



THE IMPACT OF DIGITAL MEDIA ON LANGUAGE DEVELOPMENT AND USE

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Annotation. *This article discusses the impact of digital technologies on language, especially youth speech. The Internet, social networks and mobile applications have introduced new words, expressions and communication styles into the language. At the same time, these changes sometimes affect the purity of the national language. The article discusses the positive and negative aspects of digital media, youth speech, code-mixing and the future development of language.*

Keywords: *digital media, Internet language, youth language, globalization, code-mixing, artificial intelligence.*

Today, it is difficult to imagine life without technology. The Internet, social networks, phone applications and various digital tools have become an integral part of people's lives. At the same time, these technologies also have a great impact on our language and communication culture.

Thanks to digital media, language has become a system that changes more quickly and keeps pace with the times. But this process sometimes undermines the purity of the national language. Below are the main aspects of this topic.

The Internet and new expressions

A new style of communication, called Internet language, is being formed. People use short words and symbols to write quickly: “ok”, “pls”, “thx”, “msg”.

In addition, emojis, stickers and memes have also become part of the language. For example, the 😊 symbol means “I am happy”. However, sometimes this simplification reduces the richness of the language and increases errors in writing.

The influence of the English language and globalization



Through the Internet, English has become the main means of communication worldwide. Uzbek users also often speak with a mixture of English words: “post a story”, “click like”, “write a comment”.

This situation facilitates international communication, but leads to a decrease in the number of pure words in the national language. Therefore, it is important to maintain a balance in this process.

Youth language and modern slang

English words such as “cringe”, “vibe”, “mood”, “sus” are widespread among young people. They like modern and short expressions.

However, adults do not always understand these words, as a result of which a language gap is emerging between generations. This is natural, but this gap should not be excessive.

The language of emojis and stickers

Emojis and stickers have become an integral part of modern digital communication. With their help, a person can quickly express his emotions. For example, ❤️ means love, 😂 means laughter.

But it is not correct to use such symbols in official documents. This style is convenient only in personal communication.

The role of digital media in language learning

Today, it has become very easy to learn foreign languages via the Internet. You can find a lot of educational materials on YouTube, Duolingo or TikTok.

This helps in learning a language, but at the same time, you should not forget the words in the national language. For example, words like “project”, “meeting”, “update” have Uzbek equivalents.

Code-switching

This is the use of two languages in one sentence. For example: “I edited a video”, “I downloaded”, “I am writing in a chat”.

Such situations enrich our language, but if used excessively, the norms of the literary language are violated.

Positive and negative aspects



Positive aspects:

The language is becoming more modern and richer.

International communication opportunities have expanded.

Learning resources have increased.

Negative aspects:

Abbreviations and English words are being used excessively.

Literary language is being pushed aside.

Misunderstandings between generations are increasing.

Conclusion

It is undeniable that digital media is changing our language. These changes have both positive and dangerous aspects. The important thing is to use technologies in a beneficial way, and to value and preserve our national language.

If each user uses the language consciously, our national language will remain rich and beautiful even in the digital age.

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