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**RAQAMLASHTIRISH DAVRIDA YANGI FRAZEOLOGIK BIRIKLARNING EVOLUSIYASI****ЭВОЛЮЦИЯ НОВЫХ ФРАЗЕОЛОГИЧЕСКИХ ЕДИНИЦ В ЭРУ ЦИФРОВИЗАЦИИ****EVOLUTION OF NEW PHRASEOLOGICAL UNITS IN THE ERA OF DIGITIZATION****Alieva Navruza Xabibullaevna**

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**Annotatsiya**

Maqolada internetning keng va murakkab aloqa tarmog'iga aylangani, bu esa "neo-frazeologiya" yoki "kompyuter frazeologiyasi" deb nomlanuvchi noyob tilshunoslik hodisasini yuzaga keltirgani haqida so'z boradi. Tilshunoslikning ushbu sohasi onlayn muloqotlardan kelib chiqadigan va rivojlanayotgan til landshaftining bir qismiga aylanadigan yangi, nostandart iboralarni o'rganadi. Tadqiqotlar shuni ko'rsatadiki, kompyuter texnologiyalarining tez rivojlanishi yangi til amaliyotlarining paydo bo'lishiga ta'sir ko'rsatgan. Kristal va Herring kabi olimlar ushbu rivojlanishning organik tabiati haqida to'xtalib, uning ildizlarini dastlabki onlayn hamjamiyatlar va raqamli muloqot cheklolaridan izlaydilar. Internet frazeologiyasini o'rganish "Oxford Dictionary of Idioms" kabi manbalarda hujjatlashtirilgan an'anaviy iboralar raqamli kontekstlarga qanday moslashtirilganini ko'rsatadi. Misollarga "drop the ball" va "eat your own dogfood" kabi IT-ga xos atamalar, shuningdek, "Facebook official" va "Twitter egg" kabi ijtimoiy media iboralari kiradi. Bundan tashqari, internet frazeologiyasi an'anaviy til va raqamli madaniyat o'rtasidagi o'zaro ta'sirni namoyish etadi, iboralar bu sohalar o'rtasida almashinadi. Ushbu lingvistik evolyutsiyaning ijtimoiy-madaniy oqibatlar chuqur bo'lib, aloqa, madaniyat va identifikatsiyaga ta'sir qiladi. Tadqiqot natijalariga ko'ra, neo-frazeologiya samarali muloqot va hazil ehtiyoji bilan bog'liq til innovatsiyasini aks ettiradi. Internet frazeologiyasi rivojlanishda davom etar ekan, raqamli savodxonlik va tushunishni targ'ib qilish, dinamik til landshaftini boshqarish uchun ta'lim tashabbuslari va doimiy tadqiqotlar bilan qo'llab-quvvatlanishi muhimdir.

**Аннотация**

В статье обсуждается, что Интернет стал обширной и сложной сетью коммуникаций, породив уникальное лингвистическое явление, известное как "неофразаология" или "компьютерная фразеология". Эта отрасль лингвистики изучает новые, нестандартные выражения, возникающие из онлайн-взаимодействий и становящиеся частью развивающегося языкового ландшафта. Исследования показывают, что быстрое развитие компьютерных технологий повлияло на возникновение новых языковых практик. Ученые, такие как Кристал и Херринг, подчеркивают органический характер этого развития, прослеживая его корни до ранних онлайн-сообществ и ограничений цифровой коммуникации. Изучение интернет-фразеологии показывает, как традиционные идиомы, задокументированные в таких источниках, как "Oxford Dictionary of Idioms", адаптируются к цифровым контекстам. Примеры включают специфические для IT термины, такие как "drop the ball" и "eat your own dogfood", а также фразы из социальных сетей, такие как "Facebook official" и "Twitter egg". Кроме того, интернет-фразеология демонстрирует взаимосвязь между традиционным языком и цифровой культурой, когда выражения переходят между этими сферами. Социокультурные последствия этой языковой эволюции значительны, влияя на коммуникацию, культуру и идентичность. Согласно результатам исследования, неофразаология отражает языковые инновации, обусловленные потребностью в эффективном общении и юморе. По мере продолжения развития интернет-фразеологии важно продвигать цифровую грамотность и понимание, поддерживаемые образовательными инициативами и постоянными исследованиями для навигации в динамичном языковом ландшафте цифрового мира.

**Abstract**

The article discusses that, in the digital era, the Internet has become a vast and intricate communication network, giving rise to a unique linguistic phenomenon known as "neo-phraseology" or "computer phraseology." This branch of linguistics examines new, non-standard expressions that emerge from online interactions and become part of the evolving language landscape. Scholars like Crystal and Herring highlight the organic nature of this development, tracing its roots to early online communities and the constraints of digital communication. The study of Internet phraseology reveals how traditional idioms, documented in sources like the "Oxford Dictionary of Idioms," are adapted for digital contexts. Examples include IT-specific terms such as "drop the ball" and "eat your own dogfood," as well as social media phrases like "Facebook official" and "Twitter egg." These innovations reflect the need for brevity, humor, and creativity in online discourse. Furthermore, Internet phraseology demonstrates the interplay between traditional language and digital culture, with expressions crossing over between these realms. The sociocultural implications of this linguistic evolution

are profound, affecting communication, culture, and identity. As Internet phraseology continues to evolve, promoting digital literacy and understanding is essential, supported by educational initiatives and ongoing research to navigate the dynamic language landscape of the digital world.

**Kalit so'zlar:** neofrazeologiya, virusli iboralar, til aloqasi, til normalari va amaliyoti, tarmoq nutqi, IT sohasi, Internet maydoni.

**Ключевые слова:** нео-фразеология, вирусные фразы, языковая коммуникация, языковые нормы и практики, сетевая речь, сфера ИТ, интернет пространство.

**Key words:** neo-phraseology, viral phrases, language communication, language norms and practices, network speech, IT sphere, Internet space.

## INTRODUCTION

In an ever-evolving era, the Internet has become a complex communication network that spans vast distances and connects people from all corners of the world. As we traverse this virtual realm, we are confronted with a bewildering array of languages and expressions that seem to emerge from another dimension. From memes and acronyms to hashtags and viral phrases, the Internet has spawned a unique language known as "computer phraseology" or "neo-phraseology."

Neo-phraseology is a branch of linguistics that studies new, non-standard and uncommon expressions in the language that are introduced into the process of word formation and constitute phraseological units. In the context of neophraseology, semantic and stylistic features that appear and are used in various contexts of linguistic communication are studied. The study of neophraseology is important for the study of language changes and the development of language systems in general [5; p.342-346].

Computer phraseology includes a rich palette of words, phrases and idioms that have been adapted, coined or transformed in the context of online communication. With the advent of social networking sites, online forums, and instant messaging platforms, this specialized language has organically evolved to meet the needs of Internet users—citizens of the Internet—who strive to express their thoughts succinctly.

## LITERATURE ANALYSIS AND METHODOLOGY

The evolution of Internet phraseology has been the subject of extensive research. Crystal [6] argues that the rapid development of computer communication technologies such as chat rooms and instant messaging has played a decisive role in the emergence of new language norms and practices. Herring [8; pp.240-263] explores the historical origins of the language of the Internet, tracing its roots to early message board systems and Usenet communities. These studies highlight the organic nature of Internet phraseology, shaped by the needs and constraints of online communication.

Researchers have studied the linguistic features and characteristics that define Internet phraseology. Baron [7] emphasizes the brevity and efficiency of online speech with frequent use of acronyms, abbreviations and emoticons. This body of research highlights the unique linguistic strategies used in Internet phraseology and its deviation from traditional linguistic norms.

## RESULTS AND DISCUSSION

When analyzing literary and computer Internet idioms of languages of different system, dictionaries of literary phraseological units and dictionaries of computer Internet terms were used. For example, in the latest version of one of the most voluminous dictionaries of idioms in the English language, "Oxford Dictionary of Idioms" [9], for one word, the dictionary provides several options of idioms, and also provides examples of the use of these idioms in online and published newspapers, which indicates the possibility of identical use of literary phraseological units in the media space without loss of traditional meaning. Based on the idioms listed in the dictionary, it can be noted that many of the idioms, which are popular nowadays in English were first used in the media space, i.e. newspapers, magazines and television, and then entered the literary language, many idioms taking their origin from biblical tales and legends, political figures, artists, and also borrowed from Germanic languages. The idioms presented in the dictionary, which are used today on the Internet and media space, originate from various films, statements of actors and cartoon characters.

For example:

*On (off) the air* – on the air, off the air

## TILSHUNOSLIK

*All-singing, all-dancing* – with any necessary properties, with the ability to perform any functions

*You can go all out with an all-singing, all-dancing automatic bit of kit such as the Lampron CW611, but for far less than half the price you can own a manual one too.* 2013, Bit-Tech Hardware.

*Go ape go wild* - to be very excited

*Bells and whistles* – attractive but unnecessary features

*Boom boom!* – exclamation post joke (famous phrase of the fox from the television show)

*Booting up* - the process of booting a computer

*Mover and shaker* – actors and actresses, people in the spotlight

*The Monte Carlo hotel restaurant [is] filled with actors and assorted movers and shakers attending the annual television festival.* 2000 Daily Telegraph.

Due to the imaginative thinking of IT workers, many new proverbs and sayings that relate specifically to this area appear. As a result of the borrowing of numerous English words into the computer language, Russian traditional proverbs and sayings are transformed into the IT style, where some basic components have been replaced while maintaining the grammatical form of the original elements [4; p.38-42].

We can also cite a large number of phraseological units with the names of objects that are equally found and used both in the literary language and in the Internet space, so many literary phraseological units were transformed into the IT language and, conversely, expressions from information technology were borrowed into the traditional language and turned into phraseological units.

*Drop the ball* - "to miss the ball" to make an error in the program

*Eat your own dogfood* - "dogfooding" testing beta programs

*Code smell* [10] - "code with a smell" code with signs of problems in the system

*Bus factor* - "bus factor" important people involved in the project

Phrases with names of abstract concepts:

*Murphy's Law* - the law of meanness

*Play it by ear* - "play by ear" as things go (according to circumstances)

*Rocket science* – "rocket science" by Newton's Binom (very difficult task)

*All bells and whistles* - all inclusive (all properties)

*Grease the wheels* - "grease the wheels" press on the gas (speed up the process)

Network phraseological units are determined by the discourse of the Internet: *Dark Web* - the dark Internet is part of the World Wide Web, access to which is possible only with the help of special software that allows users and website operators to remain anonymous or untraceable;

*15 billion stolen passwords on sale on the dark web, research reveals.* (independent.co)

*Data Bleed* - Data leakage occurs when there is no transparency in the use of data and users or other parties are faced with mysterious data quantification or when data sharing occurs without the user's explicit permission.

With the advent of the Internet and social networks, day after day there is a large influx of Internet idioms used in online chats. For example: "*Facebook official*" describes the romantic relationship you have listed in your Facebook relationship status. You can do this by linking your account to your partner's account in the relationship status section of your Facebook profile. This term is widely used in everyday life; when used, it implies that the relationship has moved from casual to serious. Calling someone a "*Twitter egg*" means that they are some anonymous users who does not inspire confidence. The term itself comes from the social network's original default avatar for new accounts - a white egg on a blue background. The purpose of creating many such accounts is only to harass, accuse or ridicule other users, for this reason they do not upload an avatar. Twitter has since changed the default avatar for new users, but the term has stuck.

If a person puts off work by spending time on social networks, he is guilty of not working – "social notworking". The word plays on the term "social networking". An example of its use would be: "I have a deadline, but I'm social not working. Got sucked into reading #InappropriateFuneralSongs instead." - "I have a deadline, but I'm not working. Instead, I got sucked into reading social networks #InappropriateFuneralSongs."

Internet phraseology demonstrates the inherent innovation and adaptability of language. By creating new words, expressions and linguistic abbreviations, Internet users are constantly changing and expanding the boundaries of language. This linguistic evolution is driven by the need for efficiency, humor, and constant innovation in online communication methods.

### CONCLUSION

In conclusion, we can say that Internet phraseology is a fascinating linguistic phenomenon of the digital age. Its evolution, linguistic characteristics and sociocultural consequences have a profound impact on communication, culture and identity. By navigating the labyrinth of Internet phraseology, recognizing its effectiveness, acknowledging its cultural significance, and understanding its intergenerational and cross-cultural dimensions, we can communicate effectively, connect with diverse communities, and actively participate in the dynamic development of the digital world.

As internet phraseology continues to evolve, it is critical to promote digital literacy and understanding. Educational initiatives, research, and ongoing dialogue are vital to equipping people with the necessary tools to navigate the language landscape of the digital age.

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