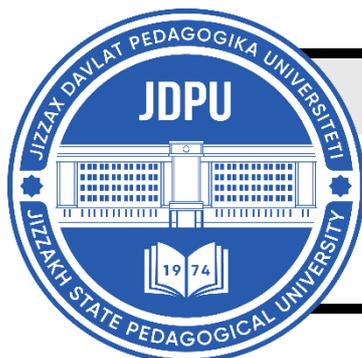


**MENTAL ENLIGHTENMENT SCIENTIFIC –
METHODOLOGICAL JOURNAL****MENTAL ENLIGHTENMENT SCIENTIFIC –
METHODOLOGICAL JOURNAL**<http://mentaljournal-jspu.uz/index.php/mesmj/index>**MODERN KOREAN LANGUAGE: DEVELOPMENT TRENDS
AND FUNCTIONAL CHARACTERISTICS****Munira Abduvaliyevna Baymatova***Senior lecturer of Korean Language, Department of translation and interpreting studies
Silk Road International University of Tourism and Cultural Heritage**E-mail: munira.baymatova@univ-silkroad.uz**Tashkent, Uzbekistan***ABOUT ARTICLE**

Key words: modern Korean language, language changes, Anglicisms, digital communication, cultural norms, trends, digital technology, netizens, nonverbal expressions, youth slang.

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Abstract: This article examines the main trends in the development of the modern Korean language in the context of globalization and digitalization. It analyzes changes in vocabulary, grammar, and speech practices associated with the active borrowing of Anglicisms and the influence of digital media and youth culture. Particular attention is paid to the role of social networks and mass culture in the formation of new linguistic norms. The study shows that the modern Korean language is characterized by high dynamism and flexibility, reflecting social and cultural processes in Korean society.

Introduction. Language, by its very nature, is part of culture. This is because it reflects cultural values and norms. For example, language contains various sayings and expressions that directly convey cultural norms, slang vocabulary, and cultural trends that change over time.

Language and culture are intertwined. Sometimes it is impossible to understand one without the other. They are components of each other. How people communicate with each other using verbal and nonverbal cues depends on the cultural context in which they live.

Korean culture is diverse, which has influenced the development of the Korean language. In this regard, studying the cultural characteristics of Korea is essential in the process of learning Korean.

Korean culture has significantly influenced the creation of expressions, grammatical structures, and norms in the Korean language. Integrating cultural aspects into the learning process contributes to a deeper understanding of the language and its subtleties. Knowledge of Korean culture enriches the language and contributes to the development of cultural competence [13].

South Korea brought K-pop and dramas to the world. Korean is one of the fastest-growing languages in the world, surpassing traditionally popular competitors such as Chinese in many markets, reflecting a global phenomenon that many call the “Korean Wave.”

According to the Duolingo company’s annual report, Korean was the seventh most popular language on the Duolingo app in 2022. And it has been particularly successful in parts of South and Southeast Asia, as the most studied foreign language in the Philippines and close to first place in Thailand, Indonesia, and Pakistan.

Although Chinese, which for many years was considered the business language of the future, remains the second most widely spoken language in the world, thanks in part to China's huge population, it has ranked eighth on Duolingo for the past few years, behind Korean.

According to the report, Korean is the second most studied Asian language on Duolingo, just behind Japanese. Duolingo, which has more than 500 million users worldwide, ranks Korean above Chinese, Russian, and Hindi, but behind Italian. English and Spanish still occupy the top two spots in the app.

In the 21st century, the Korean language is evolving amid intense social, cultural, and technological changes. Globalization, the expansion of Korea's international contacts, and the rapid development of digital technologies are having a significant impact on the language system and speech practices of native speakers [6].

Recent advances in information technology and growing interest in expanding ties between different countries and peoples are opening up new types and forms of communication, the effectiveness of which depends entirely on mutual understanding between cultures and respect for the culture of communication partners. The necessary conditions for effective communication between two representatives of different cultures determine the behavior model of communication partners by factors such as foreign language proficiency, knowledge of the material and mental culture of another person, moral values, worldview, etc.

Languages change depending on time and place. They evolve to find ways to communicate easily. More and more, society is moving towards short, simple, and understandable words rather than complex and long expressions. Naturally, they are used more often and convey meaning more accurately. Because of their universality, these words

often enter the dictionary as neologisms, and words that have no etymology or origin sometimes become national catchphrases.

The relevance of this study is due to the need for a systematic analysis of contemporary linguistic processes in the Korean language, including changes in vocabulary, stylistics, and communicative norms. The purpose of this article is to identify the main trends in the development of the modern Korean language and to determine the factors influencing its transformation.

The objectives of the study include:

1. analyzing lexical changes in the modern Korean language;
2. examining the influence of Anglicisms and digital media;
3. describing the characteristics of youth language behavior.

Materials and methods. The study employed a comprehensive approach that included descriptive and comparative analysis methods. The research material consisted of examples from contemporary Korean media, social networks (YouTube, Instagram, KakaoTalk), and popular culture texts (dramas, K-pop).

Linguistic observation was used to identify current language trends, and contextual analysis was used to determine the functions of new language units in real communication [15].

In 2003, Professor Im Kyu-hong (임규홍) of Kyungsang University's Department of Korean Language and Literature published a report on "Linguistic Analysis of Television Program Names Consisting of Borrowed Words on Korean Television" (한국 텔레비전 방송의 외래어 프로그램 이름에 대한 언어학적 분석), which also included practical research on the names of Korean television programs. Five Korean television channels were selected as the subject of the study: Korean Television 1 (한국 방송 1), Korean Television 2 (한국 방송 2), Culture Channel (문화 방송), Seoul Television (서울 방송), and Seoul and Incheon Television (경인 방송). It showed the percentage of programs with titles such as "borrowed (Sino-Korean) word + Sino-Korean (borrowed) word," "native Korean (borrowed) word + borrowed (native Korean) word," and "borrowed word only."

The results showed that the total percentage of programs with titles consisting of borrowed words was 61.2% of the total number of television programs. Looking at this data, one cannot help but be concerned about the linguistic situation on Korean television. After all, the media is one of the most important conduits and sources of information in society, exerting a huge influence on it [1].

There is even a quiz called "댕바람 퀴즈" where older participants shake their heads when they hear youth neologisms such as "술까말," "갑툭튀," "뜯보잡," "얼폭," and "안습."

However, these words are used more often in communication than the lion's share of the language used by the older generation.

Let's look at these examples:

- 술까말 (솔직히 까고 말해서) means “to be honest and straightforward,”
- 갑툭튀 (갑자기 툭 튀어 나와서) means “to suddenly jump out,”
- 듣보잡 (듣도 보도 못한 잡놈) means “unheard of,”
- 열폭 (열등감 폭발) means “an explosion of inferiority complex,”
- 안습 (안구에 습기) means “moisture in the eyes” (tears are about to fall).

These neologisms, saturated with Korean variants, can also become a barrier to communication between older and younger generations on social networks (SNS) [12].

Korean food, or K-food, has conquered the world with its unmatched taste and health benefits. Along with this, Korean food culture has had a significant impact on the emergence of words, expressions, and idioms in the Korean language. Today, Koreans use many specialized phrases that contain the names of Korean dishes, but each of these phrases has its own specific meaning.

Let's look at some examples of such expressions and the situations in which they are used.

The first example is the expression “김칫국부터 마시지 말라.” Literally translated from Korean into English, this proverb means “Don't start eating with kimchi soup.” Traditionally, rice cakes in Korea are served with kimchi soup to avoid choking and promote proper digestion, so it is necessary to wait for the rice cakes before eating the soup. This phrase is a proverb, and its English equivalent is “Don't count your chickens before they hatch.” In this regard, the Korean proverb “김칫국부터 마시지 말라” means starting an action too early, before the previous action has been completed.

A well-known expression is “파김치가 되었다.” Literally, this phrase translates as “to become kimchi from green onions.” Figuratively, this phrase means extreme fatigue, exhaustion, “to be squeezed like a lemon.” This meaning is associated with the process of making kimchi from green onions.

In the process of making kimchi from green onions with various seasonings, the onions become fermented, that is, they undergo a fermentation process in which the product loses its appearance and becomes limp. Therefore, this expression is perfect for describing a person who is exhausted and very tired [13].

Thus, we have examined several well-known cultural features that have had a significant impact on the formation of the Korean language. It should be noted that there are many cultural aspects that have influenced the language.

Result and discussion. The first thing that the digital environment changed was our perception of space and time. Traditional ideas about space and time connected humans and nature at the level of personal experience. However, modern space and time, which emerged thanks to the development of railways and communication technologies, eliminated the “gap” between spaces and times, as well as between times. Digital media has further accelerated this process by eliminating the traditional chronological concept of past, present, and future.

People have always interacted through symbolic exchange, and the media facilitates this interaction.

Werner Faulstich (2007), a German media historian, defines the media not simply as “a technical means or instrument for transmitting information.” He defines the media as “an institutionalized system surrounding an organized channel of communication that has social dominance and specific capabilities.” The media, as a mechanism that mediates the process of social interaction, is a communication system that has a decisive influence on the social relations surrounding it [4].

Digital media and smart devices have accelerated the spread of information. Written language, albeit fragmented, has become more widespread than ever before. The digital environment that surrounds us has fundamentally changed the conditions of speech, the context of discourse, and the means of linguistic expression.

As written media became digitized and networked, the mechanisms of language exchange changed. This is not a superficial change in language, but rather a shift in terms of discourse. It blurs the distinctions between authority and non-authority, expert and amateur, speaker and listener within language itself. In an era of ubiquitous interconnectedness, the changing environment for writing has led to a change in the very nature of language as a tool.

Analysis of linguistic material has shown that one of the most notable trends in modern Korean is the active borrowing of Anglicisms. Words such as *콘텐츠* (content), *피드백* (feedback), and *셀카* (selfie) are widely used in everyday and professional speech. Borrowed units undergo phonetic and morphological adaptation in accordance with the norms of the Korean language.

The vast vocabulary of the Korean language consists of Sino-Korean words, which enriched the Korean language until the 20th century.

However, in recent times, the Korean language has been enriched through European and American languages. Although borrowings enrich the language, they also pollute it [9].

Nowadays, Western words are used not only in commerce and culture, but also in politics and the armed forces. Speeches in the media are difficult to use as examples of public speeches because they increasingly contain unfamiliar words and terms. Every day, dozens of new terms appear in newspapers, radio broadcasts, and on the Internet. It is impossible to consider and translate all foreign words into Korean.

Despite the fact that South Korea has its own language, as the country developed, various neologisms appeared, mixing English, Chinese, Japanese, Latin, and even Russian. It is safe to say that the degree of abuse of these languages is worse here than in North Korea, where the pure Korean language is still successfully used.

The results confirm that changes in modern Korean are systematic and caused by external and internal factors. On the one hand, globalization contributes to the penetration of foreign language elements, primarily from English. Culture is forced to accept newly invented words and terms. In particular, articles related to clothing (fashion) are flooded with foreign languages. In many cases, it is difficult to find an alternative to a word, but there are also articles that ignore existing Korean words. Along with culture, more and more new phenomena and concepts that were previously unknown are bursting into our everyday lives. We need to define these concepts, and we borrow definitions from English, or rather, its American version.

In addition, the Korean writing system (Hangul) is complex in other respects. While computer resources can help students easily memorize and practice writing, the complexities of Sino-Korean words (한자어), honorific expressions (존댓말), and speech levels (e.g., 해요체, 합시다체) are more likely to be taught by a human teacher in a specific context. Technology does not necessarily facilitate or embellish these points, so misunderstandings or social forgetfulness may arise when communicating with people in real-life situations [8].

Moreover, overuse of tools such as Google Translate or DeepL can be detrimental to students' language processing abilities. Instead of constructing sentences independently, students may rely on machine-generated versions, which may lack idiomatic expressions and cultural allusions. This can lead to weak productive skills, especially when completing written and oral assignments.

On the other hand, internal language dynamics manifest themselves in the creative reinterpretation of borrowings and the formation of new linguistic norms. Despite concerns about “cluttering” the language, most linguists note that such processes are natural for a living

language. The Korean language demonstrates the ability to maintain its structural integrity by adapting new elements to its own system.

This trend is fueled by the recent wave of new, often incomprehensible words being used in television and radio broadcasting. Even on television, these harsh abbreviations and slang are broadcast without any filters, and sometimes without explanation through subtitles. KBS announcer Kim Tae-kyu noted that “young people and internet users easily use such expressions, and this has a huge ripple effect on the language,” and that “There is no fundamental obsession with standard language, but we need to create an atmosphere in which our social climate allows young people and internet users to refrain from excessive use of slang and profanity.”

Conclusion. Since “their language (the language of the internet and youth)” has already spread, it is not easy to replace it, even if it is the standard language. Let's take a closer look at “their language,” whether it is native or foreign. The language of young people and netizens, the language of the military, the language of certain professions such as the media, etc., sometimes takes on bizarre forms.

The language used by young people and netizens is evolving as rapidly as the spread of high-speed Internet networks and high-speed portable devices. If, at the dawn of the Internet more than ten years ago, abbreviations of words and phrases such as “열공” (열심히 공부하다 - to study diligently), “방가방가” (반갑습니다 - nice to meet you), and language for use on the Internet, in recent years, abbreviated words and sentences, or words that have become so alien that they are perceived as alien, are used without any filtering. If a phrase is frequently used on the Internet and can be expressed in a more humorous way, it becomes the standard language for young people [5].

Modern Korean is a dynamic and actively developing system that responds sensitively to social and technological changes. Over the past two decades, South Korean exports have spread across the globe: from K-pop and Korean dramas to cosmetics, fashion, and food products.

The country has become an international cultural giant—so much so that the Oxford English Dictionary added more than 20 words of Korean origin in 2021, stating, “We are all riding the Korean wave.” Borrowings, digital communication, and youth culture play a key role in shaping new linguistic trends.

This study showed that further research into modern Korean requires an interdisciplinary approach and consideration of the sociocultural context. The results of this work can be used in courses on Korean studies, sociolinguistics, and applied linguistics.

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