English Borrowings in Contemporary Uzbek: Periods of Adoption, Causes, Functional Domains, and Their Impact on Present-Day Usage

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Abstract

This article examines English borrowings in contemporary Uzbek from a diachronic and functional perspective. The study asks four interrelated questions: when English-derived items entered Uzbek in recognizable waves; what social, cultural, political, and technological forces encouraged their adoption; in which domains they became especially productive; and how they affect present-day Uzbek at the levels of vocabulary, semantics, orthography, style, and word formation. The article combines qualitative document-based analysis with a bounded descriptive coding sample. Its materials include classic works on borrowing and language contact, recent studies on English-origin items in Uzbek, and official policy documents concerning foreign-language education, terminology development, and the status of the state language. To support transparent visualization, the study coded an analytical sample of 180 English-origin lexical items recurrent in scholarship and widely observable in Uzbek public discourse. Each item was coded by historically dominant diffusion phase, primary functional domain, and most salient adaptation pattern. Instead of claiming an exact first attestation year for every lexical item, the article identifies historically meaningful periods of diffusion and stabilization: a mediated late Soviet phase in which many English words entered Uzbek through Russian; a post-independence market and management phase in the 1990s and 2000s; and a digitally accelerated phase from the 2010s onward shaped by the internet, social media, startup culture, and new educational policies. The analysis shows that English borrowings spread in Uzbek primarily because of nominative need, prestige, communicative economy, and international integration in science, technology, business, and media. At the same time, the Uzbek language does not receive these items passively. Borrowed words are phonologically, orthographically, morphologically, and semantically adapted; they are pluralized, case-marked, hybridized with Uzbek affixes, and sometimes shifted in meaning. The study argues that English borrowings have expanded the naming resources of Uzbek and increased its capacity to participate in global knowledge networks, but they have also intensified debates about spelling, stylistic overuse, semantic drift, and the displacement of native alternatives. The charts and tables included in the article visualize relative tendencies inside the analytical sample rather than national corpus frequencies. The article concludes that the most productive response is neither blanket purism nor uncontrolled borrowing, but evidence-based norming, lexicographic documentation, and context-sensitive terminology planning.

Keywords: Uzbek language, English borrowings, loanwords, anglicisms, language contact, semantic change, lexical adaptation, digital discourse

1. Introduction

The lexical history of Uzbek, like that of many widely connected languages, is a history of contact. Uzbek belongs to the Turkic language family and has developed across long periods of interaction with Persian, Arabic, Russian, and other languages of administration, trade, religion, education, and culture (Ido, 2025). For that reason, English-origin vocabulary in Uzbek should not be treated as an exceptional or accidental phenomenon, but rather as the most recent stage in a much older pattern of lexical expansion through contact. What makes the current situation distinctive is not borrowing itself, but the unprecedented intensity, speed, and symbolic value of English in the contemporary world. As Crystal (2003) and Haspelmath (2009) argue in different ways, lexical borrowing becomes especially visible when a language associated with international mobility, science, technology, and prestige overlaps with local linguistic ecologies and communicative needs.

In present-day Uzbekistan, English has become a high-visibility language in education, digital communication, entrepreneurship, advertising, entertainment, and international professional life. This shift is not merely impressionistic. State policy has explicitly promoted foreign-language learning, particularly English, through systemic reforms in schooling, teacher preparation, assessment, and public discourse about competitiveness and modernization (Cabinet of Ministers of the Republic of Uzbekistan, 2021; President of the Republic of Uzbekistan, 2021). At the same time, official discourse on the development of the Uzbek language increasingly emphasizes the need to strengthen Uzbek in science, administration, and information technologies, as well as to expand and regulate its lexical resources in the face of technological change (President of the Republic of Uzbekistan, 2025). These two policy directions—more English in education and more

Uzbek in national language planning—do not simply cancel each other out. Instead, they create precisely the social environment in which borrowing becomes both productive and controversial.

Recent studies conducted in Uzbekistan and neighboring scholarly contexts show that English-origin items in Uzbek are now widely distributed across technological, political, social-media, educational, and publicistic discourse (Ahmadjonova, 2023; Khudaykulov & Isoqova, 2024; Nishonova, 2024a, 2024b; Sabirova, 2024; Xomidova, 2023). Yet much of the existing work either focuses on a narrow sector, such as political texts or social media, or offers a short descriptive list of examples without integrating historical timing, social motivation, functional distribution, and linguistic consequences into one argument. That gap is important. A word such as futbol does not belong to the same adoption phase, sociolinguistic logic, or degree of integration as a word such as marketing, and neither behaves exactly like onlayn, bloger, target, or chatbot. To understand English borrowings in Uzbek properly, one has to ask not only what has been borrowed, but when, through which channels, under what social pressures, in what discourse types, and with what consequences for the receiving language.

This article therefore pursues four aims. First, it identifies the main periods in which English-origin vocabulary became established in Uzbek and explains why periodization is preferable to simplistic "first year" claims for many items. Second, it examines the main reasons English words are borrowed into Uzbek, drawing on both general borrowing theory and Uzbek-specific developments. Third, it maps the principal functional domains in which these words circulate. Fourth, it evaluates their impact on present-day Uzbek vocabulary, orthography, morphology, semantics, stylistics, and language planning. The article does not frame borrowing as either lexical decay or automatic progress. Instead, it treats English-origin vocabulary as a sociolinguistic process in which enrichment, pressure, adaptation, and norming coexist.

The central claim advanced here is that English borrowings in Uzbek are best understood as a layered and uneven process. Some items entered earlier through Russian and became so normalized that their foreignness is barely felt; others arrived with the market reforms and managerial discourse of the post-Soviet period; still others belong to a new digital wave whose diffusion is rapid, youth-driven, platform-mediated, and still unstable in spelling and stylistic value. This layered view helps explain why contemporary Uzbek contains highly integrated items such as futbol and klub, semi-integrated professional terms such as brend and menedjment, and still-shifting digital forms such as akkaunt, selfi, striming, or chatbot. It also clarifies why public attitudes toward borrowings differ by domain: English words in sport or IT are often accepted as ordinary, while their dense clustering in advertising or bureaucratic imitation can provoke resistance.

The article is organized as follows. Section 2 reviews theoretical and Uzbek-specific literature on borrowing. Section 3 explains the materials and methods. Section 4 presents the findings in five parts: historical phases of adoption, motivations for borrowing, functional domains, adaptation mechanisms, and present-day effects on Uzbek usage. Section 5 discusses the broader implications for lexicography, language policy, and academic work on Uzbek vocabulary. Section 6 concludes the article.

2. Literature Review

2.1 Borrowing as a Language-Contact Process

Borrowing has long occupied a central place in language-contact studies. Haugen (1950) provided one of the classic early accounts by showing that lexical transfer is neither chaotic nor marginal; it follows discernible social and structural patterns. Weinreich (1953) later made language contact itself a foundational field by insisting that multilingual settings, prestige differentials, and communicative pressures shape what is transferred and how it becomes integrated. More recent overviews continue this line while refining the conceptual vocabulary. Matras (2018) defines borrowing broadly as the adoption of material from a donor language into a recipient language and emphasizes that motivations include lexical need, prestige, communicative routine, and social alignment. Haspelmath (2009) similarly argues that the comparative study of lexical borrowing becomes most explanatory when it moves beyond simple lists of loanwords to the question of why some meanings and categories are especially borrowable.

One durable finding in borrowing research is that not all lexical classes are equally likely to be borrowed. A large-scale comparative analysis by Tadmor, Haspelmath, and Taylor (2010) shows that nouns are generally more borrowable than adjectives or verbs, and that semantic fields differ markedly in their openness to transfer. Carling et al. (2019), working with Eurasian data, also demonstrate that lexical borrowing is shaped by both semantic field and contact ecology. These insights are directly relevant to Uzbek. English-origin items in Uzbek are overwhelmingly nominal in origin: internet, kompyuter, brend, bloger, menejer, printer, sponsor, grant, and selfi are far more typical than directly borrowed verbs. When verbal meanings do emerge, they often do so through Uzbek morphosyntactic strategies rather than wholesale importation of English verbal morphology.

Another major theme in the literature is the distinction between "need" and "prestige" as motivations for borrowing. The classical formulation appears already in Weinreich's work and remains central in later research. When a speech community encounters a new object, institution, or practice, borrowing can satisfy nominative need by providing a compact label. At the same time, a socially valued donor language can contribute forms even where local equivalents are possible, because the borrowed item indexes modernity, education, professionalism, or global belonging (Matras, 2018). In practice, these motivations are often intertwined. A term such as startap in Uzbek is used because the social form it names emerged through international innovation discourse; but it also circulates because English in entrepreneurial culture carries prestige. Likewise, deadline, trend, and target may coexist with descriptive Uzbek alternatives, yet be chosen because they compress complex professional meanings and signal participation in international discourse.

2.2 English as a Global Donor Language

The global spread of English has transformed borrowing patterns across many languages. Crystal (2003) famously argued that English became global not because of linguistic superiority, but because of historical, political, economic, scientific, and media-related conditions that made it the language of international reach. In the late twentieth and early twenty-first centuries, English came to dominate key infrastructures of globalization: computing, software, aviation, higher education, online platforms, corporate management, and popular culture. Durkin (2014) shows from the history of English that loanword traffic is always socially conditioned, but in the current world system English also functions as an especially powerful donor language to others.

For post-Soviet and Central Asian contexts, this matters in two ways. First, English-origin terminology often arrives attached to technologies and institutions whose international models are already English-mediated. Second, English competes with or supplements earlier channels of lexical modernization that were once heavily dependent on Russian. In Uzbek, that means the English layer should not be studied in isolation from Russian mediation, because many "English" words entered Uzbek historically through Russian orthography, phonology, or administrative practice before becoming reinterpreted in a more direct English-related environment. The difference between earlier mediated borrowings and more recent internet-driven borrowings is one of the key distinctions this article highlights.

2.3 The Uzbek Context: Contact History and Current Scholarship

Uzbek has a stratified lexical history shaped by successive layers of contact. Persian and Arabic left deep imprints in literary, administrative, and religious vocabulary, while Russian played an especially important role in modern state, technical, educational, and urban registers during the imperial and Soviet periods (Ido, 2025). Catedral (2017) shows that post-Soviet Uzbek media continued to negotiate Russian loanwords even after independence, demonstrating that lexical politics in Uzbek cannot be reduced to a simple indigenous-versus-foreign binary. Against this background, English-origin vocabulary represents a new but not unprecedented layer of influence.

Local scholarship on English loanwords in Uzbek has grown notably in recent years. Ahmadjonova (2023) argues that many English-origin items in Uzbek undergo semantic transformation after borrowing and illustrates how terms such as internet and computer develop locally salient meanings. Nishonova (2024a) treats English loanwords as a source of lexical enrichment for Uzbek, while Nishonova (2024b) emphasizes their linguistic adaptation and growing everyday presence. Alimov and Yusupova (2022) approach the issue from a linguocultural perspective, highlighting that borrowed words can also carry values, stereotypes, and cultural associations. Khamzaev et al. (2020) discuss public and scholarly concerns about the overuse of fashionable borrowed words and the need for intelligible Uzbek equivalents where possible. Khudaykulov (2020) and Khudaykulov and Isoqova (2024) focus on official-business and political discourse, respectively, showing that English-origin items are particularly productive in domains tied to administration, globalization, and public persuasion. Xomidova (2023) studies social-media terms, and Mahmudov and Polvannazirova (2025) extend that discussion by examining hashtags, memes, and internet-linguistic elements in Uzbek digital communication. Sapayeva (2025) examines publicistic discourse, especially in business and technology, while Sabirova (2024) compares semantic shifts in English, Uzbek, and Russian technological vocabulary.

This growing body of work is valuable, but it also reveals several gaps. First, many studies are short-form and domain-specific, which makes it difficult to see how the English layer is organized across time. Second, some publications use the label "English borrowing" loosely, without always distinguishing between direct borrowing, mediated borrowing, calquing, hybrid formation, and semantically extended local usage. Third, while scholars often list representative examples, fewer studies explicitly connect borrowing to official language policy, educational reform, and digital infrastructure in Uzbekistan. Finally, there remains a tendency in public debates to ask exactly when a word entered Uzbek, as though borrowing were a single moment. In reality, many items diffuse in phases: first through translation or elite usage, then through journalism or teaching, and only later through broad colloquial circulation. A historically sensitive account therefore needs to work with periods and channels, not just isolated dates.

2.4 Adaptation, Semantic Change, and Norming

An essential point in the literature is that borrowing does not end with lexical entry. Borrowed items are adapted to the structural and social norms of the recipient language. Kingsley (2023), discussing Uzbek verbal morphology, shows that Uzbek tends to accommodate borrowed lexical material by using its own derivational and agglutinative resources rather than importing foreign inflectional systems. This observation aligns with everyday usage patterns in Uzbek, where borrowed bases are pluralized, case-marked, and sometimes verbalized with Uzbek morphology or periphrastic constructions. Such adaptation indicates not linguistic weakness, but the receiving language's structural resilience.

Semantic change is equally significant. Borrowed items may broaden, narrow, specialize, or shift in evaluative tone. Ahmadjonova (2023) notes that internet in Uzbek may extend beyond the technical network to mean the whole sphere of online activity, while kompyuter may be used more narrowly for a personal computer than for computational systems in general. Sabirova (2024) shows that technology-related vocabulary across English, Uzbek, and Russian often changes meaning as innovations reshape usage. Local media also offers clear cases of pragmatic shift. The form piar, derived from public relations, is frequently used in Uzbek and Russian-influenced media discourse not in the neutral professional sense of strategic communication, but in a more colloquial or critical sense closer to "attention-seeking promotion" or "manufactured publicity." Such shifts matter because they show how borrowed words become local words.

The final theme in the literature is norming: how a speech community decides which borrowed forms to accept, adapt, replace, or regulate.

Official language planning in Uzbekistan increasingly calls for the strengthening of Uzbek in science, digital technologies, and public administration, alongside the creation and modernization of terminological resources (President of the Republic of Uzbekistan, 2025). This does not imply that all borrowings should be rejected. Rather, it suggests that borrowing must be documented and evaluated in terms of frequency, functional necessity, and integration. From a linguistic perspective, the problem is not that English-origin words exist in Uzbek; the real questions are whether they are needed, how they are adapted, where native equivalents remain viable, and how spelling and meaning can be stabilized for users.

3. Materials and Methods

This study is a qualitative, document-based linguistic analysis with a diachronic-functional orientation, complemented by a bounded descriptive coding sample used for transparent visualization. The article does not claim to identify the exact first attestation year of each English-origin lexical item in Uzbek. Such a task would require a specialized historical corpus and systematic archival work. Instead, the study identifies historically meaningful periods of diffusion and stabilization, then links those periods to functional domains and adaptation patterns.

3.1 Materials and Source Base

The materials used in the study fall into three groups. The first group consists of foundational theoretical works on borrowing and language contact, including Haugen (1950), Weinreich (1953), Haspelmath (2009), Tadmor et al. (2010), Carling et al. (2019), Matras (2018), Crystal (2003), and Durkin (2014). The second group consists of recent Uzbek-focused studies on English-origin vocabulary and discourse domains, including Alimov and Yusupova (2022), Ahmadjonova (2023), Khudaykulov and Isoqova (2024), Nishonova (2024a, 2024b), Razzakova (2023), Sabirova (2024), Sapayeva (2025), Xomidova (2023), and Mahmudov and Polvannazirova (2025). The third group consists of official documents and public policy materials relevant to foreign-language learning, terminology development, and the status of the Uzbek state language.

3.2 Construction of the Analytical Sample

To make the descriptive basis of the article transparent, a bounded analytical sample of 180 English-origin lexical items was compiled by the author. Items were eligible for inclusion if they met at least two of the following criteria: (a) they were discussed in the Uzbek-focused scholarship reviewed for this article; (b) they were widely observable in Uzbek public discourse, including media, education, business, technology, sport, or social-media usage; (c) they represented a recognizable English-origin form, whether directly borrowed from English or historically mediated through Russian; and (d) they could be assigned to one of the study's functional domains without relying on a highly specialized technical subfield. Duplicate forms, items with uncertain English origin, very rare specialist terms, and purely occasional code-switches were excluded.

The number 180 should not be read as a statistically optimal sample size or as a national frequency count. It is a deliberately bounded descriptive sample: large enough to cover the six target domains and the main adaptation patterns discussed in the article, but small enough to report the complete item-level coding in Appendix A. A larger inventory, such as 300 items, would have implied a degree of corpus representativeness that the present document-based design cannot claim; a much smaller list, such as 150 items, would have reduced coverage of less frequent but theoretically relevant adaptation types. Thus, the sample size is justified by breadth, transparency, and replicability rather than by probabilistic sampling.

3.3 Coding Categories and Decision Rules

Each item was coded for three variables: historically dominant diffusion phase, primary functional domain, and most salient adaptation pattern. The coding was conservative: percentages are used only to visualize the internal distribution of the analytical sample, not to claim exact national rates of borrowing. The full item list and coding decisions are provided in Appendix A so that the reviewer and readers can inspect the descriptive base behind the tables and figures.

3.4 Coder Role and Reliability

The selection and coding were conducted by a single researcher, namely the author of the manuscript. No independent second coder participated in this version of the study; therefore, no inter-coder agreement statistic such as Cohen's kappa is reported. This design is now stated explicitly because the study is qualitative and descriptive rather than a multi-coder quantitative corpus analysis.

To reduce subjectivity within a single-coder design, reliability was addressed procedurally rather than statistically. First, the coding categories were defined before the final item-level coding was completed. Second, ambiguous items were coded conservatively, especially where direct English borrowing and Russian-mediated borrowing could not be separated confidently. Third, the full coded sample is reported in Appendix A so that the coding decisions are visible and can be evaluated by other researchers. The absence of independent inter-coder reliability remains a methodological limitation and is acknowledged as such in the limitations statement below.

3.5 Methodological Limitations

The study has three main limitations. First, it relies on a bounded descriptive sample rather than a balanced national corpus; consequently, the percentages visualize tendencies within the sample and should not be interpreted as exact rates of borrowing in Uzbek as a whole. Second, because the coding was performed by a single researcher, the study cannot claim inter-coder reliability, although it increases transparency through explicit decision rules and the full appendix. Third, the distinction between direct English-to-Uzbek borrowing and

Russian-mediated transfer is necessarily cautious for some older items, since definitive etymological classification would require separate archival and lexicographic investigation.

Table 1. Operational Coding Scheme for the Analytical Sample

Variable	Operational definition	Decision rule used in coding
Historical diffusion phase	The broad period in which the item became socially visible or stabilized in Uzbek usage.	Items were coded as late Soviet/mediated, post-independence market, or digital-global; the code does not claim first attestation year.
Functional domain	The main discourse area in which the item is most productive.	If several domains were possible, the item was assigned to its most frequent public-discourse function.
Adaptation pattern	The most salient linguistic adjustment after borrowing.	The coding selected the strongest visible pattern: spelling/sound change, Uzbek morphology, semantic shift, hybrid formation, or verbalization/hybrid predication.
Mediated borrowing	An English-origin item that likely reached Uzbek through Russian or post-Soviet institutional channels.	Such items were not treated as direct English-to-Uzbek borrowings unless direct contemporary diffusion was clearly dominant.
Percentage reporting	The share of the bounded sample represented by each category.	Percentages describe the sample only and are not presented as national corpus frequencies.

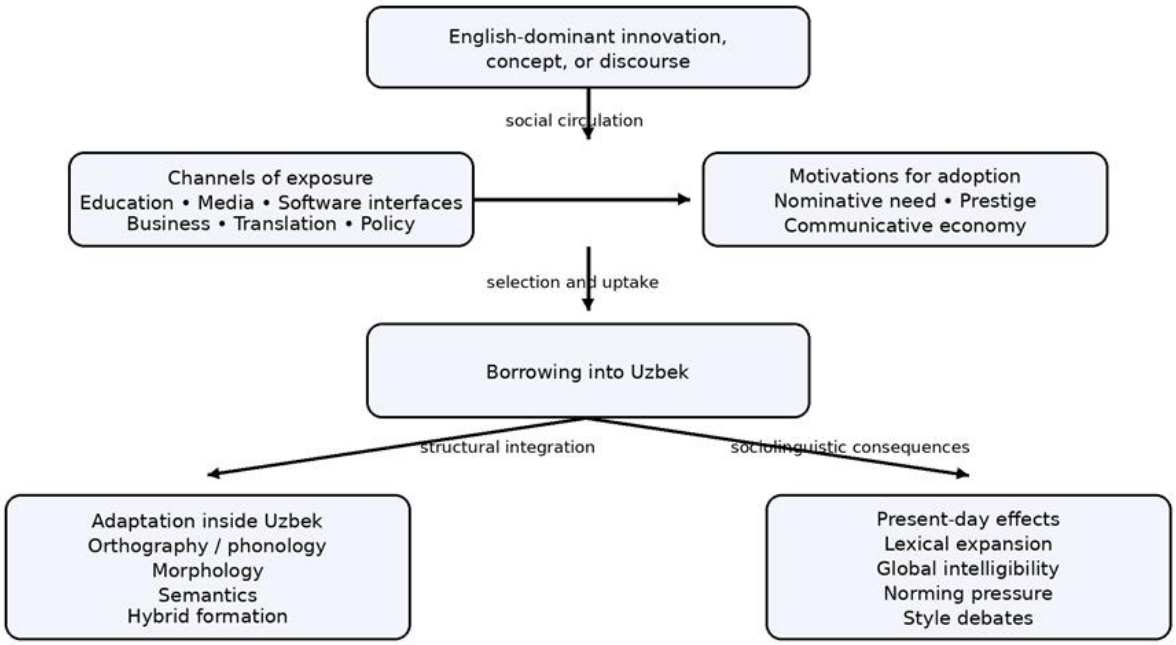

Figure 1. Conceptual flow of English-origin borrowing into Uzbek: exposure, motivation, adaptation, and outcomes

Source. Conceptual model developed by the author on the basis of the literature reviewed in this study.

4. Results

4.1 Periods of Adoption: When English Borrowings Entered Uzbek

One of the most frequently asked questions about English-origin words in Uzbek is when they were borrowed. The question is understandable, but it can be misleading if it is interpreted too rigidly. Many lexical items do not enter a language at a single identifiable moment. Rather, they pass through stages of encounter, professional circulation, media diffusion, and everyday normalization. For that reason, the most productive answer is periodization. Based on the literature and the broader sociolinguistic context, English borrowings in contemporary Uzbek can be discussed in three major phases.

The first phase is a mediated late Soviet phase, roughly associated with the second half of the twentieth century, especially the decades when sport, popular culture, technical education, and public administration became heavily mediated through Russian. During this period, many

English-origin words that are now ordinary in Uzbek did not enter from direct contact with English-speaking environments, but through Russian forms already adapted from English. Examples include futbol, klub, rekord, chempion, trener, boks, tennis, and penalti. These items often belong to sport and mass culture, two domains in which international terminology was already institutionalized. Their current status in Uzbek is significant: many speakers do not experience them as newly borrowed or ideologically charged; they are simply part of the normal lexicon. This illustrates an important principle in borrowing studies: the perceived foreignness of a word decreases as integration deepens.

A second phase emerged after independence, especially from the 1990s through the 2000s. This was a period of economic transition, marketization, management discourse, international aid, NGO activity, branding, finance, and the growing visibility of corporate culture. During these years, Uzbek absorbed or expanded the use of many English-origin terms associated with new institutional realities: biznes, marketing, menedjment, menejer, ofis, servis, sponsor, grant, diler, brend, monitoring, and reyting. Some of these forms were still mediated through Russian or transnational post-Soviet usage, but they gained salience in Uzbek because the underlying institutions became socially relevant after the collapse of the Soviet planned economy. Khudaykulov and Isoqova (2024) show that political and public discourse in Uzbekistan makes regular use of English-origin words precisely when modern governance, reform, image-building, and ideological positioning are at issue. In other words, market and governance vocabulary was not borrowed simply because English was fashionable; it was borrowed because the post-independence order introduced new practices that demanded lexical naming.

The third phase is the digital-global phase, most visible from the 2010s onward and further intensified in the 2020s. This phase is qualitatively different from the previous two. First, diffusion is much faster because digital platforms distribute forms instantly. Second, direct exposure to English has increased through interfaces, apps, social media, streaming platforms, online education, and global consumer culture. Third, the users who normalize these items are often younger speakers, students, content creators, IT workers, and urban professionals. Representative items include sayt, onlayn, akkaunt, login, chat, post, bloger, kontent, target, selfi, startap, striming, chatbot, podkast, and influencer. Xomidova (2023) and Mahmudov and Polvannazirova (2025) show that social-media discourse has become one of the most active channels for English-origin vocabulary in Uzbek, especially where hashtags, platform functions, and internet genres are involved. What distinguishes this phase is not just the number of borrowings, but their rapid stylistic spread from technical discourse into everyday communication.

These phases should not be interpreted as sealed compartments. Earlier borrowings remain active in later periods, and some newer terms coexist with older mediated alternatives. Still, the three-phase model helps explain why Uzbek contains several different layers of English-origin vocabulary. Futbol and chempion represent one historical ecology; biznes and brend represent another; bloger and chatbot represent a third. The same model also explains why the normative status of these items differs. Older borrowings have typically undergone full adaptation and face little resistance, whereas new digital forms may still fluctuate in spelling, meaning, and stylistic legitimacy.

It is also useful to distinguish between adoption and stabilization. A word may be known to a narrow professional group before it becomes stabilized in wider public usage. For example, grant and monitoring likely circulated in administrative and development-related registers before becoming common in general institutional Uzbek. Similarly, selfi and bloger were initially associated with internet culture and only later normalized in broader media discourse. This distinction cautions against simplistic etymological narratives. A lexeme's history in Uzbek includes not only its original entry, but also its path to social normality.

Table 2 summarizes the three major phases of English borrowing in Uzbek and provides representative examples.

Within the coded sample, 40 items (22.2%) were assigned to the mediated late Soviet layer, 56 items (31.1%) to the post-independence marketization layer, and 84 items (46.7%) to the digital-global layer. This ascending distribution suggests that the newest wave is the broadest in publicly salient vocabulary. At the same time, the pattern should not be mistaken for an exact historical frequency curve; it visualizes the relative concentration of recognizable English-origin forms across the study sample. Table 3 provides the numeric breakdown, while Figure 2 presents the same tendency as an upward percentage profile.

Table 2. Major Phases in the Adoption of English Borrowings in Uzbek

Phase	**Approximate period**	**Main channels of diffusion**	**Representative examples**	**Typical status in today's Uzbek**
Late Soviet / mediated phase	Mainly mid-to-late 20th century	Russian-mediated sport, education, mass culture, technical discourse	futbol, klub, rekord, chempion, trener, boks, tennis, penalti	Highly integrated; often not perceived as "new" or strongly foreign
Post-independence market phase	1990s–2000s	Business media, corporate discourse, NGOs, management training, reform language	biznes, marketing, menedjment, menejer, brend, servis, diler, sponsor, grant, monitoring	Semi-integrated to highly integrated; common in institutional and professional discourse
Digital-global phase	2010s–2020s	Internet platforms, apps, social media, startup culture, online education	sayt, onlayn, akkaunt, bloger, kontent, selfi, startap, striming, chatbot, podkast	Rapidly spreading; some forms fully normalized, others still orthographically or stylistically unstable

Note. Phases indicate major periods of diffusion and stabilization rather than single-year first attestations for every item.

Table 3. Distribution of the Analytical Sample across Historical Phases (n = 180)

Historical phase	Number of coded items	Share of sample
Late Soviet / mediated phase	40	22.2%
Post-independence market phase	56	31.1%
Digital-global phase	84	46.7%

Note. Percentages are based on the article's bounded analytical sample and visualize relative distribution rather than national corpus frequency.

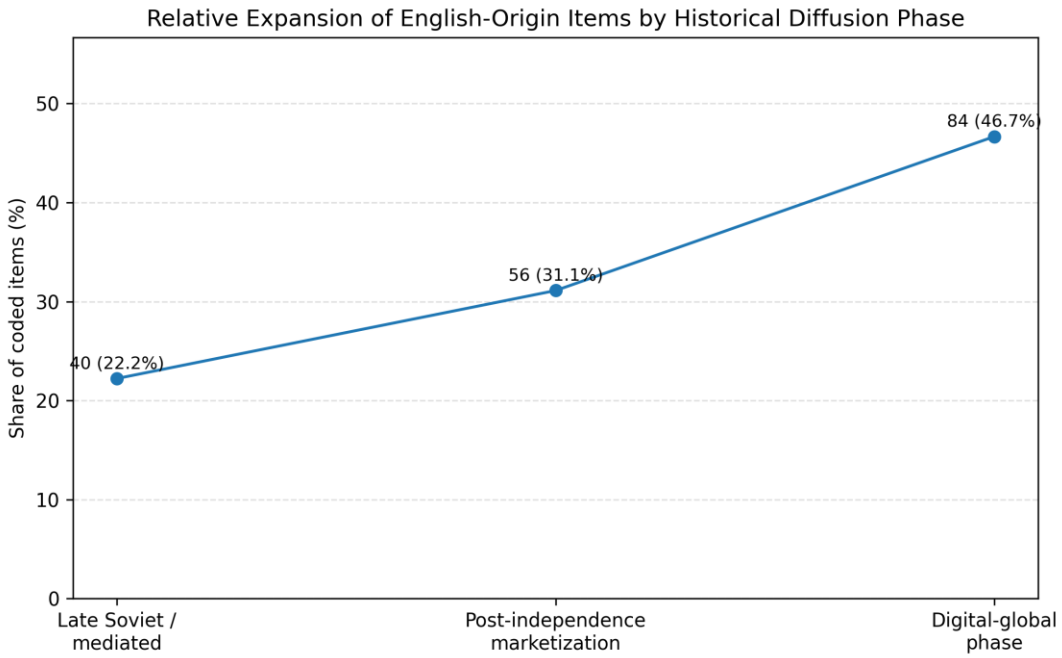

Figure 2. Relative expansion of English-origin items by historical diffusion phase in the analytical sample (n = 180)

Source. Author's coding of the analytical sample.

4.2 Why English Borrowings Are Adopted: The Main Causes

The evidence reviewed in this study suggests that English-origin vocabulary enters Uzbek for at least four major reasons: nominative need, prestige, communicative economy, and institutional mediation through education, media, and technology. These causes frequently overlap, but distinguishing them helps explain why certain semantic fields are especially productive.

Figure 1 schematizes the interaction between global English-mediated innovations, channels of exposure, social motives for adoption, adaptation inside Uzbek, and present-day effects. The model highlights that borrowing in Uzbek is neither random nor merely imitative. It is institutionally mediated, socially motivated, and linguistically selective.

The first and most straightforward reason is nominative need. When new objects, services, roles, or communicative practices enter a society, speakers need efficient labels for them. In such cases, borrowing is often the fastest solution. Many English-origin technological terms in Uzbek became common because new digital realities arrived with ready-made names: printer, skaner, smartfon, sayt, blog, podkast, chatbot, and startap are difficult to discuss economically without either borrowing or constructing multiword descriptive phrases. Haspelmath (2009) notes that borrowing studies become most revealing when they ask why some meanings travel more easily than others. In the Uzbek case, digital, managerial, and platform-related meanings are especially borrowable because they are linked to innovations that circulate globally in English-mediated form. Ahmadjonova (2023) and Sabirova (2024) both suggest that such vocabulary is not only new, but semantically dynamic, which further encourages borrowing.

The second reason is prestige. English currently functions as a language of modernity, specialized knowledge, mobility, and status in many parts of the world, including Uzbekistan. This prestige is not abstract; it is reinforced institutionally by school reform, labor-market demand, international scholarship, and media representation (Cabinet of Ministers of the Republic of Uzbekistan, 2021; President of the Republic of Uzbekistan, 2021). As a result, English-origin words may be preferred even where a descriptive Uzbek equivalent is possible. Terms such as trend, deadline, target, branding, and networking are often chosen not because Uzbek lacks all expressive capacity, but because the English-based form indexes professional alignment with a global discourse community. Matras (2018) and Crystal (2003) help explain this process theoretically: lexical choice is not only about denotation, but also about symbolic affiliation.

The third reason is communicative economy. Borrowed words can be shorter, more recognizable across languages, or more conventional

within a professional field than newly coined local alternatives. This is particularly visible in business, IT, and education. A phrase such as onlayn dars is compact and immediately interpretable to many users, while a longer descriptive paraphrase may be less efficient in fast-moving discourse. Likewise, startap compresses a whole institutional and ideological model of innovative entrepreneurship that would be cumbersome to unpack every time. In this sense, many English borrowings function as high-density lexical packages. Their efficiency contributes to their diffusion.

The fourth reason is institutional mediation. Borrowing does not happen only through spontaneous conversation. It is also driven by schools, universities, translated materials, software interfaces, newsrooms, ministries, advertising agencies, and social-media platforms. Policy matters here. The 2021 resolution on foreign-language learning and related public statements made English learning a national priority tied to competitiveness and educational quality (Cabinet of Ministers of the Republic of Uzbekistan, 2021; President of the Republic of Uzbekistan, 2021). At the same time, state discourse on strengthening Uzbek in science and information technologies implies that modern terminology is a concrete planning issue rather than a purely academic one (President of the Republic of Uzbekistan, 2025). When young speakers learn English in school, use English-heavy interfaces on their phones, and encounter English-derived terms in university or work settings, borrowing becomes structurally embedded in everyday life.

A fifth, more subtle cause may be called discourse prestige or stylistic fashion. In advertising, marketing copy, and social-media self-presentation, English-origin vocabulary may be used to create an effect of trendiness, exclusivity, cosmopolitanism, or youthfulness. Sapayeva (2025) notes that business and technology-related borrowings are especially visible in Uzbek publicism, where their use can reflect both the realities of globalized sectors and the stylistic economy of modern media. The problem here is that prestige-driven borrowing may exceed genuine need. When a word is selected primarily to sound fashionable rather than to name a new concept precisely, speakers may experience it as unnecessary or exclusionary. This is one source of resistance to English borrowings in public debate.

Finally, mediated borrowing must be acknowledged as a cause in its own right for older layers. Not all English-origin words entered Uzbek through direct contact with English-speaking people, institutions, or texts. During the Soviet period and even beyond, Russian often served as the transfer channel. This has implications for phonology, spelling, and semantics. Some Uzbek forms reflect earlier Russian adaptation rather than direct approximation to English. The history of English borrowings in Uzbek is therefore not a simple two-language story; it is often a three-cornered contact story involving English, Russian, and Uzbek.

4.3 Functional Domains: Where English Borrowings Are Most Visible

English-origin vocabulary is not distributed evenly across Uzbek. Some domains are highly receptive because they are institutionally globalized and innovation-intensive, while others remain more conservative. The evidence suggests at least six especially productive domains: digital technology, business and management, media and social networks, education, politics and administration, and sports and lifestyle.

The most active domain is digital technology and online communication. This is unsurprising. Software, platforms, devices, and platform-based routines circulate internationally with English terminology built into their interfaces and user cultures. Uzbek speakers encounter terms such as sayt, akkaunt, login, parol, fayl, printer, onlayn, chatbot, striming, podkast, and kontent in both formal and informal contexts. Some of these terms have become nearly unavoidable in everyday communication. Their growth is not only lexical but conceptual: they name new practices, genres, and interactions. As Sabirova (2024) observes in a broader comparative frame, technological vocabulary is particularly prone to semantic extension and cross-linguistic adaptation. In Uzbek, the digital domain is also where borrowing remains most unstable, because new terms emerge faster than norms can stabilize them.

The second major domain is business, management, and entrepreneurship. Words such as biznes, marketing, menedjment, menejer, brend, servis, monitoring, grant, sponsor, startup, target, and networking became more visible as market relations, corporate structures, donor-funded projects, and start-up ecosystems expanded in post-independence Uzbekistan. Khudaykulov and Isoqova (2024) show that English-origin words appear naturally in political and institutional texts where modernization, reform, investment, and image are being discussed. Sapayeva (2025) likewise points to publicistic discourse as a key site of business and technology borrowing. In this domain, borrowed terms often function as jargon markers. They identify the speaker as part of a managerial or entrepreneurial community and can therefore carry both practical and social meaning.

The third productive domain is media, entertainment, and social networks. Here one finds terms such as bloger, influencer, trend, selfi, post, story, kontent, meme, streaming, and like. Xomidova (2023) notes that social-media vocabulary in Uzbek reflects both lexical borrowing and changing communicative behavior. Mahmudov and Polvannazirova (2025) add that hashtags, memes, and internet discourse accelerate the spread of English-origin items and reshape youth language. Media is important not merely because it introduces new words, but because it gives them emotional color and social visibility. A word borrowed through social media may become fashionable long before it becomes lexicographically stabilized.

The fourth domain is education and professional training. Terms such as test, deadline, workshop, тренинг/ trening, speaker, coach, and feedback appear in different degrees across university, private-education, and institutional settings. Some of these are direct or semi-direct English borrowings; others are mediated through broader post-Soviet educational discourse. What matters is that educational reform has made English itself more visible as a source of academic and professional authority. When students, teachers, and institutions operate in English-influenced environments, English-origin terminology becomes normalized not only in language classes but in professional communication generally.

The fifth domain is politics, governance, and public administration. English-origin words are especially common when discussing reforms, rankings, public image, branding, monitoring, projects, strategy, and digital governance. Khudaykulov and Isoqova (2024) demonstrate the functionality of such vocabulary in political texts. These terms often occupy a semi-official register: they are more formal than slang but not necessarily fully domesticated in legal terminology. Their use can help align national discourse with international governance models, but it can also generate complaints when bureaucratic Uzbek becomes too dependent on fashionable imported vocabulary.

The sixth domain is sport and lifestyle. This domain includes older, more integrated borrowings such as futbol, chempion, trener, penalti, set, and nokaut, as well as newer lifestyle words linked to fitness, fashion, and popular culture. Sport is a revealing case because it shows how fully naturalized some borrowings can become. Few speakers would consider futbol a threatening foreign intrusion; it is simply the accepted name of the sport. This illustrates an important temporal principle: a borrowing that is contested in one generation may become invisible as a borrowing in the next if it is socially useful and structurally well integrated.

These domains are summarized in Table 4, which shows representative examples and their primary discourse functions.

In the coded sample, digital technology and online communication accounted for 31.1% of items, followed by business and management (18.9%), media and social networks (16.7%), education and training (13.3%), sports and lifestyle (12.2%), and politics and administration (7.8%). Figure 3 visualizes this distribution and confirms that English borrowing in Uzbek is strongly concentrated in innovation-rich and institutionally globalized domains.

Table 4. Functional Domains of English Borrowings in Contemporary Uzbek

Domain	**Typical examples**	**Main communicative function**
Digital technology and online communication	sayt, akkaunt, login, fayl, printer, onlayn, chatbot, striming, podkast	Naming devices, interfaces, platform functions, and digital practices
Business and management	biznes, marketing, menedjment, menejer, brend, servis, monitoring, grant, startap	Naming institutions, roles, strategies, and entrepreneurial practices
Media and social networks	bloger, influencer, trend, selfi, post, story, kontent, meme	Naming online genres, self-presentation, and attention economies
Education and training	test, deadline, workshop, trening, feedback, speaker	Naming pedagogical formats, evaluation practices, and professional interaction
Politics and administration	monitoring, reyting, imij, strategiya, branding, digital platform	Naming reform tools, public image, and governance-related concepts
Sports and lifestyle	futbol, chempion, trener, penalti, set, nokaut	Naming internationally standardized activities and roles

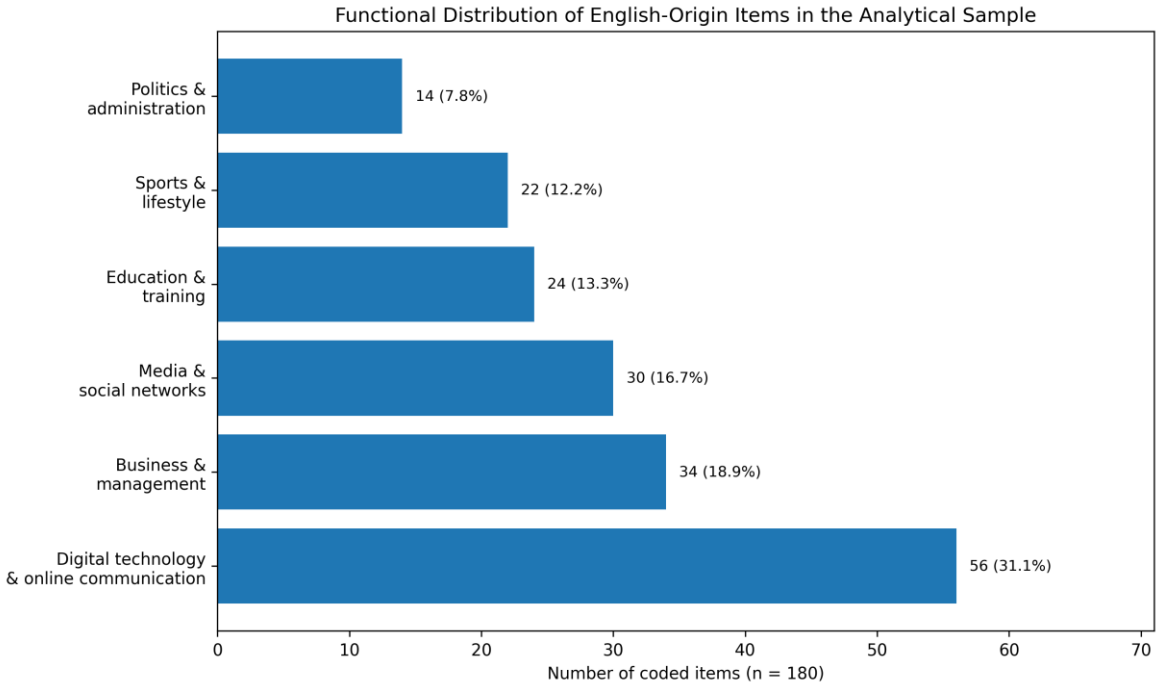

Figure 3. Functional distribution of English-origin items in the analytical sample (n = 180).

Source. Author's coding of the analytical sample.

4.4 How English Borrowings Adapt Inside Uzbek

Borrowing is often discussed as if words were imported intact, but the Uzbek evidence suggests a far more active process of integration.

English-origin items entering Uzbek are adapted phonologically, orthographically, morphologically, and semantically. This adaptation shows that Uzbek remains structurally agentive: it receives new vocabulary while fitting it to its own system.

Orthographic and phonological adaptation is the most visible level. Many English-origin forms are written in ways that reflect Uzbek phonographic expectations or prior Russian mediation. The contrast between online and onlayn, site and sayt, brand and brend, selfie and selfi, blogger and bloger illustrates that borrowed items are frequently naturalized in script and sound. Such forms are not arbitrary misspellings; they are evidence of the recipient language's attempt to make foreign material pronounceable and writable within local conventions. However, orthographic instability remains a problem for newer forms. Competing versions may circulate simultaneously in journalism, advertising, and social media, especially when direct exposure to English spelling remains high. This is one reason why lexicographic norming matters.

Morphological adaptation is equally important. Once borrowed, English-origin nouns readily take Uzbek plural and case markers: brendlar, saytlar, grantlar, blogerlarga, akkauntim, kontentni, onlaynda. The borrowed base becomes a host for native morphology. This is a classic sign of integration in recipient-language terms. Kingsley (2023) shows that Uzbek, as an agglutinative language, tends to handle borrowed material by embedding it into its own derivational resources rather than copying foreign inflectional systems. Everyday usage supports this point. Speakers create forms such as skanerlamoq, bloklamoq, formatlamoq, and sometimes hybrid periphrastic constructions such as print qilmoq or update qilmoq in colloquial registers. These formations show that the borrowed lexical root becomes productive only when Uzbek grammar operationalizes it.

Hybrid formation is another outcome. Borrowed bases can combine with Uzbek words or affixes to form compounds and derivatives: onlayn-dars, biznes-reja, media-savodxonlik, blogerlik, startapchi, kontent yaratuvchi, and target reklama. Some of these are temporary or stylistically marked, but they reveal how borrowed and native elements cohabit in one morphological space. Hybridization often emerges in transitional phases, when a borrowing is becoming normalized but remains semantically dense enough to attract explanatory or localizing additions.

Semantic adaptation is perhaps the most revealing sign of integration. Once a borrowed word acquires meanings, connotations, or usage restrictions not identical to those of the source language, it has effectively become part of the semantic system of Uzbek. Ahmadjonova (2023) points to internet as a term that may broaden in Uzbek to encompass the sphere of online activity generally. Sabirova (2024) likewise highlights the role of technological development in reshaping meanings across English, Uzbek, and Russian. In Uzbek media practice, piar is a particularly clear example of evaluative shift: instead of denoting the professional field of public relations neutrally, it often suggests manipulative hype, self-promotion, or orchestrated publicity. The local semantics of the word therefore differ from its professional English source. Similar processes affect terms like trend, which may be used loosely to mean "fashionable phenomenon," or blogger/bloger, which may cover a wide range of digital public figures without fine distinctions between platform roles.

Stylistic adaptation also matters. English-origin items can move between registers. A term that begins in technical discourse may enter journalism and then colloquial speech. Conversely, a fashionable social-media word may later be filtered into formal institutional language. This mobility creates tension. In one context a borrowing may be precise and efficient; in another it may sound pretentious or unnecessary. For example, onlayn is now neutral in many contexts because it names a widely familiar mode of interaction. By contrast, dense clusters of English-origin managerial jargon in administrative Uzbek may still provoke criticism. The acceptability of a borrowing therefore depends not only on its meaning, but also on its register and textual environment.

These adaptation processes are summarized in Table 5.

Adaptation coding shows that orthographic or phonological accommodation is the most visible pattern in the sample (35.6%), followed by morphological integration (25.0%), semantic shift (15.6%), hybrid formation (13.9%), and verbalization or hybrid predication (10.0%). Figure 4 demonstrates that the first stages of domestication usually concern spelling and pronunciation, while later stages involve grammar, word formation, and local meaning development.

Table 5. Main Adaptation Patterns of English Borrowings in Uzbek

Adaptation type	**Description**	**Illustrative examples**
Orthographic / phonological	Foreign forms are respelled or pronounced according to Uzbek conventions or mediated historical patterns	online → onlayn; site → sayt; brand → brend; selfie → selfi; blogger → bloger
Morphological integration	Borrowed bases take Uzbek plural, case, possessive, or derivational markers	brendlar, saytga, grantni, akkauntim, blogerlik
Verbalization / hybrid predication	Borrowed bases are verbalized through Uzbek morphology or periphrastic constructions	skanerlamoq, bloklamoq, print qilmoq, update qilmoq
Semantic shift	Meanings broaden, narrow, or change evaluative tone in Uzbek usage	internet as the general online sphere; kompyuter as a personal computer; piar as attention-seeking promotion
Hybrid formation	Borrowed and Uzbek elements combine in compounds or mixed constructions	onlayn dars, biznes-reja, media-savodxonlik, startapchi

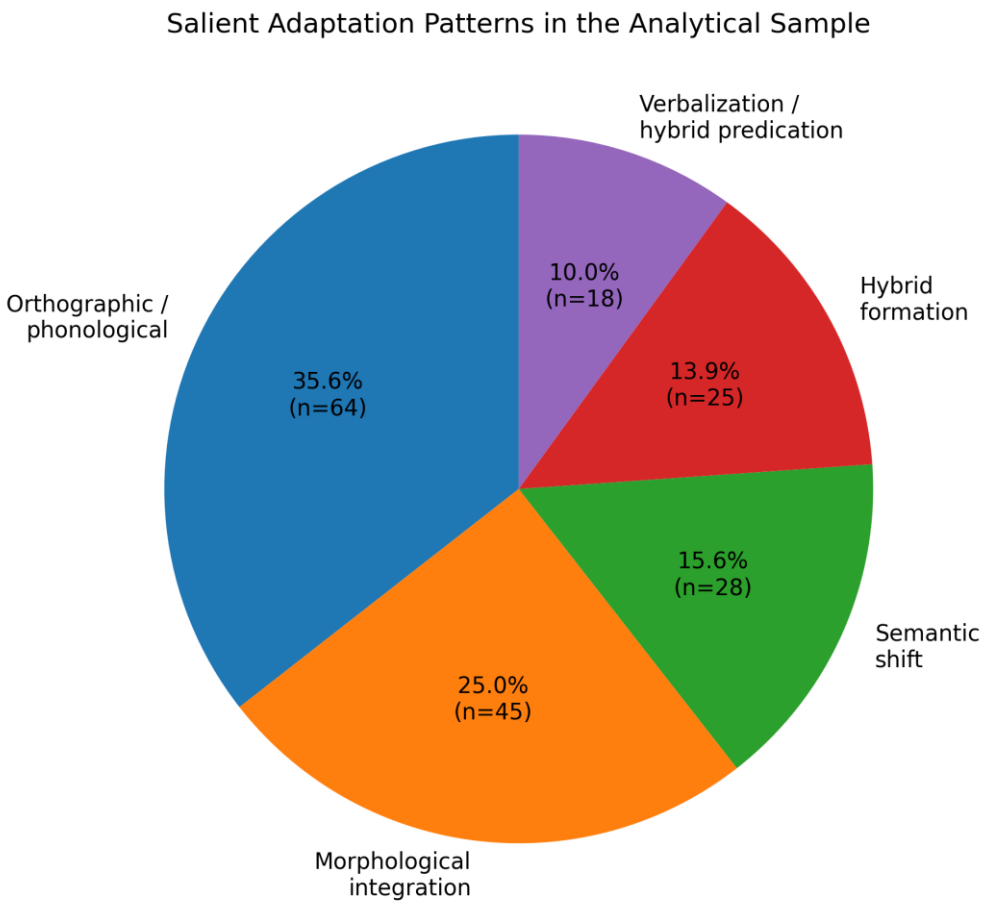

Figure 4. Salient adaptation patterns in the analytical sample (n = 180)

Source. Author's coding of the analytical sample.

4.5 The Impact of English Borrowings on Present-Day Uzbek

The effect of English borrowings on contemporary Uzbek is complex and cannot be captured by a simple positive-versus-negative evaluation. The most obvious positive effect is lexical expansion. English-origin vocabulary has increased Uzbek's capacity to name new technologies, professions, practices, and symbolic realities quickly and efficiently. This is particularly important in science, technology, entrepreneurship, and digital communication, where terminology changes rapidly. Without such borrowings, Uzbek would either need to create native replacements at high speed or rely on long descriptive paraphrases that are less practical in real-time communication. From this perspective, borrowing supports linguistic modernization rather than undermining it.

A second positive effect is participation in global knowledge networks. When Uzbek uses internationally recognizable terms in IT, management, research, and digital culture, it reduces friction in translation, training, and cross-border collaboration. Terms such as grant, startup, monitoring, webinar, or podcast connect Uzbek users to broader discourse communities. This does not mean that every international term must be preserved unchanged, but it does mean that total lexical isolation is neither realistic nor desirable. In a multilingual world, some degree of shared terminology facilitates exchange.

A third positive effect is internal productivity. Once integrated, many English-origin items become bases for new local formations. The receiving language is not weakened by this; it actively domesticates the material. Forms such as blogerlik, onlayn dars, skanerlamoq, and biznes-reja illustrate how Uzbek grammar and word formation absorb and reorganize borrowed elements. Such productivity is a sign of linguistic vitality. A language incapable of integrating external vocabulary would be far more vulnerable than one that can adapt it creatively.

At the same time, English borrowings create several challenges. The first is orthographic instability. Competing spellings—online/onlayn, blogger/bloger, selfie/selfi, streaming/striming—can produce inconsistency in print and digital writing. This is not merely a cosmetic issue. In educational settings, publishing, and lexicography, inconsistency hinders norm development. Clear style guides and updated dictionaries are therefore essential.

The second challenge is semantic drift and imprecision. Borrowed forms may become overextended or vaguely fashionable. When words

like trend, target, or piar are used loosely, their meanings may broaden beyond analytical usefulness. In professional contexts this can reduce clarity. The same problem arises when English-based terminology is used simply to sound modern, even though a more precise Uzbek expression exists. Here the issue is not foreignness itself, but lexical imprecision encouraged by prestige.

The third challenge is stylistic inequality. Some English-origin words can function as markers of education, urbanity, or elite membership. While this may be sociolinguistically natural, it can also create exclusion when public communication becomes saturated with jargon inaccessible to wider audiences. For official discourse, clarity should remain a priority. A borrowing that is efficient for specialists may be opaque or alienating for the general public. This is particularly relevant in state communication, education policy, and media intended for broad audiences.

The fourth challenge concerns the pressure placed on native equivalents and terminology planning. Not every English-origin item requires replacement; many are already too entrenched or too internationally useful. However, where concise and intelligible Uzbek alternatives exist or can be developed, language planning institutions need criteria for deciding when native terminology should be preferred. The 2025 decree on the development of the Uzbek language, with its emphasis on integrating Uzbek into information technologies and expanding lexical resources, suggests that the state increasingly recognizes terminology planning as a strategic matter (President of the Republic of Uzbekistan, 2025). The challenge is not to "purify" Uzbek unrealistically, but to manage lexical modernization intelligently.

The fifth challenge is historiographic misunderstanding. Public debate often treats all English-origin words as equally new or equally foreign. The three-phase analysis offered here shows that this is false. Some English-origin items have been in Uzbek so long that they function as ordinary native vocabulary for most users. Others are recent, unstable, and domain-bound. Failing to distinguish these layers leads to misguided judgments. A word such as futbol is not sociolinguistically comparable to influencer or chatbot, even though all ultimately derive from English. The history of borrowing matters for contemporary evaluation.

Taken together, these findings suggest that English borrowings are reshaping present-day Uzbek not by replacing its grammar or core identity, but by reconfiguring its lexical and stylistic landscape. The Uzbek language remains structurally robust. What is changing is the speed at which new vocabulary enters public life and the degree to which English now mediates access to science, technology, and symbolic modernity.

5. Discussion

The findings are theoretically significant because they show that English influence in Uzbek is not a simple case of direct lexical importation. It is a layered contact process in which older Russian-mediated internationalisms, post-independence managerial vocabulary, and recent platform-driven digital forms coexist. This layered pattern supports the broader language-contact view that borrowing is shaped by contact chains, institutional mediation, and changing prestige relations rather than by donor-recipient contact alone (Weinreich, 1953; Matras, 2018). In Uzbek, English-origin vocabulary often reaches users through several channels at once: Russian-mediated historical usage, formal education, software interfaces, professional translation, and social-media circulation.

The results also refine the distinction between lexical need and prestige. In the digital and technological domain, many borrowings satisfy clear nominative need because they name devices, platforms, genres, and practices that entered Uzbek public life with internationally standardized English labels. In business, management, advertising, and social-media discourse, however, borrowing frequently performs an additional indexical function: it signals modernity, expertise, entrepreneurship, youthfulness, or global orientation. The same borrowed item can therefore be both referential and symbolic. This helps explain why English-origin vocabulary may be welcomed in IT contexts but criticized when it appears as dense prestige jargon in public administration or advertising.

A second theoretical implication concerns structural integration. The study confirms that lexical openness does not imply grammatical dependence. English-origin bases in Uzbek are routinely adapted to Uzbek phonology, orthography, morphology, and word-formation patterns. They take Uzbek case, possessive, plural, derivational, and predicative patterns, as in saytga, brendlar, blogerlik, skanerlamoq, and print qilmoq. This supports the view that recipient languages actively reorganize borrowed material. Borrowing expands the lexicon, but Uzbek grammatical architecture remains the main mechanism that makes the borrowed forms usable in actual discourse.

The Uzbek case also contributes to sociolinguistic theory by showing how globalization is localized through vocabulary. English-origin forms enter Uzbek not as neutral labels only, but as markers of participation in global knowledge economies, platform cultures, and institutional reform discourses. At the same time, their local meanings do not always mirror English meanings. Items such as piar, trend, kontent, and bloger can acquire Uzbek-specific semantic ranges and evaluative tones. Borrowing is therefore not merely lexical transfer; it is also semantic localization and social reinterpretation.

For language planning, the findings argue against both blanket purism and uncontrolled borrowing. A more productive model is differentiated norming. Older, fully integrated and internationally standardized terms may require only consistent spelling; fast-moving digital terms require lexicographic monitoring; professional terms require register-sensitive guidance; and prestige-driven borrowings should be evaluated against clear Uzbek alternatives where those alternatives are precise and widely intelligible. This model aligns with current concerns about strengthening Uzbek in science, technology, administration, and public communication while still recognizing that international terminology is unavoidable in some domains.

The study therefore has practical implications for lexicography, corpus building, and terminology policy. Up-to-date dictionaries should record variant spellings, preferred forms, meanings, usage labels, and examples from actual Uzbek discourse. Future corpus-based work

should test the descriptive tendencies identified here across newspapers, legislation, educational materials, television transcripts, and social-media posts. Such research would make it possible to move from the transparent descriptive sample used in the present article toward frequency-based claims about register, time, and diffusion.

Finally, the analysis contributes to WJEL-relevant discussions of English as a global language by showing that English shapes other languages not only through classroom learning or literary translation, but also through platform infrastructures, professional discourses, media styles, and national language ideologies. Uzbek is a particularly useful case because it is a state language with a long multilingual history, strong post-Soviet contact layers, and a growing policy emphasis on both English competence and Uzbek terminological development. English borrowings in Uzbek are therefore best understood as contact phenomena that reveal how global English is negotiated, filtered, and domesticated in a non-English national language.

6. Conclusion

This article has examined English borrowings in contemporary Uzbek by asking when they were adopted, why they spread, in which domains they are most active, and how they affect present-day Uzbek usage. The analysis has shown that the history of English-origin vocabulary in Uzbek is best understood through three broad phases: a mediated late Soviet phase characterized by Russian-channel transmission of international sport and cultural vocabulary; a post-independence phase shaped by marketization, management discourse, and institutional reform; and a digital-global phase from the 2010s onward accelerated by platforms, apps, social media, and intensified English education.

The study has also shown that borrowing in Uzbek is driven by multiple interacting forces: nominative need, prestige, communicative economy, institutional mediation, and stylistic fashion. These forces are especially visible in technology, business, media, education, politics, and sport. At the structural level, English-origin words in Uzbek undergo orthographic, phonological, morphological, and semantic adaptation. They are pluralized, case-marked, hybridized, and semantically localized. This means that Uzbek is not a passive recipient of foreign vocabulary. It actively domesticates new lexical material according to its own grammatical and communicative logic.

The impact of English borrowings on present-day Uzbek is therefore double-sided. Positively, they expand naming capacity, support participation in global knowledge networks, and generate new productive formations inside Uzbek. Negatively, they can create orthographic instability, semantic vagueness, register mismatch, and perceived pressure on native alternatives. These challenges do not justify blanket purism, but they do justify stronger lexicographic work, corpus research, terminology planning, and stylistic guidance.

The main conclusion of the article is that English borrowings have become an organic, though uneven, component of contemporary Uzbek lexical life. They should neither be romanticized as proof of modernization nor rejected as evidence of linguistic decline. A more accurate and useful position is to treat them as historically layered contact phenomena that require documentation, interpretation, and norming. Future research should move toward corpus-based frequency studies, historical attestation work, and comparative analysis of how borrowings behave across print, broadcast, educational, and social-media Uzbek. Such work would help answer with even greater precision not only which English-origin words Uzbek uses, but also how the language continues to transform them into its own.

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Declaration of the Use of AI

The author used ChatGPT (OpenAI, GPT-5.5 Thinking) for permitted language polishing, grammar checking, formatting assistance, and preparation of response-to-review documents. The author independently reviewed the revised manuscript, including the Methods, Discussion, references, coding categories, and appendix entries, and accepts full responsibility for all scholarly judgments, data coding, interpretations, reference accuracy, originality, and compliance with the journal's AI Usage Policy. AI tools are not listed as an author.

Author contributions

Dr. Avazjon Ziyayev and Dr. Ma'rufjon Yuldashev were responsible for the study design and critical revision of the manuscript. Professor Ikromjon Xabibjonov was responsible for data collection. Researcher Elyor Imomov prepared the initial draft of the manuscript, while Professor Dilfuzaxon Xasanova revised and edited the manuscript for clarity, coherence, and academic style. All authors read and approved the final version of the manuscript.

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Data availability statement

All scholarly and policy materials used in this study are publicly available and listed in the references. The numerical distributions reported in the tables and figures were generated through the author's descriptive coding of the 180-item analytical sample. The full coded sample is provided in Appendix A of this manuscript so that readers can inspect the basis for the descriptive distributions.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

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Appendix A. Analytical Coding Sample (n = 180)

This appendix reports the full bounded analytical sample used for descriptive coding. The sample visualizes relative tendencies only and is not a national frequency corpus. “Phase” indicates the dominant diffusion/stabilization layer, not the first attestation year.

No.	Lexical item	Dominant diffusion phase	Primary functional domain	Salient adaptation pattern
1	internet	Digital-global phase	Digital technology and online communication	Semantic shift
2	kompyuter	Late Soviet / mediated phase	Digital technology and online communication	Morphological integration
3	printer	Late Soviet / mediated phase	Digital technology and online communication	Morphological integration
4	skaner	Late Soviet / mediated phase	Digital technology and online communication	Verbalization / hybrid predication
5	monitor	Late Soviet / mediated phase	Digital technology and online communication	Morphological integration
6	disk	Late Soviet / mediated phase	Digital technology and online communication	Morphological integration
7	server	Late Soviet / mediated phase	Digital technology and online communication	Morphological integration
8	router	Late Soviet / mediated phase	Digital technology and online communication	Morphological integration
9	modem	Late Soviet / mediated phase	Digital technology and online communication	Morphological integration
10	fayl	Late Soviet / mediated phase	Digital technology and online communication	Morphological integration
11	sayt	Digital-global phase	Digital technology and online communication	Morphological integration
12	veb-sayt	Digital-global phase	Digital technology and online communication	Hybrid formation
13	onlayn	Digital-global phase	Digital technology and online communication	Morphological integration
14	oflayn	Digital-global phase	Digital technology and online communication	Morphological integration
15	akkaunt	Digital-global phase	Digital technology and online communication	Morphological integration
16	login	Digital-global phase	Digital technology and online communication	Morphological integration
17	password	Digital-global phase	Digital technology and online	Morphological integration

No.	Lexical item	Dominant diffusion phase	Primary functional domain	Salient adaptation pattern
			communication	
18	username	Digital-global phase	Digital technology and online communication	Morphological integration
19	pin-kod	Digital-global phase	Digital technology and online communication	Hybrid formation
20	QR-kod	Digital-global phase	Digital technology and online communication	Hybrid formation
21	chat	Digital-global phase	Digital technology and online communication	Verbalization / hybrid predication
22	link	Digital-global phase	Digital technology and online communication	Morphological integration
23	klik	Digital-global phase	Digital technology and online communication	Verbalization / hybrid predication
24	repost	Digital-global phase	Digital technology and online communication	Verbalization / hybrid predication
25	upload	Digital-global phase	Digital technology and online communication	Verbalization / hybrid predication
26	download	Digital-global phase	Digital technology and online communication	Verbalization / hybrid predication
27	update	Digital-global phase	Digital technology and online communication	Verbalization / hybrid predication
28	backup	Digital-global phase	Digital technology and online communication	Verbalization / hybrid predication
29	spam	Digital-global phase	Digital technology and online communication	Verbalization / hybrid predication
30	filter	Digital-global phase	Digital technology and online communication	Verbalization / hybrid predication
31	screenshot	Digital-global phase	Digital technology and online communication	Morphological integration
32	screen	Digital-global phase	Digital technology and online communication	Morphological integration
33	smartfon	Digital-global phase	Digital technology and online communication	Hybrid formation
34	planshet	Digital-global phase	Digital technology and online communication	Morphological integration
35	laptop	Digital-global phase	Digital technology and online communication	Morphological integration
36	gadget	Digital-global phase	Digital technology and online communication	Morphological integration
37	app	Digital-global phase	Digital technology and online communication	Morphological integration
38	messenjer	Digital-global phase	Digital technology and online communication	Hybrid formation
39	bot	Digital-global phase	Digital technology and online communication	Morphological integration
40	chatbot	Digital-global phase	Digital technology and online communication	Hybrid formation
41	software	Digital-global phase	Digital technology and online communication	Hybrid formation
42	hardware	Digital-global phase	Digital technology and online communication	Hybrid formation
43	kod	Late Soviet / mediated phase	Digital technology and online communication	Morphological integration
44	koding	Digital-global phase	Digital technology and online communication	Verbalization / hybrid predication
45	developer	Digital-global phase	Digital technology and online communication	Hybrid formation
46	database	Digital-global phase	Digital technology and online communication	Hybrid formation
47	data	Digital-global phase	Digital technology and online communication	Morphological integration
48	bulut	Digital-global phase	Digital technology and online communication	Semantic shift

No.	Lexical item	Dominant diffusion phase	Primary functional domain	Salient adaptation pattern
49	Wi-Fi	Digital-global phase	Digital technology and online communication	Hybrid formation
50	plugin	Digital-global phase	Digital technology and online communication	Morphological integration
51	interfeys	Digital-global phase	Digital technology and online communication	Morphological integration
52	print	Digital-global phase	Digital technology and online communication	Verbalization / hybrid predication
53	skrinshot	Digital-global phase	Digital technology and online communication	Morphological integration
54	platforma	Digital-global phase	Digital technology and online communication	Semantic shift
55	API	Digital-global phase	Digital technology and online communication	Morphological integration
56	hosting	Digital-global phase	Digital technology and online communication	Morphological integration
57	biznes	Late Soviet / mediated phase	Business and management	Hybrid formation
58	marketing	Post-independence market phase	Business and management	Semantic shift
59	menedjment	Post-independence market phase	Business and management	Morphological integration
60	menejer	Post-independence market phase	Business and management	Morphological integration
61	brend	Late Soviet / mediated phase	Business and management	Semantic shift
62	servis	Late Soviet / mediated phase	Business and management	Semantic shift
63	sponsor	Late Soviet / mediated phase	Business and management	Morphological integration
64	grant	Post-independence market phase	Business and management	Semantic shift
65	diler	Late Soviet / mediated phase	Business and management	Morphological integration
66	broker	Late Soviet / mediated phase	Business and management	Morphological integration
67	lizing	Post-independence market phase	Business and management	Morphological integration
68	franchayzing	Post-independence market phase	Business and management	Hybrid formation
69	investor	Post-independence market phase	Business and management	Morphological integration
70	startap	Post-independence market phase	Business and management	Semantic shift
71	ofis	Late Soviet / mediated phase	Business and management	Morphological integration
72	coworking	Post-independence market phase	Business and management	Hybrid formation
73	networking	Post-independence market phase	Business and management	Hybrid formation
74	target	Post-independence market phase	Business and management	Verbalization / hybrid predication
75	branding	Post-independence market phase	Business and management	Verbalization / hybrid predication
76	piar	Post-independence market phase	Business and management	Semantic shift
77	promo	Post-independence market phase	Business and management	Verbalization / hybrid predication
78	bonus	Post-independence market phase	Business and management	Morphological integration
79	cashback	Post-independence market phase	Business and management	Hybrid formation
80	autsorsing	Post-independence market phase	Business and management	Morphological integration
81	KPI	Post-independence market phase	Business and management	Morphological integration
82	leadership	Post-independence market phase	Business and management	Morphological integration
83	audit	Post-independence market phase	Business and management	Morphological integration
84	konsalting	Post-independence market phase	Business and management	Morphological integration
85	tender	Late Soviet / mediated phase	Business and management	Morphological integration
86	marketplace	Post-independence market phase	Business and management	Hybrid formation
87	franchise	Post-independence market phase	Business and management	Orthographic / phonological accommodation
88	call-center	Post-independence market phase	Business and management	Hybrid formation
89	HR	Post-independence market phase	Business and management	Orthographic / phonological accommodation
90	logistika	Post-independence market phase	Business and management	Orthographic / phonological accommodation
91	bloger	Digital-global phase	Media and social networks	Orthographic / phonological accommodation
92	influencer	Digital-global phase	Media and social networks	Orthographic / phonological accommodation
93	trend	Digital-global phase	Media and social networks	Semantic shift
94	selfi	Digital-global phase	Media and social networks	Semantic shift
95	post	Digital-global phase	Media and social networks	Orthographic / phonological accommodation
96	story	Digital-global phase	Media and social networks	Semantic shift
97	kontent	Digital-global phase	Media and social networks	Orthographic / phonological accommodation
98	meme	Digital-global phase	Media and social networks	Semantic shift
99	live	Digital-global phase	Media and social networks	Semantic shift
100	vlog	Digital-global phase	Media and social networks	Orthographic / phonological accommodation
101	reels	Digital-global phase	Media and social networks	Orthographic / phonological accommodation
102	streamer	Digital-global phase	Media and social networks	Orthographic / phonological accommodation

No.	Lexical item	Dominant diffusion phase	Primary functional domain	Salient adaptation pattern
103	follower	Digital-global phase	Media and social networks	Semantic shift
104	subscriber	Digital-global phase	Media and social networks	Semantic shift
105	caption	Digital-global phase	Media and social networks	Orthographic / phonological accommodation
106	hashtag	Digital-global phase	Media and social networks	Orthographic / phonological accommodation
107	viral	Digital-global phase	Media and social networks	Semantic shift
108	klip	Late Soviet / mediated phase	Media and social networks	Orthographic / phonological accommodation
109	teaser	Digital-global phase	Media and social networks	Orthographic / phonological accommodation
110	treyler	Late Soviet / mediated phase	Media and social networks	Orthographic / phonological accommodation
111	tok-shou	Digital-global phase	Media and social networks	Hybrid formation
112	shou	Late Soviet / mediated phase	Media and social networks	Orthographic / phonological accommodation
113	kasting	Late Soviet / mediated phase	Media and social networks	Orthographic / phonological accommodation
114	format	Late Soviet / mediated phase	Media and social networks	Orthographic / phonological accommodation
115	fan	Late Soviet / mediated phase	Media and social networks	Semantic shift
116	fandom	Digital-global phase	Media and social networks	Semantic shift
117	playlist	Digital-global phase	Media and social networks	Orthographic / phonological accommodation
118	kontentmeyker	Digital-global phase	Media and social networks	Hybrid formation
119	shorts	Digital-global phase	Media and social networks	Orthographic / phonological accommodation
120	podkast	Digital-global phase	Media and social networks	Orthographic / phonological accommodation
121	test	Post-independence market phase	Education and training	Orthographic / phonological accommodation
122	IELTS	Post-independence market phase	Education and training	Orthographic / phonological accommodation
123	TOEFL	Post-independence market phase	Education and training	Orthographic / phonological accommodation
124	SAT	Post-independence market phase	Education and training	Orthographic / phonological accommodation
125	trening	Post-independence market phase	Education and training	Orthographic / phonological accommodation
126	speaker	Post-independence market phase	Education and training	Semantic shift
127	coach	Post-independence market phase	Education and training	Verbalization / hybrid predication
128	feedback	Post-independence market phase	Education and training	Verbalization / hybrid predication
129	deadline	Post-independence market phase	Education and training	Semantic shift
130	syllabus	Post-independence market phase	Education and training	Orthographic / phonological accommodation
131	quiz	Post-independence market phase	Education and training	Orthographic / phonological accommodation
132	modul	Post-independence market phase	Education and training	Orthographic / phonological accommodation
133	kredit	Post-independence market phase	Education and training	Orthographic / phonological accommodation
134	kampus	Post-independence market phase	Education and training	Orthographic / phonological accommodation
135	portfolio	Post-independence market phase	Education and training	Semantic shift
136	keys-stadi	Post-independence market phase	Education and training	Hybrid formation
137	master-klass	Post-independence market phase	Education and training	Hybrid formation
138	e-learning	Digital-global phase	Education and training	Hybrid formation
139	onlayn-kurs	Digital-global phase	Education and training	Hybrid formation
140	mentor	Post-independence market phase	Education and training	Orthographic / phonological accommodation
141	tutorial	Post-independence market phase	Education and training	Orthographic / phonological accommodation
142	prezentatsiya	Post-independence market phase	Education and training	Orthographic / phonological accommodation
143	sertifikat	Post-independence market phase	Education and training	Orthographic / phonological accommodation
144	workshop	Post-independence market phase	Education and training	Orthographic / phonological accommodation
145	futbol	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
146	klub	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
147	rekord	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
148	chempion	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
149	trener	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
150	boks	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
151	tennis	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
152	penalti	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
153	set	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
154	nokaut	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
155	golf	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
156	basketbol	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
157	voleybol	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
158	match	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
159	derbi	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
160	plej-off	Digital-global phase	Sports and lifestyle	Hybrid formation
161	golkiper	Late Soviet / mediated phase	Sports and lifestyle	Orthographic / phonological accommodation
162	striker	Digital-global phase	Sports and lifestyle	Orthographic / phonological accommodation
163	fitness	Digital-global phase	Sports and lifestyle	Semantic shift

No.	Lexical item	Dominant diffusion phase	Primary functional domain	Salient adaptation pattern
164	bodybuilding	Digital-global phase	Sports and lifestyle	Orthographic / phonological accommodation
165	skeytbord	Digital-global phase	Sports and lifestyle	Orthographic / phonological accommodation
166	jogging	Digital-global phase	Sports and lifestyle	Orthographic / phonological accommodation
167	monitoring	Post-independence market phase	Politics and public administration	Verbalization / hybrid predication
168	reyting	Post-independence market phase	Politics and public administration	Semantic shift
169	imij	Post-independence market phase	Politics and public administration	Semantic shift
170	strategiya	Post-independence market phase	Politics and public administration	Orthographic / phonological accommodation
171	press-reliz	Post-independence market phase	Politics and public administration	Orthographic / phonological accommodation
172	brifing	Post-independence market phase	Politics and public administration	Orthographic / phonological accommodation
173	lobbizm	Post-independence market phase	Politics and public administration	Orthographic / phonological accommodation
174	e-government	Digital-global phase	Politics and public administration	Orthographic / phonological accommodation
175	benchmarking	Post-independence market phase	Politics and public administration	Orthographic / phonological accommodation
176	roadmap	Digital-global phase	Politics and public administration	Orthographic / phonological accommodation
177	stakeholder	Digital-global phase	Politics and public administration	Semantic shift
178	public policy	Digital-global phase	Politics and public administration	Orthographic / phonological accommodation
179	governance	Digital-global phase	Politics and public administration	Semantic shift
180	open data	Digital-global phase	Politics and public administration	Semantic shift