

Conclusion

The analysis supports the following conclusions.

• Uzbek internet discourse constitutes a networked multilingual system in which Uzbek, Russian, and English resources are distributed across text, script, genre, and platform architecture.

• In the mixed constructions examined, Uzbek generally retains the role of matrix code: it determines syntax and marks foreign stems for case, number, and possession.

• The most productive pattern is morphological hybridization through insertion: zapravka-da, heyter-lar-ga, propiska-dan, magazin-im, and UFC 324-ga. These forms are structurally ordered rather than random.

• The Russian component is more often associated with historically entrenched urban and everyday vocabulary, whereas the English component is associated with interfaces, technology, branding, sport, and media genres. This distinction is a tendency within the sample, not a universal frequency pattern.

• Code-switching must be distinguished from established borrowing. In some contexts, onlayn and podkast function as elements of Uzbek lexis, whereas Direct, MyGov, and VS retain perceptible code autonomy.

• Latin–Cyrillic variation in Uzbek digital space is not equivalent to multilingualism: two scripts may serve a single language. Accurate analysis requires independent labels for language and writing system.

• Platform affects the form of language contact: Telegram combines morphological integration with parallel language channels; Instagram intensifies commercial compression and graphic variation; and YouTube foregrounds hybrid headlines and metadata.

Language hybridization in Uzbek internet discourse thus reflects not the erosion of Uzbek boundaries, but their functional reconfiguration in digital communication. Foreign stems are incorporated into Uzbek grammar, while code choice becomes a resource for naming, evaluation, audience design, and platform navigation. A scholarly account of this process must consider social repertoire, word structure, script, and technological environment simultaneously.

References

1. Androutsopoulos J. Introduction: Sociolinguistics and computer-mediated communication // Journal of Sociolinguistics. 2006. Vol. 10, no. 4. P. 419–438. DOI / URL
2. Androutsopoulos J. Code-switching in computer-mediated communication // Pragmatics of Computer-Mediated Communication / ed. by S. C. Herring, D. Stein, T. Virtanen. Berlin; Boston: De Gruyter Mouton, 2013. P. 667–694. DOI / URL

3. Androutsopoulos J. Networked multilingualism: Some language practices on Facebook and their implications // International Journal of Bilingualism. 2015. Vol. 19, no. 2. P. 185–205. DOI / URL
4. Auer P. (ed.). Code-Switching in Conversation: Language, Interaction and Identity. London; New York: Routledge, 1998. DOI / URL
5. Crystal D. Language and the Internet. 2nd ed. Cambridge: Cambridge University Press, 2006. DOI / URL
6. Danet B., Herring S. C. (eds.). The Multilingual Internet: Language, Culture, and Communication Online. New York: Oxford University Press, 2007. DOI / URL
7. Fierman W. Language Planning and National Development: The Uzbek Experience. Berlin; New York: Mouton de Gruyter, 1991. DOI / URL
8. García O., Li Wei. Translanguaging: Language, Bilingualism and Education. London: Palgrave Macmillan, 2014. DOI / URL
9. Gumperz J. J. Discourse Strategies. Cambridge: Cambridge University Press, 1982. DOI / URL
10. Kelly-Holmes H. Multilingualism and Technology: A Review of Developments in Digital Communication from Monolingualism to Idiolingualism // Annual Review of Applied Linguistics. 2019. Vol. 39. P. 24–39. DOI / URL
11. Muysken P. Bilingual Speech: A Typology of Code-Mixing. Cambridge: Cambridge University Press, 2000. DOI / URL
12. Myers-Scotton C. Duelling Languages: Grammatical Structure in Codeswitching. Oxford: Clarendon Press, 1993. DOI / URL
13. Poplack S. Sometimes I'll start a sentence in Spanish y termino en español: toward a typology of code-switching // Linguistics. 1980. Vol. 18, no. 7–8. P. 581–618. DOI / URL
14. Sakurama Nakamura M. Beyond Bilingualism: A Discourse Analysis of Uzbek-Russian Code-Switching in Contemporary Uzbekistan // Turkophone. 2025. Vol. 11, no. 3. P. 118–137. DOI / URL
15. Sebba M., Mahootian S., Jonsson C. (eds.). Language Mixing and Code-Switching in Writing: Approaches to Mixed-Language Written Discourse. New York; London: Routledge, 2012. DOI / URL
16. Goroshko E. I. Sovremennaya internet-kommunikatsiya: struktura i osnovnye parametry [Contemporary Internet Communication: Structure and Key Parameters] // Internet-kommunikatsiya kak novaya rechevaya formatsiya [Internet Communication as a New Speech Formation] / ed. T. N. Kolokoltseva, O. V. Lutovinova. Moscow: FLINTA: Nauka, 2012. Pp. 9–52. DOI / URL
17. Goroshko E. I., Polyakova T. L. K postroeniyu tipologii zhanrov sotsial'nykh mediy [Toward a Typology of Social-Media Genres] // Zhanry rechi [Speech Genres]. 2015. No. 2 (12). Pp. 119–127. DOI / URL
18. Republic of Uzbekistan. Law No. 931-XII of 2 September 1993 "On Introducing the Uzbek Alphabet Based on the Latin Script" (as amended). DOI / URL
19. Republic of Uzbekistan. Law No. 167-I of 21 December 1995 "On Amendments and Additions to the Law of the Republic of Uzbekistan 'On the State Language'" (revised version of the Law "On the State Language," as amended). DOI / URL