



COMPARATIVE ANALYSIS OF UZBEK AND FOREIGN DIGITAL MEDIA
DISCOURSE

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Abstract: *The article presents a comparative analysis of Uzbek and foreign digital media discourse from linguistic, pragmatic and cultural perspectives. The study focuses on lexical innovation, code-switching, multimodality, politeness strategies and identity construction across various digital platforms. The findings demonstrate that although Uzbek and foreign digital media discourse share global characteristics such as brevity, interactivity and multimodality, they differ significantly in terms of cultural references, speech etiquette models, value systems and pragmatic norms. The research proves that digital discourse simultaneously reflects global communicative trends and nationally specific linguistic-cultural patterns.*

Kalit so'zlar: *raqamli media diskursi, qiyosiy tilshunoslik, o'zbek diskursi, xorijiy diskurs, kod-almashuv, lingvopragmatika, multimodallik, milliy identitet, globallashuv.*

Annotatsiya: *Mazkur maqolada o'zbek va xorijiy raqamli media diskursi lingvistik, pragmatik hamda madaniy nuqtayi nazardan qiyosiy tahlil qilinadi. Tadqiqotda leksik innovatsiyalar, kod-almashuv jarayonlari, multimodallik, nutqiy etiketa strategiyalari va identitet konstruksiyasi masalalari o'rganildi. Tahlil natijalari shuni ko'rsatadiki, har ikki diskurs globallashuv ta'sirida o'xshash kommunikativ xususiyatlarga ega bo'lsa-da, madaniy kodlar, baholash mexanizmlari va pragmatik normalar jihatidan sezilarli farqlarga ega. Raqamli media diskursi global va milliy omillar kesishgan gibrid kommunikativ maydon sifatida namoyon bo'ladi.*

Keywords: *digital media discourse, comparative linguistics, Uzbek discourse, foreign discourse, code-switching, pragmatics, multimodality, cultural identity, globalization, online communication.*

INTRODUCTION

Digital media technologies have fundamentally transformed contemporary communication, generating new forms of discourse that transcend geographical and cultural boundaries. Social networks, online news portals, blogs and messaging platforms enable rapid, interactive and multimodal communication. However, despite the global nature of digital technologies, digital discourse remains culturally embedded.

Uzbek digital media discourse develops within the framework of national traditions, social values and linguistic norms. At the same time, foreign digital media discourse—particularly English-language discourse—demonstrates its own pragmatic conventions, stylistic tendencies and identity construction models.



The purpose of this research is to conduct a comparative analysis of Uzbek and foreign digital media discourse in order to identify similarities and differences in linguistic structure, pragmatic strategies and cultural representation.

Literature Review and Methodology

Digital discourse has been widely studied within computer-mediated communication (CMC), sociolinguistics, discourse analysis and cultural linguistics⁹. Scholars emphasize that digital discourse is characterized by:

- interactivity and immediacy;
- hybridity of written and spoken features;
- multimodality;
- dynamic identity construction.

Comparative discourse analysis makes it possible to identify how global communication models adapt to specific sociocultural environments.

The methodology of this study includes:

- comparative discourse analysis of Uzbek and foreign digital texts;
- pragmalinguistic analysis of communicative intentions and politeness strategies;
- lexical-semantic analysis of neologisms, borrowings and culturally marked vocabulary;
- contextual analysis of online posts and comments.

The empirical material consists of social media posts, comments and online news headlines from Uzbek and English-language digital platforms.

Results and Discussion

1) Lexical Innovation and Borrowings. Both Uzbek and foreign digital media discourse demonstrate rapid lexical innovation. English-language digital communication generates globally circulating terms such as hashtag, influencer, streaming, trending.

In Uzbek digital discourse, these units are actively borrowed and morphologically adapted:

- "post qildim"
- "like bosdi"
- "story qo'ydi"

This adaptation reflects the interaction between global digital vocabulary and Uzbek grammatical structure.

2) Code-Switching Patterns. Code-switching is especially frequent in Uzbek digital communication, particularly in professional and youth discourse:

- "Bugun meeting bor."
- "Deadline yaqin."

Foreign (English-language) discourse shows less dependence on external lexical systems, although multilingual societies may incorporate elements of Spanish, French or other languages.

Thus, Uzbek digital discourse demonstrates stronger multilingual hybridity.

⁹ Crystal, D. *Internet Linguistics: A Student Guide*. Routledge, 2011. – p. 23.



3) Politeness and Speech Etiquette. Uzbek digital discourse often preserves traditional politeness forms, kinship terms and respectful address even in informal online interaction.

Foreign digital discourse, particularly in Western contexts, tends to be more direct, informal and first-name oriented.

These differences reflect broader contrasts between collectivist and individualist communicative traditions.

4) Cultural References and Identity Construction. Uzbek digital discourse frequently incorporates references to national holidays, religious values, historical figures and traditional symbols.

Foreign digital discourse more often emphasizes personal identity markers such as gender identity, political affiliation or lifestyle positioning.

Identity construction in Uzbek discourse is more community-oriented, whereas in foreign discourse it is often individual-centered.

5) Multimodality. Both discourses actively employ images, GIFs, memes and emojis¹⁰. However, symbolic representation differs:

- Uzbek platforms frequently use national ornaments, traditional clothing and religious imagery.

- Foreign platforms tend to emphasize global pop culture and subcultural aesthetics.

Thus, multimodality reflects both global digital practices and culturally specific semiotic systems.

Conclusion

The comparative analysis shows that Uzbek and foreign digital media discourse share global characteristics such as brevity, interactivity, multimodality and lexical innovation.

However, significant differences exist in politeness strategies, code-switching intensity, cultural symbolism and identity construction. Uzbek digital discourse maintains strong connections to traditional cultural norms and multilingual interaction, while foreign discourse emphasizes individual identity and internal lexical development.

Digital media discourse should therefore be understood as a hybrid communicative space where universal technological structures intersect with nationally specific linguistic and cultural practices.

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¹⁰ Kress, G., van Leeuwen, T. *Multimodal Discourse*. Routledge, 2001. – p. 15.



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