

**LANGUAGE AND ECONOMICS: FORMATION AND DISTRIBUTION OF
ECONOMIC CONCEPTS IN SOCIAL NETWORKS*****Dilnoza Yuldasheva,****Head of the Department of Uzbek Language and Literature,
Samarkand Institute of Economics and Service
Doctor of Philology (PhD), Associate Professor
dilyuldasheva83@gmail.com****Abdullayev Daler****Student of the Samarkand Institute of Economics and Service*

Abstract. This article examines the interrelationship between language and economics through the lens of social media. It explores how economic concepts are disseminated, formed, and integrated into everyday language via digital communication platforms. The research analyzes linguistic and economic approaches to the simplification and popularization of economic terminology, drawing upon the works of G. Zipf, D. Crystal, G. Cook, G'. Rahmatullayev, and Z. Mamatova.

Keywords: Language and economics, social media, economic terminology, hashtags, code-switching, internet language, memes, network effect, linguistic economy, modern communication.

Annotatsiya. Ushbu maqolada til va iqtisod o'rtasidagi o'zaro ta'sir masalasi ijtimoiy tarmoqlar misolida tahlil qilinadi. Internet va raqamli kommunikatsiya vositalari orqali iqtisodiy tushunchalarning ommalashuvi, ularning xalq ongida qanday shakllanishi va kundalik nutqqa qanday singib borayotgani lingvistik va iqtisodiy yondashuvlar asosida o'rganilgan. G. Zipf, D. Crystal, G. Cook, G'. Rahmatullayev va Z. Mamatova tadqiqotlari asosida iqtisodiy atamalarning soddalashtirilishi, ingliz tilidan o'zlashuvlar, memlar va hashtaglar orqali tarqalish holatlari tahlil etilgan.

Kalit so'zlar: Til va iqtisod, ijtimoiy tarmoqlar, iqtisodiy atamalar, hashtag, kod aralashuvi, internet tili, memlar, tarmoq effekti, lingvistik iqtisodiyot, zamonaviy kommunikatsiya.

Аннотация. В данной статье рассматривается взаимосвязь языка и экономики на примере социальных сетей. Анализируется, как экономические понятия формируются, распространяются и интегрируются в повседневную речь через цифровые каналы коммуникации. Исследование опирается на лингвистические и экономические подходы к упрощению и популяризации экономической терминологии, включая труды Г. Ципфа, Д. Кристала, Г. Кука, Г'. Рахматуллаева и З. Маматовой.

Ключевые слова: Язык и экономика, социальные сети, экономическая терминология, хэштеги, код-свитчинг, интернет-язык, мемы, сетевой эффект, лингвистическая экономика, современная коммуникация.

Introduction

In recent years, the widespread global spread of social networks has had a strong impact on information exchange, mass communication, and language development. Social networks have become not just a means of communication, but also an intersection of various disciplines, in

particular economics and linguistics. In particular, the formation and dissemination of economic terms and concepts through social networks represents a new stage in modern language changes. Simplified, popular, and sometimes humorous content provided through social networks plays an important role in increasing economic literacy. This is important not only from the point of view of linguistics, but also in terms of the formation of socio-economic consciousness. This article will cover the theoretical and practical foundations of these issues, analyze the approaches of various scholars, and draw general conclusions based on international and national experience.

Literature review

Since the end of the 20th century, the relationship between language and economy has become an increasingly relevant topic. Research in this area has led to the formation of a new direction called "linguistic economy" or "economic linguistics". This theory studies aspects of language related to economic processes, the economical use of resources, and the efficient transmission of information.

Zipf's "principle of least effort"

This principle is associated with the name of the American linguist and mathematician George Kingsley Zipf, who emphasizes that people try to use language in a way that saves energy and time as much as possible. That is, people strive to convey more meaning with fewer words, fewer sounds, and less effort when conveying information. Zipf found in his research that there is a balance between language units, with frequently used words usually being shorter, while less frequently used words are longer. This principle plays an important role in understanding how language forms economic terms. Modern economic language often develops based on the following elements:

1. Abbreviations. For example, abbreviations such as "GDP" (Gross Domestic Product), "IMF" (International Monetary Fund), "NFT" (Non-fungible Token) are the most obvious examples of linguistic economics. They not only simplify, but also quickly spread in the global economic discourse.

2. Metaphors. Economic processes are often complex and theoretically difficult to understand. Therefore, metaphorical expressions are used to make them understandable to the public. For example, expressions such as "market fever", "economic explosion", "financial freeze", "external shock" serve to convey real economic situations in a descriptive way.

3. Phrases and jargon. Industry experts often develop their own terms, phrases and abbreviations. Although such expressions are initially used in a narrow circle, over time they enter the language of the general public. For example, expressions such as "efficient market hypothesis", "digital economy", "imbalance in the labor market" confirm this.

According to D. Crystal (2004), the Internet and social networks have created new styles of language. In particular, simplification, visual communication (graphics, memes) and borrowed expressions from English are widely used in economic content. This situation requires a new approach to modern linguistics.

Research by G. Rahmatullayev and Z. Mamatova shows that new words and terms formed in the language of the Internet are rapidly becoming popular through social networks. This process plays an important role in strengthening economic concepts in the public consciousness.

Economic terms and hashtags. Concepts such as "#inflation", "#budget", "#crypto", "#financial freedom" are often found on social networks Twitter/X, Telegram and Instagram. These hashtags serve not only as a means of searching for information, but also as a means of faster

dissemination and popularization of concepts. They have become a powerful communication tool among network users by being short, memorable and impactful.

Bloggers and economic language. Content creators are influencing a wide audience by explaining economic topics in simple language. The language they use is often informal, simplified and rich in terms borrowed from English. This situation activates the process of code-switching in the language. For example, phrases such as “passive income”, “investing” or “cash flow” have become everyday language among young people today.

The network effect plays an important role in the rapid spread of economic terms. As a term used by one user is reused by more people, it is consolidated in a new layer of language. This situation further strengthens the role of social networks in linguistics.

Memes are a modern tool for popularizing economic concepts on social networks. For example, information provided in a critical and humorous form through memes about the increase in inflation is not only funny, but also helps to deeply understand the content of the concept.

According to G. Cook's theory of "semiotic capitalism", each economic signal (currency symbol, graph, hashtag) is evaluated as information and has capital value. Sources such as Forbes and Bloomberg are conveying complex economic concepts to millions of users through infographics and simplified language explanations in their posts.

Terms such as "crypto", "stock exchange", "sum devaluation" are becoming an integral part of everyday speech on Uzbek social networks. In particular, through economic content popularized through TikTok and Telegram, the general public is increasing economic literacy. This shows that economic concepts are becoming part of the vernacular.

Conclusion

The communication style of today's Internet generation is adapted to the perception of economic concepts in a short, effective and simplified form. Therefore, economic terms are migrating into ordinary language and forming a new language layer. The synthesis of language and economics in social networks is a reflection of modern linguistic and economic culture.

This process ensures a delicate balance between stability and variability in language. In other words, the language absorbs new concepts while preserving its essence. At the same time, economic concepts become more understandable and relevant to more people. As a result, social media is becoming a single arena for modern language and economic thinking.

The phenomenon of "socioeconomic language" emerging in social networks requires new analytical and methodological approaches for linguists. This provides the basis for considering language not just as a means of communication, but as an active participant in socio-economic changes.

REFERENCES:

1. Zipf, G. K. (1949). Human Behavior and the Principle of Least Effort. Addison-Wesley.
2. Crystal, D. (2004). Language and the Internet. Cambridge University Press.
3. Cook, G. (2001). The Discourse of Advertising. Routledge.
4. Rahmatullayev, G'. (2021). "Internet tili va yangi so‘zlar". O‘zbek tilshunosligi jurnali.
5. Mamatova, Z. (2023). "O‘zbek tilida ijtimoiy media til qatlamlari". Filologiya fanlari.
6. <https://forbes.com>, <https://bloomberg.com>, <https://x.com>