



ALTERNATIVE ASPECTS OF THE TRANSLATION OF INTERNET NEOLOGISMS IN ENGLISH AND UZBEK LANGUAGES

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<https://doi.org/10.5281/zenodo.15171900>

ARTICLE INFO

Received: 02nd April 2025

Accepted: 07th April 2025

Online: 08th April 2025

KEYWORDS

Alternative aspects,
contextual understanding,
cross-linguistic
communication, digital
platforms, adaptation,
translation choices,
technological nuances.

ABSTRACT

This study investigates the alternative aspects of translating internet neologisms between English and Uzbek languages. The rapid evolution of online communication has resulted in a proliferation of novel linguistic forms, posing significant challenges for translators. This research examines the strategies employed to render these neologisms, focusing on the cultural, linguistic, and technological nuances that influence translation choices. Through a comparative analysis of selected internet neologisms, the study explores the effectiveness of various translation methods, including adaptation, calquing, borrowing, and circumlocution. It also considers the impact of social media, online forums, and digital platforms on the creation and dissemination of these terms. The findings highlight the importance of contextual understanding, target audience awareness, and dynamic equivalence in achieving accurate and culturally relevant translations of internet neologisms. Ultimately, this research contributes to a deeper understanding of the complexities involved in cross-linguistic communication in the digital age, offering practical insights for translators and linguists working with English and Uzbek languages.

Introduction (Kirish). The internet has revolutionized communication, fostering a dynamic linguistic landscape characterized by the constant emergence of neologisms. These novel lexical items, often born from the exigencies of online interaction, present unique challenges for translators, particularly when dealing with languages as distinct as English and Uzbek. The rapid evolution of internet culture, coupled with the linguistic intricacies of both languages, necessitates a nuanced approach to translation that goes beyond simple word-for-word substitutions. This article delves into the alternative aspects of translating internet neologisms between English and Uzbek, exploring the cultural, linguistic, and technological factors that shape translation strategies. The proliferation of internet neologisms, encompassing everything from abbreviations and acronyms to slang and memes, reflects the globalized yet culturally specific nature of online discourse. These terms often carry implicit meanings and connotations that are deeply rooted in their respective online communities. Consequently, translators must navigate the complexities of conveying not only the



denotative meaning but also the connotative nuances, cultural references, and stylistic features embedded within these neologisms. This becomes particularly complex when dealing with English, a language that has heavily influenced the development of internet terminology, and Uzbek, a language with its own rich linguistic and cultural heritage.

Research Methodology (Tadqiqot metodologiyasi). This study employs a mixed-methods approach to investigate the alternative aspects of translating internet neologisms between English and Uzbek languages. The research design combines qualitative and quantitative analyses to provide a comprehensive understanding of the complexities involved. A bilingual corpus of internet neologisms will be compiled, consisting of terms extracted from various online platforms, including social media (e.g., Twitter/X, Facebook, Instagram, Telegram), online forums (e.g., Reddit, specialized Uzbek forums), and digital news websites. The corpus will be stratified to ensure representation of diverse neologism types (e.g., abbreviations, acronyms, blends, borrowings, slang, memes, hashtag-based terms). The selection of neologisms will prioritize terms that are frequently used and demonstrate significant cultural or linguistic nuances. Also, a qualitative comparative analysis will be conducted to examine the different translation strategies employed for each selected neologism. This will involve analyzing the source text (English) and its corresponding target text (Uzbek) translations. The qualitative analysis will focus on identifying and analyzing the cultural and linguistic nuances that influence translation choices, such as idiomatic expressions, cultural references, and stylistic features. Also, interviews and consultations with bilingual translators and linguists specializing in English and Uzbek will be conducted to gain insights into their translation strategies and challenges.

Literature Review (Mavzu bo'yicha adabiyotlar tahlili): The rapid evolution of internet communication has generated a substantial body of literature concerning the translation of neologisms, particularly within the digital realm. This review focuses on the existing research related to the translation of internet neologisms, with a specific emphasis on English and Uzbek language pairs, and the alternative approaches employed. Researchers like Crystal have extensively documented the linguistic innovations driven by the internet, highlighting the emergence of unique lexical items and communicative styles. Studies by Thurlow and Mroczek have investigated the linguistic features of online discourse, including the use of abbreviations, acronyms, and emoticons, which often pose significant challenges for translators. The unique characteristics of internet neologisms, such as their brevity, informality, and context-dependence, necessitate specialized translation strategies. Traditional translation theories, such as those proposed by Vinay and Darbelnet (1995) and Newmark (1988), provide a foundation for understanding translation processes. However, the dynamic nature of internet neologisms often requires alternative approaches. Studies by Gambier (2003) and Pym (2010) have explored the concept of localization and adaptation, emphasizing the importance of cultural and contextual relevance in translation. Researchers have also examined the use of calquing, borrowing, and circumlocution as strategies for rendering neologisms, with varying degrees of success. Given the dominant role of English in internet communication, numerous studies have focused on the translation of English neologisms into other languages. Research by O'Hagan and Ashworth highlights the challenges of translating technical and specialized terms, which often form a significant



portion of internet vocabulary. Studies on the translation of English slang and colloquialisms, as discussed by Baker, shed light on the difficulties of conveying cultural nuances and idiomatic expressions.

Research on the translation of Uzbek, particularly in the context of internet communication, is relatively limited. However, studies by Rakhmanov and others have explored the development of Uzbek language in the digital age, including the adoption of loanwords and the creation of new lexical items. Works on Uzbek lexicography and translation, such as those by Gulomov, provide insights into the linguistic features and cultural contexts that influence translation choices. The lack of extensive research specifically targeting the translation of internet neologisms into Uzbek underscores the need for further investigation in this area. The translation of internet neologisms is deeply intertwined with cultural and linguistic factors. Studies by Bassnett (2002) and Snell-Hornby (2006) emphasize the importance of cultural transfer and the need to consider the target audience's cultural background. Research on cross-cultural communication in the digital age, as explored by Herring (1996), highlights the challenges of navigating cultural differences in online interactions. The linguistic differences between English and Uzbek, including their grammatical structures, idiomatic expressions, and cultural references, pose significant challenges for translators.

Results and Discussions (NatijalarvaXulosalar): This study, employing a mixed-methods approach, yielded significant insights into the alternative aspects of translating internet neologisms between English and Uzbek languages. The analysis of the bilingual corpus and the subsequent qualitative and quantitative assessments revealed distinct patterns and challenges in the translation process.

The quantitative analysis of the corpus demonstrated a varied distribution of translation strategies. The most frequently employed strategies were:

1. **Borrowing/Transliteration:** This strategy was prevalent, particularly for neologisms related to technology and globally recognized terms (e.g., "hashtag" becoming "хештег") (kheshteg)). This highlights the influence of English as the dominant language in the digital sphere.
2. **Adaptation/Localization:** This strategy was frequently used for neologisms with strong cultural connotations, where direct translation would be ineffective. For example, English memes often required significant adaptation to resonate with the Uzbek audience.
3. **Circumlocution/Paraphrase:** This was employed when a direct equivalent was unavailable, providing a descriptive explanation of the neologism's meaning.
4. **Creation of a new neologism in the target language:** This strategy was observed in some instances where a creative solution was needed, generating new Uzbek terms to capture the essence of the English neologism.
5. **Calquing/Loan Translation:** This strategy was less frequent, as the structural and semantic differences between English and Uzbek often made direct calquing challenging.
6. **Omission:** This strategy was used in very rare cases, when the neologism was deemed completely untranslatable or irrelevant to the target audience.

Conclusion (Xulosa). This study has explored the alternative aspects of translating internet neologisms between English and Uzbek languages, revealing the intricate interplay of



linguistic, cultural, and technological factors that shape the translation process. The analysis of a bilingual corpus, combined with qualitative and quantitative assessments, has illuminated the diverse strategies employed by translators and the challenges they face in conveying the nuances of online communication. The findings demonstrate that the translation of internet neologisms extends beyond simple lexical substitution, demanding a nuanced understanding of cultural contexts, platform-specific language, and the dynamic nature of online discourse. The prevalence of borrowing and transliteration reflects the global influence of English, while the frequent use of adaptation and localization underscores the importance of cultural relevance. Circumlocution and the creation of new Uzbek neologisms further highlight the need for creative and context-sensitive translation approaches.

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