

## THE LANGUAGE OF MODERN INTERNET ADVERTISING AND THE ABUNDANCE OF SLANG, JARGON, AND ENGLISH BORROWINGS AS ITS DISTINCTIVE FEATURE

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### Abstract.

This thesis analyzes the linguistic features of the language of modern internet advertising, the reasons for the use of slang, jargon, and English borrowings in advertising texts, and their impact on the audience. As a result of digital communication and globalization processes, a new lexical layer has emerged in the language of advertising, in which foreign language units and informal speech elements are actively used. The study examines the communicative potential of the language of internet advertising, its influence on language culture, and its place in modern advertising discourse. The positive and negative aspects of using slang, jargon, and English borrowings in advertising language are also analyzed on a scientific basis.

**Keywords:** internet advertising, advertising language, slang, jargon, English borrowings, media linguistics, sociolinguistics, globalization, communication, language culture.

**Introduction.** Today, the internet has become a global means of communication that has deeply penetrated all spheres of society. As a result of the widespread adoption of the internet, advertising has also risen to a new level, with digital advertising technologies replacing traditional forms of advertising. Social networks, websites, mobile applications, and e-commerce platforms are actively used as the main channels for distributing advertisements. The main function of advertising language is to attract the consumer's attention, provide information about a product or service, and encourage its purchase. For this reason, advertising texts are required to be as expressive, concise, and memorable as possible. Slang, jargon, and English borrowings emerge as important linguistic means of achieving this goal.

### Main Part

Slang refers to informal words and expressions that are not part of the formal literary language and are used mainly among certain groups of people (young people, students, professionals, etc.). For example: zo'r — very good; gap yo'q — excellent, perfect; like bosmoq — to press the "like" button on social media; krutoy — very cool, strong (slang borrowed from Russian). Slang makes speech lively and concise, but it is usually not used in official documents, academic works, or formal conversations. In short: slang consists of informal language units used among certain groups.

Jargon refers to special words and expressions used by representatives of a particular profession, field, or social group that are not always understandable to others. For example: among doctors: anamnesis, diagnosis; among programmers: bug, code, deploy; among students: terms such as sessiya (exam session) and kontraktchi (fee-paying student). While slang is more informal and widely popular, jargon is specific to a particular group or profession. In short: jargon consists of special language elements used by members of a particular profession or group.

The language of internet advertising is one of the distinctive forms of modern communication, in which the expressive and pragmatic capabilities of language are widely manifested. Advertising texts actively use elements of everyday speech in order to establish a close connection with the audience. In this respect, slang units constitute one of the most active layers of advertising language. Slang units are informal language elements characteristic mainly of youth speech, and they lend advertising texts sincerity and emotionality. For example, combinations such as "mega aksiya" (mega promotion), "top mahsulot" (top product), "super chegirma" (super discount), "trend tovar" (trending item), and

"xit mahsulot" (hit product) frequently occur in advertising texts. Such units serve to evoke positive emotional responses in consumers and to strengthen their interest in the product.

The use of jargon in the language of internet advertising is also steadily expanding. In advertisements related to marketing, business, and information technology in particular, units such as "startup", "target", "traffic", "content", "marketplace", "influencer", "blogger", and "branding" are actively used. The use of jargon gives advertising texts a modern spirit and makes it possible to establish effective communication with the target audience. One of the most important features of the language of modern internet advertising is the abundance of English borrowings. As a result of globalization and the expansion of international economic relations, English has become the main means of communication in business, marketing, and technology. Consequently, units such as "online", "cashback", "sale", "discount", "delivery", "premium", "smart", "digital", "shopping", and "service" are widely used in internet advertising.

English borrowings demonstrate the modern and international character of advertising texts. At the same time, they make it possible to convey a large amount of information in a concise form. However, the excessive use of foreign units may in some cases negatively affect the norms of the national language. In particular, the use of English variants instead of words that have equivalents in Uzbek may well lead to a limitation of the potential of the national language. Research shows that the use of slang, jargon, and English borrowings in the language of internet advertising increases advertising effectiveness, since such units help express advertising texts in a concise, understandable, and impressive form. It is observed that the level of acceptance of such advertisements is particularly high among young audiences. At the same time, maintaining the norms of the literary language in advertising is of great importance. In order to develop language culture and enhance the prestige of the national language, it is advisable to use foreign units appropriately in advertising texts and to make broad use of existing Uzbek equivalents.

Conclusion. In conclusion, the language of modern internet advertising is one of the new linguistic phenomena taking shape under the influence of globalization and digital communication. The active use of slang, jargon, and English borrowings in advertising texts serves to increase the impact of advertising, establish close communicative relations with the audience, and create a modern image of the product. However, the excessive growth of foreign language units may negatively affect the norms of the literary language and national language culture. Therefore, maintaining a balance between the principles of modernity and national identity in advertising language remains one of the important tasks. The linguistic and sociolinguistic study of the language of internet advertising remains one of the topical directions of linguistics. Research Methods. A number of scientific methods were used in carrying out this research. First of all, the general linguistic features of the language of internet advertising were analyzed on the basis of the descriptive method. Using the comparative-analytical method, the functional aspects of slang, jargon, and English borrowings found in advertising texts were studied. In addition, the sociolinguistic method was used to analyze the impact of advertising texts on the audience and the acceptance of language units by consumers. The method of discourse analysis made it possible to identify the communicative functions of advertising texts. Advertising texts posted on Telegram, Instagram, Facebook, YouTube, and e-commerce platforms were selected as research material, and their lexical composition was studied. Scientific Novelty of the Research. The scientific novelty of the research lies in the fact that slang, jargon, and English borrowings actively used in the language of modern internet advertising were comprehensively analyzed from the perspective of Uzbek linguistics. Furthermore: the linguistic features of the language of internet advertising were systematically studied; the communicative functions of foreign units found in advertising texts were identified; the role of slang and jargon in increasing advertising effectiveness was highlighted;

the impact of English borrowings on the norms of the national language was assessed; the relationship between national and international language units in advertising language was analyzed. Research Results. In the course of the research, advertising texts widely distributed on internet networks were analyzed, and it was established that slang, jargon, and English borrowings are actively used in them. The analysis revealed the following: English borrowings constitute one of the

most frequently encountered lexical layers in advertising texts; slang units strengthen the emotional impact of advertising content; jargon expresses the modernity of the advertised product or service; foreign units serve to attract consumers' attention more quickly.

For example, the following advertising units are widely used in internet advertising: "Mega sale", "Top products", "Cashback opportunity", "Premium services", "Smart technologies". These units ensure that advertising is concise, impressive, and modern in appearance. Discussion of Results. The results of the research showed that the language of modern internet advertising is closely linked to globalization processes. In particular, the active use of English borrowings in advertising texts is explained by the influence of international marketing strategies. The widespread use of slang units, in turn, is connected with advertisers' communicative policy aimed at young audiences, since young people accept advertising texts in an informal and modern style more quickly. However, the research results also showed that the excessive growth of foreign units in advertising language gives rise to certain problems, including: the limited use of equivalent words in Uzbek; the violation of literary language norms; the fact that some advertising texts are not equally understandable to all audiences.

For this reason, observing language culture, using foreign units in moderation, and making broad use of the potential of the national language are of great importance in creating advertising texts. Practical Significance of the Research. The results of this research can serve as an important theoretical and practical resource for creating advertising texts, improving marketing communication, and teaching in the fields of journalism and philology. In addition, the research findings contain useful recommendations for advertising agencies, media centers, and specialists engaged in internet marketing.

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