

**THE IMPACT OF SOCIAL NETWORKS AND DIGITAL COMMUNICATION ON
MODERN UZBEKISTAN AND ENGLISH***Abdullayev Shaxobiddin**Teacher of the Department of pedagogy and social humanities, Samarkand campus of the
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Annotatsiya: ijtimoiy tarmoqlar, masalan, Facebook, Instagram va Twitter, til o'zgarishlariga sabab bo'lib, yangi leksik birliklar, iboralar va kommunikatsiya uslublarning paydo bo'lishiga olib kelmoqda. Ushbu jarayon, bir tomondan, tilning evolyutsiyasini tezlashtirsa, boshqa tomondan, madaniy va ijtimoiy kontekstlarga ta'sir ko'rsatadi. Shuningdek, raqamli kommunikatsiyaning tilga bo'lgan ta'siri, jumladan, o'zlashtirish jarayoni va kreativ tilning rivojlanishi ham ko'rib chiqiladi.

Kalit so'zlar: ijtimoiy tarmoqlar, til o'zgarishi, terminologiya, leksik o'zgarishlar, kreativ til, raqamli kommunikatsiya.

Аннотация: Социальные сети, такие как Facebook, Instagram и Twitter, вызывают языковые изменения, приводя к появлению новых лексических единиц, выражений и стилей общения. Этот процесс, с одной стороны, ускоряет эволюцию языка, но с другой стороны, влияет на культурный и социальный контекст. Также рассматривается влияние цифровой коммуникации на язык, включая процесс усвоения и развития творческого языка.

Ключевые слова: социальные сети, изменение языка, терминология, лексические изменения, креативный язык, цифровая коммуникация.

Abstract: social media, such as Facebook, Instagram and Twitter, are causing language changes, leading to the emergence of new lexical units, expressions and communication styles. This process, on the one hand, accelerates the evolution of language, on the other hand, affects cultural and social contexts. The impact of digital communication on language, including the process of acquisition and the development of creative language, is also considered.

Key words: social media, language change, terminology, lexical changes, creative language, digital communication.

Through social networks, people can communicate with each other, make new friends, and even create business opportunities. They have the opportunity to connect with each other anywhere and at any time. This eliminates geographical and cultural barriers between people. With the help of social networks, people have the opportunity to express their opinions, discuss problems, and develop creative ideas. However, there are also problems associated with social networks. For example, questions arise about the reliability and veracity of information distributed on social networks. Many people accept information distributed on social networks without checking it, which leads to the spread of misinformation. Another important aspect of digital communication is the changes taking place in the field of business and marketing. Through digital marketing, companies have the opportunity to present their products and

services to a wide audience. It becomes easier to implement advertising and marketing strategies, communicate with customers, and learn their opinions through social networks. This creates new opportunities for companies and increases their competitiveness. In the case of Uzbekistan, the impact of social media and digital communication is even more pronounced. A large proportion of Uzbek youth actively use social media. Various projects and initiatives organized through social networks in Uzbekistan are important in attracting young people to social activities. There are also opportunities to promote the culture and traditions of Uzbekistan through digital communication, to introduce them to the international arena. Social networks and digital communication play an important role in our modern life. They facilitate communication between people, accelerate the process of information exchange and help establish connections on a global scale. To study this topic in more depth, we will pay attention to the following aspects: social networks are platforms that allow people to communicate, exchange information and support each other via the Internet. Popular social networks such as Facebook, Instagram, Twitter, TikTok allow users to share their thoughts, pictures, videos and other types of content. Digital communication is a communication process carried out using digital technologies. It can be in the form of text, audio, video and visual materials. Digital communication is characterized by speed, convenience and the ability to create global connections.

- Instant communication: people can communicate with each other quickly and easily through social networks. This is especially important for people living far away.
- Information sharing: users have the opportunity to share information on various topics. This expands knowledge and helps to generate new ideas.
- Social networking: social networks help to maintain relationships with friends, family, and colleagues. They also provide opportunities to make new acquaintances. Social networks serve as an important tool in increasing the tourism potential of Uzbekistan, preserving and developing its cultural heritage. Through digital communication, it is possible to show foreign guests the beauties of Uzbekistan, increase their interest and encourage them to visit our country. However, there are also negative aspects of digital communication. In general, the impact of social networks and digital communication on modern Uzbek and English is a wide-ranging and complex process. Social networks serve as an important tool in establishing contacts between people, creating new opportunities and developing cultural exchange. However, it is also necessary to take into account their negative effects. In order to use social networks effectively, use their advantages and reduce their negative effects, each of us must take a responsible approach to ourselves. Everyone needs to analyze how they use social media in their lives, how they evaluate their impact, and what changes are occurring in these processes. At the same time, new approaches should be developed in the education and upbringing system to improve the impact of social media and digital communication. It is important to teach young people to use social media wisely, inform them about the benefits and risks of digital communication, and also show them how to avoid negative effects on social media. The accuracy of information disseminated on social media is an important issue, since misinformation can spread quickly and affect a wide audience. To prevent this, there are a number of methods by which users can assess the reliability of information. First of all, it is very important to identify the source of information and assess its reliability.

New words and expressions are emerging through social networks. For example, words such as "like", "follow", "share" are widespread in English, and in Uzbek they are also used in forms such as "like" and "follow". This process leads to the globalization of the language and adds new elements to the local language. As a result of digital communication, unique words and expressions of Internet slang are emerging. In Uzbek, words such as "meme", "viral", "trend" are widespread. In English, terms such as "selfie", "hashtag", "influencer" have become popular. These slangs not only enrich the language, but also form new communication styles. \ Emojis play an important role in modern communication. They help to express emotions, convey thoughts quickly and clearly. The use of emojis in Uzbek and English is expanding at the same rate. With the help of emojis, communication becomes more diverse and interesting. Hashtags are used to define a specific topic or trend on social networks. In Uzbek, hashtags such as #O'zbekistan, #Tashkent have appeared, while in English, hashtags such as #ThrowbackThursday, #FOMO are popular. Viral content spreads quickly and reaches a wide audience, which leads to a change in language. Through social networks, communication between different cultures is increasing. Users of Uzbek and English languages have the opportunity to learn about each other's cultures. This process strengthens the lexical and syntactic connections between the two languages. Social networks and digital communication have a significant impact on modern Uzbek and English. New words, phrases, emojis, and Internet jargon are accelerating the evolution of language. These processes not only enrich the language, but also develop intercultural contacts. In the future, the influence of social networks and digital communication is expected to increase even more, marking a new phase of language changes and communication styles.

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