IJTIMOIY TARMOQ O‘ZLASMALARINING XITOY TILIDAGI MORFOSEMANTIK VA PRAGMATIK ADAPTATSIYASI

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Muxamedjanova Shaxnoza Baxtiyorovna
Katta o‘qituvchi
Toshkent davlat sharqshunoslik universiteti
shahnozochka82@gmail.com

MORPHOSEMANTIC AND PRAGMATIC ADAPTATION OF SOCIAL MEDIA LOANWORDS IN CHINESE

Muxamedjanova Shaxnoza Baxtiyorovna
Senior Lecturer
Tashkent State University of Oriental Studies
shahnozochka82@gmail.com

Abstract. *This study analyzes the adaptation of English cyber-terms (selfie, blogger, stream) into Chinese. Due to its isolating structure and ideographic script, Chinese integrates these loanwords through semantic calquing (意译) and verb-object (V-O) syntactic patterns (博主, 网红, 点赞), reconceptualizing them to align with its internal grammatical rules.*

Keywords: *Internet linguistics, social media discourse, Chinese language, lexical adaptation, semantic calquing, V-O structure, cyber-neologisms, pragmatic contextualization.*

KIRISH. Raqamlashtirish va global virtual kommunikatsiyaning jadal rivojlanishi zamonaviy tillarning leksik-semantik tizimida jiddiy sifat o‘zgarishlarini keltirib chiqarmoqda. Ayniqsa, ijtimoiy tarmoqlar (*WeChat, Weibo, Douyin, TikTok*) va messenjerlar muhitida paydo bo‘lgan internatsional kiber-birliklar til tejamkorligi va nominativ ehtiyojlar ta’sirida turli tillar leksikasiga shiddat bilan kirib bormoqda [1]. Qabul qiluvchi til o‘zining tipologik va yaproqli strukturaviy xususiyatlaridan kelib chiqqan holda ushbu o‘zlashmalarni o‘zlashtirishda o‘ziga xos lingvistik filtrlash mexanizmlarini ishga soladi [3].

ASOSIY QISM. Xitoy tili fonetik va grafik cheklovlari (iyeroglif yozuv tizimi) sababli anglitsizmlarni fonetik jihatdan to‘g‘ridan-to‘g‘ri qabul qila olmaydi. Shu sababli, kiber-neologizmlarning aksariyati konseptual-semantik kalkalash (*意译 - yìyì*) va morfemik sintez orqali milliylashtiriladi [2; 4].

1. Ot xarakteridagi kiber-birliklarning semantik tahlili: Bloger: Xitoy tilida sotsio-pragmatik ko‘lamiga ko‘ra ikki darajaga ajraladi: rasmiy kontent muallifi ma’nosida **博主** (*bózhǔ*: 博 — blog + 主 — egasi), tijoriy va ommaboplik darajasida esa **网红** (*wǎnghóng*: 网 — internet + 红 — mashhur) birligi orqali ifodalanadi [3].

Selfi: Asl tildagi *"self-directed photograph"* konsepti fe’l-ot birikmasi shaklidagi semantik kalkalash orqali **自拍** (*zìpāi*: 自 — o‘zi + 拍 — suratga olmoq) ko‘rinishida o‘zlashgan.

Strim va Trend: Jonli media oqimi **直播** (*zhíbō*: 直 — to‘g‘ridan-to‘g‘ri + 播 — uzatmoq) birligi kiber-maydonga re-konseptualizatsiya qilingan bo‘lsa [4], *"trend"* tushunchasi platforma interfeysidan kelib chiqib **热搜** (*rèsōu*: 热 — issiq/mashhur + 搜 — qidiruv) shaklida terminlashgan.

2. Fe’liy o‘zlashmalarning analitik V-O strukturasiga moslashuvi: Xitoy tilida morfemik fleksiya (qo‘shimcha orqali fe’llashuv) mavjud emasligi sababli, kiber-fe’llar xitoy tilining **Fe’l + Ob’yekt (动宾结构 V-O)** analitik modeliga bo‘ysundiriladi [2].

Post joylamoq 发帖 (*fātiě*): Yubormoq (发 *fā*) va xabar (帖 *tiě*) morfemalarining sintagmatik birikuvidan tashkil topadi.

Layk bosmoq 点赞 (*diǎnzàn*): Bosmoq/tegmoq (点 *diǎn*) va maqtov/tasanno (赞 *zàn*) so‘zlarining sintezidan tashkil topib, jismoniy harakat hamda emotsional ma’qullashni bitta strukturada birlashtiradi.

XULOSA. Xitoy tili kiber-muloqotidagi o‘zlashmalar shunchaki fonetik ko‘chirish emas, balki chuqur **kognitiv va pragmatik rekonstruksiya** mahsulidir. G‘arbiy kiber-birliklar xitoy tilining izolyatsiyalovchi tabiatiga mos ravishda semantik kalkalash hamda analitik V-O sintaktik modellashtirishi orqali xitoy tili leksik-grammatik tizimidan mustahkam o‘rin egallaydi.

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