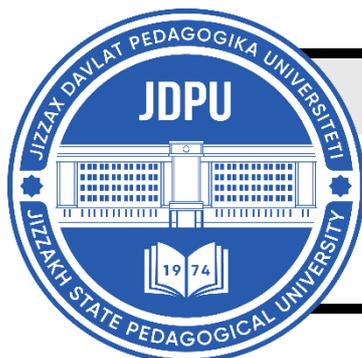


**MENTAL ENLIGHTENMENT SCIENTIFIC –
METHODOLOGICAL JOURNAL****MENTAL ENLIGHTENMENT SCIENTIFIC –
METHODOLOGICAL JOURNAL**<http://mentaljournal-jspu.uz/index.php/mesmj/index>**DIGITAL AND INTERNET BORROWINGS AS A FACTOR OF
INTERCULTURAL DIALOGUE: LINGUISTIC ANALYSIS IN THE MATERIAL OF
RUSSIAN AND UZBEK INTERNET-DISOURSE****Yulduz Nabiyevna Rakhimova***Teacher of Uzbekistan State World Languages University
Tashkent, Uzbekistan***ABOUT ARTICLE**

Key words: Borrowings, digital borrowings, internet borrowings, cyber-space, cross-cultural communication, digital age, bicultural or multicultural identities.

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Abstract: The globalization of digital communication has intensified intercultural exchange and reshaped linguistic practices across languages. One of the most visible manifestations of this phenomenon is the proliferation of digital and internet borrowings—lexical items originating in one language that spread into others through online interaction. This article investigates digital borrowings in Russian and Uzbek internet discourse, exploring their nature, functions, and roles in fostering intercultural dialogue. Drawing on a corpus of social media posts, blogs, and discussion forums, we analyze the frequency, types, and semantic adaptation of borrowings. Our findings indicate that digital borrowings not only reflect technical and cultural influences from global digital cultures but also serve as tools for negotiation of identity, social positioning, and cross-cultural communication. We conclude that digital borrowings in Russian and Uzbek internet discourse constitute both linguistic innovation and pragmatic strategies that contribute to intercultural dialogue in the digital age.

Introduction. In the era of the internet, language contact extends beyond physical borders into a dynamic cyber-space where speakers of diverse linguistic and cultural backgrounds converge. Digital communication platforms enable rapid dissemination of lexical

items across languages, resulting in what scholars term digital and internet borrowings: lexical transfers propagated primarily through online interactions (Danet & Herring, 2007). These borrowings include technical terms (e.g., blog, like, hashtag), cultural concepts (e.g., meme), and hybrid forms adapted to local linguistic structures. As global digital culture evolves, such borrowings increasingly shape online discourse and stimulate intercultural exchange.

The languages of the post-Soviet space, particularly Russian and Uzbek, provide fertile ground for studying digital borrowings. Russian, historically a lingua franca in the region, exhibits extensive integration of English borrowings in digital contexts (e.g., комментарий, тренд, стрим). Conversely, Uzbek—a Turkic language undergoing rapid modernization—demonstrates dynamic lexical adaptation, often integrating English borrowings and Russian influences in its internet discourse (e.g., интернет, selfi, online). The interaction between global digital lexicon and the linguistic ecologies of Russian and Uzbek online communities raises key questions about intercultural dialogue.

This study aims to examine the nature, adaptation, and communicative roles of digital borrowings in Russian and Uzbek internet discourse and to assess how these borrowings function as factors of intercultural dialogue. Specifically, we ask:

1. What types of digital and internet borrowings are most prevalent in Russian and Uzbek online discourse?
2. How are these borrowings linguistically adapted in each language?
3. In what ways do digital borrowings facilitate intercultural dialogue and identity negotiation among Russian and Uzbek online users?

Methods

Data Collection

We compiled a corpus of internet discourse texts from widely used Russian and Uzbek digital platforms. For Russian discourse, data were drawn from VKontakte (VK) posts, Russian-language Twitter tweets, and public blogs on platforms such as LiveJournal. For Uzbek discourse, we collected data from Facebook groups popular in Uzbekistan, Uzbek language blogs, and Uzbek tweets. The sampling criteria aimed for representativeness of everyday online communication, focusing on texts produced between 2020 and 2024.

The final corpus consists of:

Russian internet discourse: ~250,000 words

Uzbek internet discourse: ~200,000 words

Data Analysis

We conducted both quantitative and qualitative analyses:

1. Lexical Extraction and Classification

Using computational text processing tools, we identified candidate borrowings based on non-native orthography, presence in borrowings lexicons, and comparison with English source forms. Borrowings were categorized by source (e.g., English, other languages), phonological integration, morphological adaptation, and semantic fields.

2. Contextual Usage Analysis

We performed close reading of representative contexts to determine pragmatic functions, collocational patterns, and user attitudes toward borrowings.

3. Intercultural Dialogue Indicators

Borrowing usage was analyzed for markers of intercultural communication—such as multilingual code-switching, cultural references, and expressions of identity.

Results

Quantitative Findings

1. Frequency and Distribution

English-origin borrowings predominate in both corpora, comprising approximately 72% of all identified digital and internet loanwords in Russian discourse and 85% in Uzbek discourse.

Russian discourse exhibits a greater diversity of borrowings from other languages (e.g., French *déjà vu*, Arabic-origin internet slang), whereas Uzbek borrowings are overwhelmingly from English.

2. Semantic Domains

Borrowings fall into several major semantic domains:

Semantic Domain	Russian Corpus (%)	Uzbek Corpus (%)
Technology & Social Media	48%	56%
Youth & Pop Culture	22%	18%
Internet Practices	18%	15%
Commercial/Marketing	7%	6%
Miscellaneous/Other	5%	5%

Examples include:

лайк (like)

хештег (hashtag)

стрим (stream)

стартап (startup)

инфлюенсер (influencer)

Uzbek examples include orthographically adapted items like selfi (instead of English selfie), online, download qilmoq (with Uzbek verb qilmoq 'to do').

3. Morphological and Phonological Adaptation

Borrowings show integration patterns that reflect each language's phonological and morphological systems:

In Russian, borrowings often adopt Russian inflectional endings (e.g., лайки, стримы).

In Uzbek, borrowings are adapted through vowel harmony and suffixation (e.g., internetda 'on the internet', update qilish 'to update').

Qualitative Findings

1. Borrowings as Tools of Identity and Group Membership

Digital borrowings often function as markers of social identity. In Russian discourse, younger users deploy borrowing-rich speech to signal digital savvy and alignment with global youth culture. For example:

Новый стрим был огонь, бабки на донаты пошли сразу!

(The new stream was fire, we got donations right away!)

Here, стрим and донаты (donations) index participation in global livestreaming culture.

In Uzbek discourse, borrowings contribute to hybrid linguistic identities. For instance:

Kecha online dars juda qiziqarli edi, hamma feedback berdi.

(Yesterday's online class was very interesting, everyone gave feedback.)

The code-switch between Uzbek blocks of text and feedback illustrates a merging of local and global communicative repertoires.

2. Borrowings in Intercultural Interaction

Borrowed terms often accompany references to globalized practices and cultural codes, facilitating intercultural exchange. For instance, Russian speakers in online gaming communities use English-based jargon (e.g., gg, noob, nerf) that connects them with international gaming cultures.

Similarly, Uzbek internet users incorporate English borrowings when engaging with global topics:

TikTok videolarini upload qilib qo'ydim, ko'p views oldi.

(I uploaded the TikTok videos, they got many views.)

Such usage contributes to communal understanding across linguistic boundaries, since terms like TikTok, upload, and views are globally recognized.

Discussion

Linguistic Integration and Adaptation

Our analysis shows that digital borrowings in Russian and Uzbek internet discourse undergo varying degrees of adaptation. Russian has established morphological integration patterns due to its long history of language contact with English and other European languages. English borrowings are easily inflected and phonologically accommodated.

In contrast, Uzbek—historically influenced by Persian, Arabic, and Russian—demonstrates adaptive strategies that align borrowings with its agglutinative structure. Borrowings enter discourse often as stems to which Uzbek affixes attach, resulting in hybrid formations like *message yozmoq* ('to write a message').

These patterns reveal language-specific strategies of lexical incorporation that balance global influences with local norms. Rather than displacing native vocabulary, borrowings often co-exist with equivalent terms (e.g., *onlayn / internet orqali*), with usage conditioned by context, speaker identity, and stylistic preferences.

Intercultural Dialogue Through Borrowings

Borrowings act as linguistic bridges facilitating intercultural dialogue in multiple ways:

Shared Digital Vocabulary: Borrowed terms often consist of globally established referents (e.g., *hashtag, like*), enabling seamless participation in worldwide digital cultures.

Code-Switching as Cultural Signal: Multilingual users engage in code-switching that reflects bicultural or multicultural identities, situating themselves simultaneously within local and global communicative spheres.

Negotiation of Meaning: Borrowings carry cultural connotations that invite negotiation. For instance, *meme* may be discussed with varying levels of cultural awareness in Russian and Uzbek contexts, prompting explanation and thus intercultural communication.

Identity Performance: Through the selective use of borrowings, internet users project identities aligned with international trends, local values, or hybrid sensibilities. This performance becomes a form of cultural dialogue, even when interlocutors share the same native language.

Socio-Cultural Factors Affecting Borrowing Usage

The prominence of borrowings correlates with factors such as age, digital literacy, and exposure to global media. Younger internet users and those engaged in international online spaces are more likely to adopt borrowings extensively. In contrast, older or more conservative speakers prefer native or standardized forms, reflecting differing attitudes toward globalization.

In Uzbekistan, the legacy of Russian influence interplays with contemporary English-based borrowings, generating a rich multilingual mix. This hybrid environment encourages users to switch between Russian, Uzbek, and English elements, creating a linguistically fluid space conducive to intercultural understanding and negotiation.

Conclusion. This study demonstrates that digital and internet borrowings play a significant role in shaping online discourse in both Russian and Uzbek digital environments. Borrowings are not mere lexical imports; they are dynamic linguistic tools that reflect and facilitate intercultural interaction.

Key conclusions include:

1. Borrowings are widespread and semantically diverse, predominantly originating from English and reflecting global digital culture.

2. Linguistic adaptation processes vary by language, illustrating language-specific strategies of integration that maintain native grammatical coherence.

3. Digital borrowings function as facilitators of intercultural dialogue, enabling shared understanding, identity negotiation, and participation in global communicative practices.

4. These findings underscore the intricate relationships among language, culture, and digital communication. As internet connectivity expands, digital borrowings will likely continue to evolve, serving as markers of intercultural engagement and linguistic creativity.

Future research should explore attitudinal dimensions of borrowing use, investigate other language pairs in multilingual digital spaces, and consider longitudinal changes in borrowing patterns as digital culture develops.

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