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## THE INFLUENCE OF GLOBAL ENGLISH INTERNET SLANG ON LOCAL LANGUAGES

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### Abstract

The rise of global online communication has accelerated the spread of English internet slang into local languages, including Uzbek. This paper examines the sociolinguistic processes through which English informal digital vocabulary enters non-English linguistic systems, influences communication strategies, and reshapes youth identity. Drawing on theoretical perspectives from language contact, borrowing, and globalization, as well as illustrative examples from English and Uzbek, the paper analyzes direct borrowing, hybridization, semantic shifts, and calques. I also present my own interpretation of whether this influence enriches or threatens local linguistic and cultural ecosystems. The findings suggest that although concerns about linguistic purity persist, English internet slang functions as a dynamic force that contributes to linguistic innovation in multilingual digital spaces.

**Keywords:** English internet slang, language borrowing, youth identity, digital communication, linguistic innovation, globalization.

### Introduction

In recent years, social media has become an integral part of everyday communication, transforming how individuals interact, share information, and express themselves. Platforms such as Facebook, Twitter, Instagram, and TikTok facilitate instantaneous connections across the globe, allowing users to engage in dialogue, share experiences, and participate in cultural trends in real-time. This shift from traditional forms of communication to digital platforms has led to a



***Modern American Journal of Linguistics,  
Education, and Pedagogy***

**ISSN (E): 3067-7874**

**Volume 01, Issue 09, December, 2025**

**Website: [usajournals.org](http://usajournals.org)**

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significant transformation in language use. The pervasive influence of social media on language is evident in the rapid evolution of vocabulary, the adoption of new slang, and the emergence of unique linguistic styles that prioritize brevity and immediacy. Acronyms and emojis have become commonplace, allowing users to convey complex emotions and ideas swiftly. Additionally, the blending of languages and dialects has enriched communication, reflecting our increasingly interconnected world. As social media continues to shape interactions, it not only influences how we communicate but also plays a vital role in the ongoing evolution of language itself, shaping cultural identity and social norms.

Language is often described as a living entity because it is constantly evolving and adapting to social, cultural, and technological changes. This dynamic nature reflects the ongoing interactions among speakers, communities, and their environments, leading to shifts in vocabulary, grammar, pronunciation, and usage. The expansion of digital media over the past two decades has created an unprecedented environment for linguistic exchange. English dominates platforms such as YouTube, TikTok, Instagram, Reddit, and multiplayer gaming spaces, making English internet slang an international linguistic currency. In my observation, English slang expressions such as “cringe,” “sus,” “slay,” “low-key,” “ghosting,” and “vibe” have become recognizable and widely used even in communities where English is not the primary language. Uzbek-speaking users, particularly younger generations, incorporate English slang terms into daily digital communication as a marker of social belonging and global awareness.

#### **New Words and Slang**

Social media has become a significant catalyst for the creation and dissemination of new words and phrases that reflect contemporary trends, cultural dynamics, and social phenomena.

**Ghosting:** This term has gained traction in recent years, particularly in the realm of dating. It refers to the act of suddenly cutting off all communication with someone without explanation. The origins of the term stem from the way a person “disappears” from someone's life, much like a ghost. Ghosting has resonated particularly with younger generations who navigate relationships through digital channels, illustrating the challenges and complexities of modern dating.



**Influencer:** The rapid rise of social media platforms, especially Instagram and TikTok, has facilitated the emergence of “influencers” individuals who can sway their followers' opinions and behaviors through the content they create. This term originated from the broader marketing concept of influence but gained a specific connotation in the context of social media. Influencer marketing has reshaped advertising, making it more personal and relatable, as brands collaborate with these individuals to reach targeted audiences.

**Selfie:** The term “selfie” describes a self-portrait photograph taken typically with a smartphone. The word gained prominence alongside the proliferation of front-facing cameras on mobile devices. It reflects a cultural shift towards self-documentation and sharing personal experiences online. The self-obsession associated with selfies often invites discussions about self-image, social validation, and the nature of personal branding in the digital age.

These examples demonstrate how social media not only provides a platform for the emergence of new vocabulary but also reflects evolving societal norms and behaviors.[Akhmedova S.R “The Influence of social media on Language evaluation”]

While linguistic contact is not new, the speed at which English slang spreads through the internet is historically unique. I believe that this rapid diffusion challenges traditional norms of language purity, but it also demonstrates the flexible and adaptive nature of modern linguistic identities.

#### **Theoretical Background**

According to Weinreich's classic [2015] theory of language contact, borrowing and code-mixing occur when speakers of different languages interact frequently. In the digital era, these interactions take place not through face-to-face communication but through online networks, memes, and transnational communities. English internet slang functions as a linguistic resource that spreads through viral content, resulting in widespread lexical borrowing and structural influence on local languages. From a sociolinguistic perspective, youth communities are often the first to adopt innovative linguistic forms. I recognize this pattern clearly in Uzbek contexts, where secondary school and university students incorporate English expressions into their Uzbek speech more frequently than older generations. For example “layk bosing”, “selfie qildim”, “delete qil”. So



they are the everyday speech of young Uzbek generations's speech. Global English internet slang has a noticeable influence on the everyday speech of Uzbek youth, creating linguistic, cultural, and psychological changes in how they communicate. Because social media, online gaming, YouTube, TikTok, and global pop culture are dominated by English, young people naturally adopt commonly used slang expressions such as "Boston," "delete," "kill," "ratio," "cringe," and others, and they incorporate them directly into Uzbek speech. This produces a form of mixed language where English slang is used inside Uzbek sentences, creating a hybrid style of communication.

From a linguistic perspective, English internet slang introduces new vocabulary into Uzbek speech and often changes the meanings of existing English words when adapted to a local context. For example, Uzbek youth use "Boston" not as the name of a city, but as an expression meaning "very good" or "cool," and they use "kill" not in the literal sense of "to kill," but to mean "to do something extremely well." These shifts reflect semantic expansion, where words develop new meanings shaped by online culture. Furthermore, Uzbek grammar is applied to English words, resulting in forms such as "delete qilmoq," "save bo'ldi," or "dmga kirmoq," which demonstrates grammatical adaptation of global slang to the structure of the Uzbek language.

Culturally, the adoption of English internet slang shows how strongly Uzbek youth are influenced by global digital culture. Using these expressions makes young people feel connected to international trends, modern identity, and global youth communities. It creates a shared cultural code that signals modernity, creativity, and belonging to the digital generation. As a result, a new subculture emerges within Uzbek society in which English-influenced slang is a marker of being "internet-savvy" or globally oriented.

## **Conclusion**

The influence of English internet slang on Uzbek and other local languages reflects a complex intersection of globalization, youth identity, cultural exchange, and linguistic innovation. While concerns about language purity persist, the evidence suggests that borrowing, hybridization, and semantic change are natural components of linguistic evolution. In my view, rather than resisting these



***Modern American Journal of Linguistics,  
Education, and Pedagogy***

**ISSN (E):** 3067-7874

**Volume** 01, **Issue** 09, December, 2025

**Website:** [usajournals.org](http://usajournals.org)

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changes, communities should study them scientifically, promote balanced bilingualism, and encourage creative but conscious language use. English internet slang will likely continue to shape communication practices, but with thoughtful engagement, Uzbek and other local languages will remain vibrant and adaptable.

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