

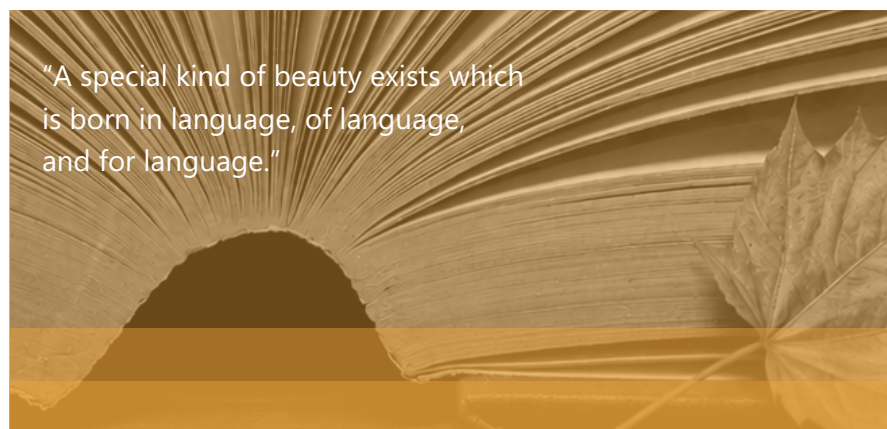


VOLUME 9, SEPTEMBER 2026

ISSN: 3060-4958



"A special kind of beauty exists which
is born in language, of language,
and for language."



**UZBEKISTAN STATE WORLD
LANGUAGES UNIVERSITY**

MORE INFO:

www.lingvospektr.uz



t.me/thelinguaspectrum



Yazdonova M.A.	Cognitive Metaphor in English Digital Discourse: Embodied Schemas in the Conceptualization of Online Activity	163
Choriyeva A.A.	Morphographic and Semantic Integration of English-Derived Lexemes in Uzbek Online Media	172
Rahimjonova G.G'.	Structural Patterns in English and Uzbek Digital Communication Terminology	181
Dzharkinova O.T.	Author – text – director – viewer: reception models and meaning-making strategies in the film discourse of little women	189
Xudayberdiyeva N.S.	National world picture and its representation in different languages	195
Kulmamatov O.A.	Presupposition and implicature as humor-generating mechanisms in discourse	200
Xolmurodova Z.	Semantic reconfiguration of English technology terms in contemporary Uzbek online media	210
PEDAGOGY		217
Nishonbekova S.O'.	Developing reflective and methodological competence in English language teacher education	218
Agzamkhodjaeva S.A.	Inclusive Strategies for Teaching English as a Foreign Language to Students with Diverse Learning Needs in Higher Education	227
Damirova G.O'.	Developing prospective English teachers' written discourse competence in a digital learning environment	234
Prenova G.B.	Linguodidactic foundations for developing communicative competence in pre-service English language teachers	242
Amirova D.B.	Methodological conditions for developing students' critical thinking in English language classes	248
Zoyirova S.M.	The Role of Authentic Materials in English Language Teaching	254
Zoyirova S.M.	The Role of Authentic Materials in English Language Teaching	260
Djabborova N.A.	The role of grammar and vocabulary in the development of oral speech	266
Rustamova N.M.	Reading short stories as a gateway to creative writing: enhancing EFL learners' writing skills through literary input	273
Ibroximova L.I.	The Role of Information Technologies in Foreign Language Learning Process	281
Kurbanova D.Sh.	Task-based teaching of genetic engineering-related vocabulary to medical students in ESP classes: a linguodidactic approach	288
Azadova M.B.	Sociolinguistic Factors Influencing English Language Acquisition Among Secondary School Learners: A Case Study of an IT-Specialized School in Urgench, Uzbekistan	295

Morphographic and Semantic Integration of English-Derived Lexemes in Uzbek Online Media

Choriyeva Asila Alisher qizi
asilachoriyeva2002@gmail.com

Master's Student,
Uzbekistan State World Languages University

Annotation *This article examines how English-derived lexical items move beyond initial borrowing and become productive elements of contemporary Uzbek online media language. The study focuses on forms such as startup, blogger, kontent, brend, servis, onlayn and platforma, with particular attention to orthographic accommodation, Uzbek inflection, hybrid combinations and semantic specialization. A qualitative sample of authentic media uses from Uzbek online news is analyzed together with recent scholarship on English-Uzbek lexical contact. The findings show that integration is best viewed as a continuum rather than a binary distinction between "foreign" and "assimilated" words. Graphic reshaping such as startup → startap and blogger → bloger may be followed by regular Uzbek morphology, as in blogerlar, blogerlarga, brendlar and blogerlik, and by productive combinations such as onlayn platforma and IT-brend. Media practice also reveals continuing variation in hyphenation and graphic treatment. The article proposes a four-stage model of lexical integration: uptake, morphographic accommodation, grammatical integration and productive recombination.*

Keywords *English loanwords, Uzbek online media, orthographic adaptation, morphological integration, semantic change, media discourse*

O'zbek onlayn mediasida inglizcha o'zlashmalarning morfografik va semantik integratsiyasi

Choriyeva Asila Alisher qizi
asilachoriyeva2002@gmail.com

Magistratura talabasi,
O'zbekiston davlat jahon tillari universiteti

Annotatsiya *Maqolada ingliz tilidan kirib kelgan birliklarning dastlabki o'zlashtirish bosqichidan chiqib, zamonaviy o'zbek onlayn media tilining mahsuldor unsurlariga aylanish jarayoni tahlil qilinadi. Tadqiqot startup, blogger, kontent, brend, servis, onlayn va platforma kabi shakllarga qaratilib, ularning imloviy moslashuvi, o'zbekcha grammatik qo'shimchalarni qabul qilishi, gibrid birikmalarda ishtiroki va semantik ixtisoslashuvi ko'rib chiqiladi. O'zbek internet nashrlaridagi real qo'llanish namunalari inglizcha o'zlashmalar bo'yicha zamonaviy tadqiqotlar bilan qiyosan tahlil qilindi. Natijalar integratsiyani "xorijiy" va "o'zlashgan" birliklar o'rtasidagi qat'iy qarama-qarshilik emas, balki bosqichma-bosqich kechadigan jarayon sifatida talqin qilish zarurligini ko'rsatadi. Startup → startap, blogger → bloger kabi grafik moslashuvdan keyin blogerlar, blogerlarga, brendlar, blogerlik singari o'zbekcha morfologik shakllar yuzaga keladi; onlayn platforma va IT-brend kabi gibrid modellar esa o'zlashmaning sintagmatik mahsuldorligini namoyon etadi. Maqolada o'zlashuv jarayoni to'rt bosqich – kirib kelish, morfografik moslashuv, grammatik integratsiya va mahsuldor qayta birikish – orqali tavsiflanadi. Ushbu model inglizcha etimologiyani saqlagan birliklarning o'zbek tilida qanchalik chuqur tizimlashganini real grammatik xatti-harakat asosida baholash imkonini beradi.*

Kalit so'zlar *Inglizcha o'zlashmalar, o'zbek onlayn mediasi, imloviy moslashuv, morfologik integratsiya, semantik o'zgarish, media diskursi*

Морфографическая и семантическая интеграция англицизмов в узбекских онлайн-СМИ

Чориева Асила Алишер кизи
asilachoriyeva2002@gmail.com

Магистрант,
Узбекский государственный университет
мировых языков

Аннотация *В статье анализируется процесс, в ходе которого лексемы английского происхождения переходят от первоначального заимствования к продуктивному функционированию в современном узбекском онлайн-медиадискурсе. Рассматриваются формы startup, blogger, kontent, brend, servis, onlayn и platforma с точки зрения графической адаптации, присоединения узбекских грамматических показателей, участия в гибридных сочетаниях и семантической специализации. Качественный материал составили аутентичные употребления из узбекских интернет-СМИ, сопоставленные с современными исследованиями англо-узбекских языковых контактов. Результаты показывают, что интеграцию целесообразно описывать как континуум, а не как жёсткое противопоставление «иностранного» и «освоенного» слова. Графические преобразования startup → startap и blogger → bloger сочетаются с регулярной узбекской морфологией в формах blogerlar, blogerlarga, brendlar и blogerlik, а сочетания onlayn platforma и IT-brend демонстрируют дальнейшую синтагматическую продуктивность. Предлагается четырёхэтапная модель: заимствование, морфографическая адаптация, грамматическая интеграция и продуктивная рекомбинация. Такая модель позволяет оценивать степень освоенности слова не по его происхождению, а по реальному поведению в узбекской морфологии и синтаксисе. Отдельно рассматривается роль онлайн-СМИ как пространства, где варианты написания конкурируют, закрепляются и постепенно приобретают редакционную норму.*

Ключевые слова *Английские заимствования, узбекские онлайн-СМИ, орфографическая адаптация, морфологическая интеграция, семантическое изменение, медиадискурс*

Introduction

English-derived vocabulary has become one of the most visible sources of lexical renewal in contemporary Uzbek, especially in technology, business, education and digital communication. Online media plays a double role in this process. It records new words that

have entered public usage, but it also accelerates their circulation by repeating them across headlines, social platforms and searchable news archives. For this reason, the language of online journalism is a productive environment for observing not only the presence of English loanwords but also the

structural changes they undergo after entering Uzbek.

The central problem is that lexical borrowing is frequently described as a simple transfer from a donor language to a recipient language. In actual media usage, however, the process is more dynamic. A borrowed item may first appear close to its English graphic form, then acquire a stabilized Uzbek spelling, combine with Uzbek case and plural markers, enter derivational patterns and develop specialized discourse functions. In other words, the relevant question is not merely whether English words occur in Uzbek mass media, but how far they have become available to the grammatical and word-formational resources of Uzbek.

Recent research on Uzbek confirms that English influence increasingly reaches the language directly rather than only through Russian-mediated forms. Studies of contemporary borrowings point to phonographic adaptation, morphological integration and the role of online communication in accelerating lexical diffusion (Kuchkarov, 2025; Polvannazirova, 2025). Chorlieva and Dalieva (2026) have additionally emphasized changes in the channels, forms and integration patterns of English loanwords in Uzbek mass media. The present study develops a narrower and more structural question: what linguistic evidence allows us to say that a media loanword has moved from mere importation to productive integration?

The aim of the article is to describe the morphographic, grammatical and semantic indicators of integration displayed by selected English-derived lexemes in Uzbek online media. Particular attention is paid to startup, blogger, content, brand, service, online and platform. These items are useful because they represent different degrees of accommodation: some have visibly reshaped spellings, some occur in hybrid constructions, and several freely accept Uzbek inflectional or derivational suffixes. The analysis proposes a four-stage

model in which borrowing is treated as a continuum from initial uptake to productive recombination.

Borrowing, adaptation and integration

Haugen's classical model distinguishes importation from substitution and shows that borrowed material may be reproduced to different degrees in the recipient language (Haugen, 1950). Later contact-linguistic approaches similarly emphasize that lexical borrowing is not a single event but a process involving phonological, morphological and semantic restructuring (Johanson, 2002; Haspelmath, 2009). This distinction is particularly important for languages with rich agglutinative morphology such as Uzbek. Once a borrowed noun regularly accepts plural, possessive and case markers, it begins to participate in the grammatical system as an Uzbek lexical base regardless of its foreign etymology.

For media analysis, three dimensions of integration are especially relevant. The first is morphographic accommodation: the graphic form is adjusted to patterns that Uzbek readers can pronounce and process more easily. The second is grammatical integration: an item takes Uzbek inflection without requiring special treatment. The third is productive recombination: the borrowed base forms derivatives or enters stable hybrid combinations with Uzbek or internationally circulating elements. Semantic specialization can accompany all three stages, since a borrowed form may narrow, broaden or reorganize its meaning within local discourse.

The distinction between borrowing and code-switching must also be maintained. A temporarily inserted English expression may remain formally separate from Uzbek grammar, especially when it denotes a trademark, interface label or branded product. By contrast, forms such as *bloggerlar* and *brandlarga* are not simply English words placed inside an Uzbek sentence. The Uzbek suffixes demonstrate morphosyntactic integration, while the base has already been adapted to a conventional

Uzbek spelling. Such forms are therefore stronger evidence of lexical assimilation than the isolated presence of an English-looking item.

Media language adds another factor: editorial economy. News texts favor short, recognizable forms that fit headlines and are easily searchable. This communicative pressure can support borrowing when a compact international term is more economical than an extended descriptive equivalent. At the same time, repeated editorial use can normalize one graphic variant over competitors. Media practice therefore participates in de facto standardization even when official orthographic recommendations are absent or unstable.

Material and Method

The study uses qualitative examples from Uzbek online media together with recent research on English borrowings in Uzbek. Authentic media evidence was selected purposively from Kun.uz publications and tag archives between 2020 and 2026. The sample includes *startup* in a 2020 interview on startup entrepreneurship; *blogger* and *kontent* in reports on digital creators; *onlayn platforma* in educational and public-service reporting; *brend* and *brendlar* in business news; *servis* in commercial and technological contexts; and *bloggerlik* in discussions of blogging as a social and professional activity (Kun.uz, 2020a, 2020b, 2021a, 2021b, 2024, 2025a, 2025b, 2026).

The sample is not intended to provide frequency statistics for the whole Uzbek media sphere. Instead, it is designed to reveal structural evidence of integration. Each example is examined at four levels: graphic form, inflectional behavior, derivational or syntagmatic productivity, and contextual meaning. Where different forms occur, variation itself is treated as evidence of an ongoing normalization process rather than as mere inconsistency.

A key methodological principle is to avoid equating etymology with synchronic

status. A word may be historically English in origin but synchronically function as an ordinary Uzbek lexical base. Conversely, an English expression may appear in an Uzbek text without being structurally integrated. The degree of integration must therefore be established from actual linguistic behavior.

Morphographic accommodation: from English form to Uzbek-readable form

The pair *startup* → *startap* illustrates direct graphic accommodation. Uzbek media commonly uses *startap* in Latin script, replacing the English vowel sequence with a form more closely aligned with Uzbek pronunciation. In Kun.uz, the headline “*Startap nima va uni qanday yuritish kerak?*” already treats *startap* as a normal noun rather than as a quoted foreign expression (Kun.uz, 2020a). The form is semantically transparent to the target audience and can combine naturally with Uzbek nouns, as in *startap loyiha*. This combination shows that the item no longer requires an English syntactic environment.

A comparable process can be observed in *blogger* → *blogger* and *content* → *kontent*. The spelling *blogger* reduces the doubled consonant of English *blogger* and conforms to a simpler Uzbek graphic representation. *Kontent* replaces English *c* with *k*, a regular strategy in Uzbek Latin-script representation for /k/. Both forms appear extensively in online news. Their importance lies not only in spelling but in the fact that they are used without quotation marks or explanatory glosses in contexts where the readership is expected to understand them directly.

Brand → *brend* is a more established example. The vowel quality represented in Uzbek as *e* corresponds to the pronunciation through which the item has become conventional in regional usage. Contemporary media uses both singular *brend* and plural *brendlar*, including compounds and combinations such as *IT-brend* and *milliy brend*. The borrowed base is therefore no longer tied to one narrow commercial phrase;

it has become available for productive modification.

Online → onlayn demonstrates another type of accommodation. The Uzbek spelling follows pronunciation rather than preserving English orthography. It has also become highly productive as an attributive element: onlayn platforma, onlayn kurs, onlayn ta'lim and onlayn do'kon. Earlier online journalism sometimes displayed hyphenated forms such as onlayn-platforma, while later examples frequently use the open combination onlayn platforma (Kun.uz, 2018; 2024). This variation is significant because it shows an item moving from foreign-looking compound treatment toward routine syntagmatic integration.

Grammatical integration: Uzbek morphology as evidence of lexical status

Agglutinative morphology provides especially clear diagnostics of lexical integration. The forms *blogerlar* and *blogerlarga* combine an English-derived base with the Uzbek plural suffix *-lar* and the dative suffix *-ga*. In media reports, these forms occur without any graphic boundary between the base and the suffix. Such morphology indicates that speakers process *bloger* as a stem capable of participating in ordinary Uzbek grammatical paradigms.

The same pattern is visible in *brendlar* and *brendlarga*. In business reporting, *brend* receives plural and case marking exactly like native or long-established lexical items. The grammatical system does not preserve a special "foreign" declension. This is important theoretically because assimilation is sometimes discussed only in phonetic or orthographic terms. In Uzbek, however, inflectional compatibility can be an even stronger indicator of integration: once a base regularly carries native suffixes, its foreign origin becomes less relevant to sentence formation.

Kontent also demonstrates this process. Media texts use forms such as *kontentni*, *kontentlar* and *kontent mualliflari*. The

accusative marker in *kontentni* treats the loan as a normal object noun, while the plural and noun-noun combinations show broader syntactic participation. Similarly, *platforma* appears in *platformalar* and *platformalarda*, forms that are entirely predictable from Uzbek nominal morphology.

Derivational morphology takes integration a step further. The noun *blogerlik* adds the productive Uzbek abstract/activity suffix *-lik* to the borrowed stem *bloger*. *Kun.uz* uses *blogerlik faoliyati* and *blogerlik kontenti*, where the derivative functions as an established designation of an activity or professional-social sphere (Kun.uz, 2021b; 2026). This is a stronger form of nativization than simple plural marking because the borrowing becomes input for new lexical formation.

Uzbek media form	Integration evidence	Functional observation
startup	startup → startap; combines with loyiha	specialized noun for innovation-oriented venture/project
blogger	blogger → bloger; blogerlar, blogerlarga	fully compatible with Uzbek inflection
blogerlik	bloger + -lik	derivational integration; activity/professional sphere
kontent	content → kontent; kontentni, kontentlar	generic digital-media material
brend	brand → brend; brendlar, brendlarga	productive in business and reputation discourse
onlayn	online → onlayn; onlayn platforma	productive attributive element; variable hyphenation
platforma	international base + Uzbek inflection	stable digital/institutional noun

Table 1. *Structural indicators of integration in selected English-derived media lexemes*

The examples in the table support a distinction between formal resemblance to English and actual grammatical status. A loan can remain visibly foreign in origin while being deeply integrated into Uzbek morphology. Conversely, a brand name or interface label may preserve English capitalization and spelling but remain only weakly integrated. Integration is therefore multidimensional.

Hybrid formations and productive recombination

The next stage is the ability of borrowed material to enter new combinations that are not direct copies of English expressions. Uzbek media frequently builds hybrid phrases such as onlayn platforma, media loyiha, kontent muallifi, blogerlik faoliyati, IT-brend and startap loyiha. These structures combine elements of different origins within Uzbek syntactic patterns. Their productivity shows that loanwords are not frozen imports; they function as constructional resources.

Hybridization also demonstrates how borrowing interacts with semantic economy. Onlayn platforma is shorter and more recognizable to many digital users than a fully

descriptive Uzbek paraphrase. Kontent muallifi allows a new professional role to be expressed with one borrowed stem and one native relational noun. Blogerlik faoliyati combines a borrowed base, an Uzbek derivational suffix and a native noun. Such constructions provide evidence of increasing structural depth: the borrowed element participates at lexical, morphological and syntagmatic levels simultaneously.

Some international forms remain less adapted because their graphic identity is part of their function. Reels, MiniApp, YouTube and similar items are linked to proprietary services or interface categories. Media may retain their original capitalization while attaching Uzbek punctuation or case markers when necessary. This does not contradict the integration model. Proper names and branded features occupy a different position because recognizability across platforms can outweigh orthographic adaptation.

Semantic specialization and pragmatic function

Borrowing also involves semantic restructuring. Startup in Uzbek media usually refers specifically to an innovation-oriented

new business project or company rather than to every possible instance of "starting up." The English source is semantically broader at the verbal level, but the borrowed Uzbek noun is specialized. Blogger has similarly developed into a socially recognizable participant category in Uzbek media, including legal, professional and economic discussions. The derivative bloggerlik further abstracts the activity into a domain of practice.

Kontent is another case of semantic specialization. In English, content has a broad range of meanings, including what is contained in something and the substantive material of a text. In Uzbek digital discourse, kontent is strongly associated with publishable media material: video, posts, images, informational products and platform-specific material. This narrower digital-media profile makes the word function almost terminologically in many contexts.

Brend has expanded beyond a simple trademark meaning. Media usage can refer to commercial identity, institutional reputation, place branding and national branding. The item therefore participates in semantic extension after borrowing. The important point is that post-borrowing development is not passive. Once integrated, a loanword may acquire a network of meanings shaped by local communicative needs.

Media pragmatics contributes to these developments. English-derived terms can signal technological modernity, international orientation and domain expertise, but these connotations should not be generalized mechanically. In many contexts, startup, onlayn or kontent is used because it has become the shortest conventional label, not because the writer deliberately seeks prestige. The pragmatic value of a loanword depends on genre, audience and degree of conventionalization.

Orthographic variation and editorial normalization

Online media reveals that adaptation is not always completed before widespread use.

Competing forms may circulate for years. Hyphenation is one visible area: onlayn-platforma and onlayn platforma both occur, although open writing appears increasingly routine in later materials. English capitalization may also be preserved in branded items while genericized forms are lowercased. Such variation is typical of lexical change because usage often precedes codification.

The problem is especially relevant in Uzbek due to the interaction between Latin-script norms, earlier Russian-mediated borrowings and direct English-oriented borrowing. A form may therefore have more than one pathway into public usage. Kuchkarov (2025) notes that contemporary English items increasingly enter Uzbek directly, while earlier layers of borrowing were more strongly mediated by Russian. Direct contact increases the likelihood that writers will encounter English spelling before a standardized Uzbek form has been established.

For editorial practice, the objective should not be automatic rejection of foreign vocabulary but consistency. If a borrowing has a stable Uzbek form and regularly takes Uzbek morphology, treating it as an ordinary lexical item is linguistically justified. If a term is a proprietary name or a still-unsettled technical label, preservation of the original form may be preferable. Standardization therefore requires differentiation between generic lexical borrowings and proper-name-like digital forms.

A four-stage model of media-loanword integration

The observed patterns can be summarized as a four-stage continuum. The first stage is uptake: an English item enters Uzbek discourse, often in response to a new object, practice or communicative need. The second is morphographic accommodation: spelling and pronunciation move toward Uzbek norms, as in startup, blogger, kontent, brend and onlayn. The third is grammatical integration: the base accepts native inflection and derivation, as in bloggerlar, bloggerlarga, brendlar

and bloggerlik. The fourth is productive recombination: the item participates in hybrid compounds, new derivatives and semantically specialized constructions.

These stages are analytical rather than rigidly chronological. A word may show grammatical integration before its spelling is completely standardized, and semantic specialization may develop at any point. Nevertheless, the model provides practical criteria for distinguishing a recent insertion from an integrated loanword. The decisive evidence is not origin but behavior inside the recipient language.

The model also helps explain why the phrase “changes in English loanwords” should include more than spelling change. The most significant change may be functional: a once-foreign element becomes a base from which Uzbek speakers construct new forms and meanings. This shift from borrowing to productivity is the point at which contact-induced vocabulary becomes part of the language’s own resources.

Conclusion

The analysis shows that English-derived lexemes in Uzbek online media undergo a multi-level process of integration. Graphic accommodation is visible in startup, blogger, kontent, brend and onlayn; grammatical integration appears in plural, case and derivational forms such as bloggerlar, bloggerlarga, brendlar and bloggerlik; productive recombination is demonstrated by hybrid

expressions such as onlayn platforma, kontent muallifi, IT-brend and startup loyiha.

These facts support a continuum model of borrowing. The opposition between a “foreign word” and an “Uzbek word” is too coarse to describe current media practice. A lexeme can preserve transparent English etymology while functioning structurally as an Uzbek stem. The more freely it participates in native morphology and syntax, the stronger the evidence that it has moved from importation to integration.

Online media is especially important because repeated use simultaneously reflects and shapes normalization. Journalistic language tests spellings, exposes variants to large audiences and stabilizes combinations through repetition. Editorial inconsistency should therefore be studied as part of language change rather than dismissed as accidental error.

Further research can strengthen the proposed model through larger corpus data, comparison across media outlets and diachronic measurement of competing graphic variants. It would also be useful to compare media usage with dictionaries and official terminological recommendations. Such work can contribute to a more evidence-based approach to Uzbek lexical planning in which international communicative efficiency and the internal structural norms of Uzbek are treated as complementary rather than mutually exclusive goals.

References:

1. Chorieva, A., & Dalieva, M. K. (2026). How Uzbek mass media re-shapes English loanwords. *The Lingua Spectrum*, 2(1), 17–21. <https://doi.org/10.5281/zenodo.18864621>
2. Haspelmath, M. (2009). *Lexical borrowing: Concepts and issues*. In M. Haspelmath & U. Tadmor (Eds.), *Loanwords in the world’s languages: A comparative handbook* (pp. 35–54). De Gruyter Mouton. <https://doi.org/10.1515/9783110218442.35>
3. Haugen, E. (1950). The analysis of linguistic borrowing. *Language*, 26(2), 210–231. <https://doi.org/10.2307/410058>
4. Johanson, L. (2002). *Structural factors in Turkic language contacts*. Curzon.

5. Kuchkarov, I. (2025). *The entry of words from English into Uzbek and their adaptation*. ACTA NUUZ, 1(1.12.1). <https://doi.org/10.69617/nuuz.v1i1.12.1.10431>
6. Kun.uz. (2018, September 20). *UzbekistanPass: O'zbekiston bo'ylab sayohat qiluvchilar uchun onlayn-platforma*. <https://kun.uz/uz/32568310>
7. Kun.uz. (2020a, August 23). *Startup nima va uni qanday yuritish kerak? Ekspert Umid Abdusattorov bilan suhbat*. <https://kun.uz/uz/31850933>
8. Kun.uz. (2020b, March 20). *Karantinda bepul va sifatli ta'lim: eng yaxshi onlayn platforma va kutubxonalar*. <https://kun.uz/uz/94753504>
9. Kun.uz. (2021a, July 15). *Instagram va Facebook blogerlarga pul to'lashni yo'lga qo'yadi*. <https://kun.uz/news/2021/07/15/instagram-va-facebook-bloggerlarga-pul-tolashni-yolga-qoyadi>
10. Kun.uz. (2021b, December 1). *Jurnalistlarni qiynayotgan muammolar va ularning huquqiy saviyasi — mediayurist bilan suhbat*. <https://kun.uz/news/2021/12/01/jurnalistlarni-qiynayotgan-muammolar-va-ularning-huquqiy-saviyasi-mediayurist-bilan-suhbat>
11. Kun.uz. (2024, March 18). *Xorijdagi o'zbekistonliklar uchun O'zbek tili onlayn platformasi ishga tushirildi*. <https://kun.uz/news/2024/03/18/xorijdagi-ozbekistonliklar-uchun-ozbek-tili-onlayn-platformasi-ishga-tushirildi>
12. Kun.uz. (2025a, January 2). *Toshkentda bloger 'kontent uchun' hojatxona qog'ozlari bilan ekologiyaga zarar yetkazdi*. <https://kun.uz/news/2025/01/02/toshkentda-blogger-kontent-uchun-hojatxona-qogozlari-bilan-ekologiyaga-zarar-yetkazdi>
13. Kun.uz. (2025b, March 20). *O'zbekistonda ilk marta brendlarga o'z qiymatini hisoblash imkoni yaratildi*. <https://kun.uz/news/2025/03/20/ozbekistonda-ilk-marta-brendlarga-oz-qiymatini-hisoblash-imkoni-yaratildi>
14. Kun.uz. (2026, May 7). *2025 yilda 6 nafar top-blogger 2,7 mlrd so'm daromad olgani aytili*. <https://kun.uz/news/2026/05/07/2025-yilda-6-nafar-top-blogger-27-mlrd-som-daromad-olgani-aytili>
15. Polvannazirova, S. K. (2025). A corpus-based analysis of neologisms from English into Uzbek in social media and online corpora. *Foreign Languages in Uzbekistan*, 11(2), 19–34. <https://doi.org/10.36078/1746083877>