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Digital Borrowings as a Factor of Intercultural Dialogue: A Linguistic Analysis of Russian and Uzbek Internet Discourse

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Abstract. This study investigates digital borrowings in Russian and Uzbek internet discourse and their role in intercultural communication. Based on a corpus of approximately 10,000 text fragments from social media and online platforms (2022–2025), the research applies content analysis, comparative analysis, discourse analysis, and descriptive linguistics. The findings show that English is the primary source of digital borrowings. Russian demonstrates morphological integration of borrowed elements, while Uzbek adapts borrowings through agglutinative affixation. The study concludes that digital borrowings function as both linguistic tools for naming new technological realities and as mechanisms that facilitate intercultural communication and the formation of a shared digital space.

Keywords: digital borrowings, internet discourse, intercultural communication, Russian, Uzbek, Anglicisms

Introduction. Globalization and rapid digital transformation have significantly reshaped contemporary language systems. The internet has become a major space for intercultural communication, leading to intensified lexical borrowing across languages. A particularly prominent phenomenon is digital borrowing, where English serves as the dominant donor language. Terms such as like, post, chat, stream, blog, hashtag, and podcast have become widespread in both Russian and Uzbek online discourse. For Russia and Uzbekistan, studying these processes is especially important due to the rapid development of digital communication, social networks, and global integration.

Research Problem. Despite the widespread use of digital borrowings, there is a need to understand how they are adapted differently in structurally distinct languages such as Russian (fusional) and Uzbek (agglutinative), and how they contribute to intercultural communication.

Aim is to analyze the linguistic features of digital borrowings in Russian and Uzbek internet discourse and determine their role in intercultural communication.

Research Questions are as follow:

- What types of digital borrowings are most frequent in Russian and Uzbek internet discourse?
- How are these borrowings adapted in each language?
- What role do they play in intercultural communication?

Hypothesis. Digital borrowings function as a universal communicative tool that contributes to the formation of a shared digital space across linguistic boundaries.

Methods. Corpus. The study is based on approximately 10,000 text fragments collected from:

Telegram

Instagram





Facebook

YouTube

TikTok

Online news portals and blogs

The data covers the period 2022–2025 and includes Russian- and Uzbek-language internet discourse.

Methods Used

Content analysis: identification of frequent digital borrowings

Comparative analysis: comparison of adaptation patterns in Russian and Uzbek

Discourse analysis: examination of communicative functions in online interaction

Descriptive method: classification and systematization of linguistic data

Results. Sources of Digital Borrowings. The analysis shows that English is the dominant source of digital vocabulary in both languages.

Common borrowings include:

Social media: like, post, stories, blogger, follower

Communication: chat, messenger, stream, webinar, podcast

Marketing: content, targeting, brand, influencer

IT terminology: server, browser, account, login, interface

Adaptation in Russian. Russian demonstrates strong morphological integration of borrowings into its word-formation system:

like → лайкать

post → постить

stream → стримить

ban → банить

These forms show that borrowed lexical items are fully integrated into Russian verb formation patterns.

Adaptation in Uzbek. Uzbek adapts borrowings through agglutinative affixation, preserving the base form while adding native morphological markers:

like → like bosmoq

post → post qilish

blogger → bloggerlik

chat → chatlashmoq

This reflects the structural characteristics of Uzbek as an agglutinative language.

Intercultural Function. Digital borrowings serve as shared linguistic units that are easily recognized across language communities.

Terms such as: blog, stream, podcast, hashtag, like are widely understood by both Russian- and Uzbek-speaking users, facilitating communication and reducing linguistic barriers.

Discussion. The findings confirm that digital borrowings play a significant role in modern internet communication and reflect global linguistic convergence driven by English.

Functional Roles of Digital Borrowings

Nominal function – naming new technological concepts





Communicative function – enabling efficient cross-cultural interaction

Integrative function – creating a shared digital communication space

Cultural function – supporting cultural exchange in online environments

Typological Differences

The study highlights important structural differences:

Russian integrates borrowings through derivational morphology

Uzbek integrates borrowings through affixation within an agglutinative system

Despite these differences, both languages localize borrowings rather than replacing native structures.

Sociolinguistic Perspective

User attitudes indicate that digital borrowings are generally perceived as a natural outcome of technological progress and globalization, rather than a threat to linguistic identity.

Conclusion. This study demonstrates that:

- Digital borrowings are a stable component of modern internet discourse.
- English is the primary source of digital lexical innovation.
- Russian and Uzbek languages show different but systematic adaptation strategies.
- Digital borrowings facilitate intercultural communication and contribute to a shared digital environment.
- Borrowing processes reflect linguistic adaptation rather than language loss.

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