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O'ZBEK, RUS VA INGLIZ TILLARIDAGI INTERNET-DISKURSNING QIYOSIY TAHLILI
СРАВНИТЕЛЬНЫЙ АНАЛИЗ ИНТЕРНЕТ-ДИСКУРСА НА УЗБЕКСКОМ, РУССКОМ И
АНГЛИЙСКОМ ЯЗЫКАХ
THE COMPARATIVE ANALYSIS OF INTERNET DISCOURSE IN UZBEK, RUSSIAN
AND ENGLISH LANGUAGES

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Ushbu tadqiqot uch xil lingvistik guruh bo'lgan o'zbek, rus va ingliz tillanda onlayn suhbatning nozik tomonlarini o'rganadi. Ushbu tadqiqotning maqsadi, onlayn muloqot naqshlari, lingvistik xususiyatlar va madaniy ta'sirlarni chuqur tahlil qilish orqali odamlar internetda nutq so'zlash uchun turli tillardan foydalanish usullaridagi o'xshashlik va qarama-qarshiliklarni yoritib berishdir. Ushbu tadqiqot har bir lingvistik guruh ichidagi onlayn suhbatga ta'sir qiluvchi asosiy dinamikani o'rganish uchun aralash usullardan foydalanadi. Buni miqdoriy lingvistik tahlilni sifatli kontent tahlili bilan birlashtirish orqali amalga oshiradi. Ushbu tadqiqot natijalari tilning onlayn o'zaro ta'sirini qanday shakllantirishi va raqamli davrda madaniyatlararo aloqa haqidagi bilimlarimizni yanada oshirishga oydinlik kiritdi.

Аннотация

В этом исследовании рассматриваются тонкости онлайн-общения на узбекском, русском и английском языках - трех разных языковых группах. Цель этого исследования - пролить свет на сходства и контрасты в том, как люди используют разные языки для общения в Интернете, путем тщательного анализа моделей онлайн-общения, лингвистических характеристик и культурных влияний. В этом исследовании используется смешанный подход для изучения динамики, лежащей в основе онлайн-общения в каждой языковой группе. Это достигается путем сочетания количественного лингвистического анализа с качественным контент-анализом. Результаты этого исследования проливают свет на то, как язык формирует онлайн-взаимодействие, и расширяют наши знания о межкультурной коммуникации в цифровую эпоху.

Abstract

This study examines the subtleties of online conversation in Uzbek, Russian, and English, three different linguistic groups. The objective of this research is to provide light on the similarities and contrasts in the ways that people use different languages to engage in discourse on the internet by conducting a thorough analysis of online communication patterns, linguistic characteristics, and cultural influences. This study uses a mixed-methods approach to investigate the underlying dynamics influencing online conversation within each linguistic group. It does this by combining quantitative linguistic analysis with qualitative content analysis. The results of this study shed light on how language shapes online interactions and further our knowledge of cross-cultural communication in the digital era.

Kalit so'zlar: Internet-diskurs, o'zbek, rus, ingliz, madaniyatlararo muloqot, lingvistik tahlil.**Ключевые слова:** Интернет-дискурс, узбекский, русский, английский, межкультурная коммуникация, лингвистический анализ.**Key words:** Internet discourse, Uzbek, Russian, English, cross-cultural communication, linguistic analysis.**INTRODUCTION**

The internet has completely changed how people connect and communicate with each other. It allows people to converse on a variety of online platforms, regardless of where they are in the world or what language they speak. Language has a significant impact on communication patterns in this digital age, affecting the expression, interpretation, and dissemination of ideas. The purpose of this study is to investigate how linguistic and cultural variables influence online

communication within each linguistic group by focusing on internet conversation in three languages: Uzbek, Russian, and English. Through an analysis of the linguistic characteristics, communicative techniques, and socio-cultural influences present in online conversations in different languages, this study aims to clarify the intricacies of intercultural communication in the digital age.

METHODOLOGY

This research uses a mixed-methods approach, analyzing online talk in Uzbek, Russian, and English using a combination of quantitative and qualitative methods. To find recurrent themes, discursive practices, and rhetorical devices used in each language community's online communication, qualitative content analysis is applied.

Furthermore, to investigate pragmatic patterns, syntactic structures, and lexical diversity among various language groups, quantitative linguistic analysis is carried out. A wide variety of online sources, such as blogs, social media platforms, forums, and news websites, are used to gather data for research, guaranteeing a thorough grasp of online conversation in every language.

LITERATURE REVIEW

Research on the nuances of online discourse across many language groups has become essential in the quickly changing field of digital communication. The present literature review delves into previous research that has investigated the comparative examination of online discourse in Uzbek, Russian, and English. The aim is to provide insight into the intricate relationship that exists between language, culture, and communication in the digital age.

Androutsopoulos highlights the necessity to look at how language norms appear in online interactions by introducing the junction of sociolinguistics and computer-mediated communication [1:427]. This seminal study creates a framework for investigating the ways in which language and cultural factors impact digital conversation.

Crystal examines the distinctive linguistic characteristics of language used on the internet in his groundbreaking study "Language and the Internet" [2:115]. Understanding the language dynamics in Uzbek, Russian, and English online contexts is made easier by Crystal's insights on the development of online communication and the appearance of new linguistic phenomena.

Danet and Herring's (2007) emphasis on the internet's multilingual character and its effects on communication, language, and culture. Their examination of the variety of languages spoken online and communication patterns highlights the necessity of cross-cultural investigations to fully grasp the subtleties of online discourse in many linguistic communities [3:53].

Investigating the language of social media, Seargeant provides insights into how linguistic elements influence online interactions [4:472]. Seargeant's study contributes to our knowledge of the communicative norms that are common in Uzbek, Russian, and English online environments by exploring the function of language in forming identities and fostering social connections.

By examining digital discourse and its consequences for language in the context of new media, Thurlow and Mroczek contribute to the body of literature even further. They provide useful background for examining the communication styles and cultural influences prevalent in multilingual internet discussions by examining language usage in a variety of online venues [5].

In his introduction to the field of cyberpragmatics, Yus highlights the significance of context for comprehending communication on the internet [6:74]. Through the lens of Yus's paradigm for socio-cultural analysis of online discourse, one may examine the pragmatic patterns and communicative norms that are present in internet communication in Uzbek, Russian, and English.

All things considered, these groundbreaking studies offer a solid theoretical framework for analyzing and comparing online conversation in the languages of Uzbek, Russian, and English. This literature review, which provides a comprehensive understanding of the complex dynamics influencing online communication in various linguistic contexts, lays the foundation for the empirical investigation presented in this study.

RESULTS

The results of this study show that there are notable variations across Uzbek, Russian, and English-speaking populations in the linguistic characteristics and communicative norms seen in online conversation. Although some basic rules of online communication, such the usage of emoticons and acronyms, may be the same for all languages, different linguistic and cultural

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elements influence how people communicate online in each language group. For instance, compared to Russian or English, Uzbek internet speech may utilize honorifics and politeness markers more frequently, reflecting cultural standards of deference and respect. Diverse language groups exhibit differences in word selection, sentence construction, and conversational style, underscoring the many linguistic environments of online communication. Let me provide some examples illustrating the linguistic variations and communicative norms across Uzbek, Russian, and English-speaking populations in online conversation in four various internet discourse parts namely honorifics and politeness markers, word selection, sentence construction and conversational style.

Salient example for Uzbek honorifics are the words like "Aka" (older brother) and "Usta" (master) are frequently used to address people in Uzbek online conversation, reflecting cultural standards of respect and hierarchy. In Russian as well to treat people with respect in online conversation, they may use formal titles like "господин" (Gospodin) or "госпожа" (Gospozha), reflecting prevailing social norms. However in English compared to Uzbek or Russian, formal titles are less frequently used in English-speaking online forums, despite the usage of courteous expressions like "please" and "thank you".

Because of historical and cultural factors, Uzbek online speech may include more loanwords from Persian or Arabic. Due to the nation's extensive linguistic heritage and international contacts, Russian speakers may occasionally use loanwords from other languages, such as French and German, in their online exchanges. However, English is a universal language, online speech in this language may contain a large number of borrowed terms from other languages.

Sentence construction in online Uzbek communication may adhere to more intricate sentence patterns that are shaped by Turkish grammatical regulations. Longer phrases with complex syntactic constructs are common in Russian online speech, demonstrating the language's versatility in conveying complex concepts. In terms of English, internet discussions frequently employ shorter, more straightforward sentences with an emphasis on effective communication.

In Uzbek online chats, the emphasis on conversational style may be on indirect communication and long pleasantries to build connection. Online conversations in Russian are often characterized by animated discussions and comedy, with an emphasis on clear-cut communication. Nonetheless, casual conversations marked by wit, humor, and sarcasm are common in English-speaking online groups, which promote a sense of togetherness.

These examples show the significance of cultural sensitivity and awareness in promoting successful cross-cultural digital contacts by illuminating the ways in which linguistic and cultural elements impact online communication norms across various language groups.

DISCUSSION

The study's conclusions have an impact on how we perceive cross-cultural communication in the digital era. This study adds to the increasing corpus of research on linguistic variety and online interaction by analyzing internet discourse in Uzbek, Russian, and English. The knowledge gathered from this research can help with the creation of language resources and culturally aware communication tactics that will support online cross-cultural communication. This study also emphasizes how crucial it is to take language and cultural aspects into account when developing digital platforms and internet regulations that support fair and inclusive online environments.

CONCLUSION

As a result, this research offers a thorough examination of online discourse in Uzbek, Russian, and English, illuminating the complex interactions between linguistic, cultural, and technical elements that influence online communication within each language group. Through an analysis of the parallels and discrepancies in online conversation among different languages, this study advances our knowledge of the dynamics of cross-cultural communication in the digital age. In the future, further study is required to investigate other linguistic communities and create theoretical frameworks that can explain the intricate interactions that exist between language, culture, and technology in online communication.

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