

Article

The Influence of The Media on The Development of The Uzbek Language

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Abstract: This research study deals with mass media and its history in development of the Uzbek language at the globalisation age and the widespread communication through digital technology instantly. There is a direct relationship between the social changes and the development of language – as media become the primary means of transfer of extra literary standards, new vocabulary, speech culture. Yet lack of literary standard, particularly within the tackles to literary standards in digital and social media more broadly, remains a gap, somewhat especially unexplored, between the positive contribution of media in general to language modernization and the risks to literary practice. The paper is based on the qualitative analysis of audio visual, audio, printed and online media and social media by studying selected lexical, grammatical and stylistic features. The research results reveal that mass media play an important role in the popularization of Uzbek literary language, vocabulary enrichment, and propagation of terms of modern political, economic, and technological activities. However, simultaneously, the results are revealing of bad writing habits, such as typographical and stylistic errors, overly casual expressions, sloppy code-switching, and poor domain-specific convention, especially among on-line materials. If unattended, it can spoil the language culture negatively. The research concludes that although mass media invests greatly in the deepening the importance and practical value of the Uzbek language, this influence should be underpinned by firmer editorial accountability and language politics. Practical implications urge to develop linguistic regulatory power of the media institutions and to cultivate intentional and norm-based use of language to sustain the way of existence of the Uzbek language.

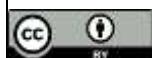
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Keywords: Uzbek language, media, literary language, speech culture, television, Internet, social networks.

1. Introduction

Language is one of the main factors determining the spiritual image of the nation, and its development is closely related to the development of society. Each era sets new tasks for the language, and these tasks are implemented, first of all, through the media [1]. In today's conditions of globalization and information society, the role of the media in increasing the development, scope and influence of the Uzbek language is increasingly increasing.

Television, radio, print media, Internet publications and social networks are of great importance in the popularization of the Uzbek language, its enrichment with new lexical

units and the acquisition of modern stylistic forms. At the same time, the media are also emerging as a powerful tool that influences language culture.

The media ensure the active use of the language in society and convey the norms of the literary language to the general public [2]. The lexical, grammatical and stylistic capabilities of the language are manifested through the media. Formal and stylistic language is formed and strengthened, especially through news, political, and social broadcasts. During the years of independence, many new terms related to political, economic and legal spheres in the Uzbek language became popular among the people precisely through the media. This indicates that the language is developing in line with the requirements of the times.

Television and radio have been the main propagators of the Uzbek literary language for many years. The speech of announcers and journalists is considered exemplary for millions of viewers and listeners [3]. Therefore, it is important to adhere to correct pronunciation, accent, grammatical and stylistic norms in this area.

Excessive use of dialectal units and foreign words in some programs can negatively affect the norms of the literary language. Therefore, special attention should be paid to language culture in television and radio editorial offices.

2. Materials and Methods

The development of methodology as a qualitative linguistic analysis of media discourse in this study is to investigate the role of mass media in the shaping the Uzbek language itself. Research material consists of samples of television and radio broadcasting, the print media of newspapers and magazines, Internet news sites, and social networks actively used in Uzbekistan [4]. These sources were chosen because they form the primary outlets through which current Uzbek language standards, innovations, and speech behavior are broadcast to the public. It is based on lexical choice, grammatical correctness, stylistic features, and also adherence to literature language norms. It focuses elaborately on new socio political and technological terms, informal and dialectal elements and foreign language interference. In texts featured in digital media, such as those in student newspapers and on websites, editorial oversight is less prevalent and the research looked at spelling and stylistic consistency. Using comparative observation to contrast traditional media with internet-based platforms, we try to observe differences in the use of language and rule adherence; Generalizations about patterns and tendencies in media language by means of descriptive and interpretative methods [5]. This methodological approach makes possible to recognize the positive and negative sides of media impact on language culture. The use of real media products and systematic observation makes it possible to reach reliable conclusions about the present-day situation of the Uzbek language in mass communication and socio-cultural processes and to thereby provide a solid basis for evaluating developmental trends.

3. Results and Discussion

The printed and electronic press play an important role in the development of the written form of the Uzbek language. Journalistic and analytical articles in newspapers and magazines expand the stylistic possibilities of the literary language. Internet publications, while quickly conveying information, are creating new forms of language [6]. However, the abundance of spelling and stylistic errors in the Internet space, the active use of units characteristic of oral speech in the written language, is a problematic situation. This situation requires increased editorial control and responsibility for language culture.

Social networks are one of the most actively used areas of the Uzbek language today.

Through these platforms, young people have the opportunity to communicate freely in their native language [7]. At the same time, abbreviations, mixed language and cases of non-compliance with spelling norms have a negative impact on the development of the literary language.

Therefore, improving language culture and promoting literary language norms in social networks is an urgent task.

The mass media are the fastest and most effective information dissemination system in society. Through them, the language is actively used in everyday life, new words and expressions enter circulation, and existing units are popularized. In particular, television and Internet publications occupy a leading position in shaping the modern image of the Uzbek language [8]. The media influence language development through the following aspects:

- popularization of literary language norms;
- introduction of new terms and concepts into the language;
- expansion of vocabulary;
- formation of speech culture.

For example, during the years of independence, many new concepts related to political, economic and legal spheres were absorbed into the vernacular through the media. Such expressions as "civil society", "open dialogue", "digital economy" are a vivid example of this.

Television and radio have been the main propagators of the Uzbek literary language for many years. The speech of announcers, presenters and journalists serves as a model for many viewers and listeners [9]. Therefore, compliance with literary language norms in this area is extremely important.

The observance of correct pronunciation, accentuation and grammatical norms in television programs:

- forms the speech of young people;
- the popularization of literary language;
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Correct pronunciation, accentuation and grammatical norms in television programs: the formation of youth speech;

- the popularization of the literary language;
- serves the normal use of dialect and oral speech elements.

However, in some entertainment programs, there are cases of excessive dominance of the colloquial style and inappropriate use of foreign languages. This can have a negative impact on language culture.

The printed and electronic press plays an important role in the development of the written form of the Uzbek language [12]. Articles, analytical materials, artistic and journalistic works published in newspapers and magazines expand the stylistic possibilities of the literary language.

- Internet publications, on the other hand, provide:
- the rapid development of the language;
- the emergence of new stylistic forms;
- direct communication with the reader.

At the same time, the abundance of spelling and stylistic errors in the Internet space, the active use of abbreviations and forms characteristic of oral speech in the written language are manifested as a problematic situation [13]. This situation requires increased attention to literary language standards. Social networks have become the most active arena for language development today. The Uzbek language is widely used on platforms

such as Facebook, Telegram, and Instagram. This increases the viability and popularity of the language.

Positive aspects of social networks:

- *the emergence of the Uzbek language into the global space;
- *free communication of young people in their native language;
- *the formation of new genres and styles.

Negative aspects:

- *violation of spelling norms;
- *the expansion of mixed languages (Uzbek-Russian, Uzbek-English);
- *neglect of the literary language.

Therefore, the issue of improving language culture in social networks remains an urgent task. Today, the role of the media in strengthening the position of the Uzbek language as the state language is incomparable [14], [15]. Laws on the state language, language holidays, programs and articles dedicated to language issues increase respect for the language in society.

Through the media:

- *the richness of the Uzbek language is promoted;
- *the literary heritage is popularized;
- *language-related problems are discussed.

These processes serve not only the preservation of the Uzbek language, but also its development.

4. Conclusion

In conclusion, the media are one of the important factors in the development of the Uzbek language. They play an invaluable role in the popularization, enrichment and increase of the prestige of the language. At the same time, it is necessary for media workers to strictly adhere to the norms of the literary language and to approach the culture of speech responsibly.

In the future, for the further development of the Uzbek language, it will be important to strengthen language policy in the media, improve editorial control, and expand projects that promote language culture.

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