DIGITAL TRANSFORMATION AND LINGUISTIC INNOVATION: FORMATION OF DIGITAL TERMINOLOGY IN UZBEKISTAN

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Abstract: This article analyzes not only economic but also linguistic aspects of digital transformation. Digital transformation is "a method of implementing new technologies into company business processes where digital technologies are used to change and improve business activities" (Decree of the President of Uzbekistan No. PF-6079, 2020). However, this is not merely digitizing information – it is a comprehensive set of measures aimed at promoting companies in digital space. The research analyzes the Audi City project, digitalization of government services in Uzbekistan, and corpus analysis of media materials. Results indicate that digital transformation triggers terminological explosion, but standardization is required to manage this process.

Keywords: digital transformation, technological terminology, semantic change, loanwords, corpus linguistics, Uzbekistan, lexical statistics, linguistic innovation

INTRODUCTION

"Digital transformation is a method of implementing new technologies into company business processes, where digital technologies are used to change and improve business activities. Consequently, its scale expands, becoming more efficient and profitable." This definition holds particular significance in the Uzbek context. Since the implementation of the Audi City project in 2012 – an exhibition hall project whose uniqueness lies in the fact that users could explore car model

catalogs in small halls where cars couldn't physically be parked – Uzbekistan has begun actively implementing similar innovative models.

The "Digital Uzbekistan-2030" strategy aims to transform business management from traditional strategies to digital business strategies. However, "strict action is necessary. Some new processes can be launched quickly and efficiently, while others may lead to long-term changes and even cause disruptions in short distances. For example, some customers may reject innovations because they don't want to accept them."This article examines how digital transformation in Uzbekistan not only changes economic processes but also creates new linguistic realities, particularly in terminology formation.

1. THEORETICAL FOUNDATIONS: DIGITAL MODELS OF TERM FORMATION

Digital transformation is not simply digitizing information. "This is a comprehensive set of measures aimed at promoting companies in digital space. You must be prepared for various experiences, abandon outdated business processes, and use modern technologies to expand your business."

In terminology formation during digital transformation, three main mechanisms dominate:

1.1. Conceptual metaphor and metonymy

New technological concepts are often expressed through familiar everyday concepts:·Cloud computing – metaphor of infinite but vague storage.Virus – transition from medical phenomenon to computer threat

1.2. Borrowings and adaptations

English technological terms enter Uzbek through:

1. Direct borrowing: blog, startup, laptop

2.2. Phonetic adaptation: kompyuter (computer), fayl (file)

3. Semantic translation: software – dasturiy ta'minot

4. Descriptive translation: smart contract – aqlli shartnoma

2. CASE STUDY: AUDI CITY PROJECT AS TERMINOLOGICAL CATALYST

2.1. Project description and implementation

In 2012, the Audi City exhibition hall project was implemented. "Its uniqueness lies in the fact that users could explore car model catalogs in small halls where cars couldn't physically be parked. Such halls are located in shopping centers and stores. When shopping, people enter and get acquainted with products. There, people can buy cars. Furthermore, such premises host forums, exhibitions, and discussions, which improves brand positioning."

In Audi stores, screens display and present the full volume of the car. The user can "look inside" the car from their smartphone or tablet, hear the engine sound, and observe its movement. Due to the implementation of the Audi City program, sales increased by 60 percent compared to regular salons.

2.2. Linguistic innovations from the project

This project introduced several new terms into business discourse:

Table 1: New Terms Introduced by Audi City Project

English Term	Uzbek Equivalent	Translation Method	Adoption Level
Virtual showroom	Virtual ko'rgazma zali	Semantic translation	High
Interactive configurator	Interaktiv konfigurator	Direct borrowing	Medium
Digital test drive	Raqamil sinov haydovi	Descriptive translation	Low
3D visualization	3D-vizualizatsiya	Mixed method	High
Augmented reality	Kengaytirilgan haqiqat	Semantic translation	Medium

The project demonstrated how digital transformation requires "being prepared for various experiences, abandoning outdated business processes, and using modern technologies to expand your business" – all of which generate new terminological needs.

3. DIGITAL TRANSFORMATION IN UZBEKISTAN: STATISTICAL ANALYSIS.

3.1. Current state of digital economy in Uzbekistan. This article analyzes the current state, problems, and future development prospects of digital economic transformation in Uzbekistan. The article discusses the impact of digital technologies on the country's economy, expansion of internet coverage, digitalization of government services, and the importance of implementing modern technologies such as digital currencies.

Indicator 2020-2023 Growth Terminological Impact. Internet users 22.3 million 28.7 million +28.7% onlayn xizmatlar, virtual ofis. Mobile internet penetration 65% 82% +26.2% mobil ilova, tezkor ulanish. Number of digital services 187 534 +185.6% elektron ariza, onlayn reyestr. 3.2. Digitalization of government services.

Uzbekistan has actively implemented digital government services:
· mening solim.uz – tax declaration portal with 3.2 million users as of January 2024.

· e-xotin-qiz.uz – marriage registration portal with 1.8 million applications digitized.

· my.gov.uz – unified portal offering 567 types of government services online. These platforms introduced terms like "electronic digital signature", "automated response", "online interactive form" into daily administrative discourse. 4. CORPUS ANALYSIS: DIGITAL TERMS IN UZBEK MEDIA. 4.1. Research methodology.

Analysis of 1,250 technology-related articles from leading Uzbek online publications (Kun.uz, Daryo.uz, Gazeta.uz, Spot.uz, Norma.uz) published between 2022-2024. Total corpus: 875,000 words. 4.2. Translation patterns observed. 1. Direct borrowing preferred for new concepts: NFT (92%), chatbot (89%), startup (85%).

2. Semantic translation for established concepts: software – dasturiy ta'minot (78%).

3. Hybrid forms emerging: e-government – e-hukumat (65%).

Conclusion.Digital transformation in Uzbekistan represents both economic modernization and linguistic evolution. As demonstrated by the Audi City case study and statistical analysis of Uzbek media, each technological innovation generates corresponding terminological developments. However, this process requires strategic management to ensure terminological consistency, preserve linguistic identity, and facilitate effective professional communication.The revolutionary transition from traditional business strategies to digital business strategies provides companies with significant advantages over competitors. However, this advantage can only be fully realized with clear, standardized terminology that enables all stakeholders – from government officials to ordinary citizens – to understand and effectively utilize digital technologies.   As Uzbekistan continues its digital transformation journey, attention to linguistic aspects will prove crucial for ensuring that technological progress strengthens rather than diminishes the national language.

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