THEMATIC-CONCEPTUAL AND STRUCTURAL-SEMANTIC FEATURES OF THE ADAPTATION OF ENGLISH LOANWORDS IN CONTEMPORARY UZBEK DIGITAL DISCOURSE

Akrom Abdullakhakimovich Turakhanov
Associate Professor, Department of Pedagogy, Fergana State University, Doctor of Philosophy (PhD) in Pedagogical Sciences
Firuza Shavkatovna Turakhanova
Master's Student, American University of Technology

Abstract. This article examines the thematic-conceptual, semantic, and structural-word-formation adaptation of English loanwords in contemporary Uzbek digital discourse. The relevance of the study stems from expanding English–Uzbek language contact amid digitalization and the development of social networks, information technology, e-commerce, and professional online communication. The aim is to systematize the principal thematic groups of English loanwords, identify mechanisms of semantic transformation, and characterize their structural and grammatical integration into Uzbek. The methodological framework draws on language contact theory, cognitive semantics, categorization theory, and word formation. Descriptive, comparative, componential, and structural-semantic methods are employed. The analysis identifies the main thematic domains in which English units function, distinguishes thematic from conceptual affiliation, and systematizes semantic preservation, broadening, narrowing, and specialization. It shows that formal adaptation does not necessarily entail semantic transformation and that conceptual interpretation may change while the core lexical meaning remains stable. An integrated approach is proposed in which linguistic form, semantics, and conceptual content are treated as interrelated parameters of loanword adaptation.

Keywords: English loanwords, Uzbek language, digital discourse, cognitive semantics, thematic-conceptual classification, semantic transformation, morphological adaptation, word formation, language contact.

Introduction. The development of digital technologies and global communication platforms significantly affects the lexical systems of modern languages. English plays a prominent role in these processes as a major source of international terminology in information technology, digital entrepreneurship, online education, marketing, and social networking.

In contemporary Uzbek digital discourse, English lexical units serve not only to name new objects and processes but also interact with the grammatical, word-formational, and semantic resources of the recipient language. Their degree of integration varies: some retain their original spelling and primary meaning, others enter Uzbek grammatical constructions, while still others acquire contextual or professional specialization.

Within language contact theory, borrowing is understood as the transfer of linguistic material and its subsequent functioning in the recipient language. M. Haspelmath emphasizes the importance of distinguishing terminologically between different aspects of lexical borrowing and analyzing them in the context of cross-linguistic interaction [1].

For the study of English units in Uzbek digital discourse, it is important to examine not only their occurrence in communication but also the relationship between their original forms, meanings, conceptual content, and potential for grammatical integration.

The aim of the article is to identify the main thematic-conceptual and structural-semantic parameters governing the adaptation of English loanwords in contemporary Uzbek digital discourse.

To achieve this aim, the article addresses the following objectives: to systematize the thematic domains in which English vocabulary is used; to differentiate thematic classification from conceptual categorization; to describe the principal types of semantic transformation; to

characterize morphological and word-formational integration; and to explain the connections between formal, semantic, and conceptual parameters of adaptation.

The study is based on a qualitative analysis of lexical units presented in thematic classifications. The examples provide material for structural-semantic and conceptual comparison. The frequency of the units and statistical differences between digital platforms fall outside the scope of this article.

Theoretical Foundations of the Thematic-Conceptual Analysis of English Loanwords

The thematic-conceptual organization of English loanwords comprises the relationships between the domains in which lexical units are used and the conceptual structures through which the objects, actions, and processes they denote are understood.

Thematic classification focuses primarily on the subject domain in which a word is used. Conceptual analysis, by contrast, identifies the knowledge, associations, categories, and frames activated by the lexical unit.

The theoretical foundations of this distinction are found in the work of C. Fillmore, G. Lakoff, and D. Geeraerts. In Fillmore's frame semantics, linguistic meaning is related to a structured body of knowledge needed to interpret a unit [2]. Lakoff explains the connection between linguistic categories and cognitive mechanisms of categorization and the prototypical organization of knowledge [3]. Geeraerts systematizes approaches in lexical semantics that make it possible to investigate variation and change in meaning [4].

These theoretical insights enable English loanwords to be described at several levels. The first concerns their thematic domain; the second, their conceptual category; the third, their original and contextually activated meanings; and the fourth, the possibilities for formal integration into the recipient language.

For example, the English unit post belongs to the thematic domain of social media and internet communication. Conceptually, it is related to the category of digital publication, involving an author, content, a platform, and possible audience responses. The unit startup belongs to entrepreneurship while also activating the broader conceptual domain of innovative activity.

This distinction is essential because thematic affiliation is not equivalent to semantic transformation. The mere use of an English unit in a new communicative setting does not prove that its lexical meaning has changed.

Thematic-Conceptual Classification of English Loanwords

The systematization of the lexical material discussed in the article distinguishes the following principal thematic areas: information technology; social media and internet communication; digital entrepreneurship; marketing and e-commerce; education and professional interaction; and popular culture and digital entertainment.

Each of these domains has its own communicative conditions and a set of relevant conceptual categories.

Table 1.

Thematic-Conceptual Characteristics of English Lexical Units

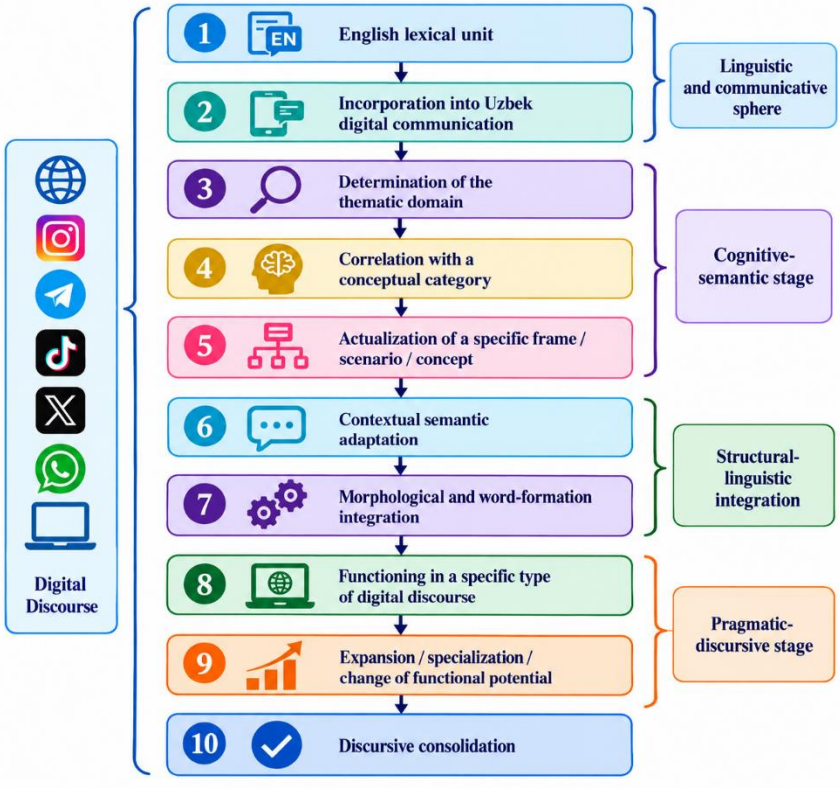
Thematic domain	Examples of English units	Conceptual category
Information technology	software, update	Software, technological process
Social media	post, story, like	Digital publication, action, interaction
Internet communication	chat, hashtag, follower	Communication, information organization, participant
Entrepreneurship	startup, brand	Innovative activity, commercial identity

Digital marketing	target, marketing	Promotion, target audience, market
Digital culture	blogger, streamer, gamer	Social role, digital identity

Source: *Systematized by thematic-conceptual group. The examples illustrate categories and do not indicate frequency of use.*

To provide an integrated representation of the thematic-conceptual organization of English loanwords, a diagram was developed showing the relationship between the source English lexical unit, its introduction into Uzbek digital discourse, identification of its thematic domain, and activation of the corresponding conceptual category (Figure 1).

Figure 1.
Thematic-Conceptual Organization of English Loanwords in Uzbek Digital Discourse



The diagram illustrates how thematic classification and conceptual analysis constitute interrelated levels in the description of English loanwords. The thematic domain identifies where a unit functions, whereas the conceptual category describes the system of knowledge and representations activated through its use. This distinction enables a consistent description of the thematic, semantic, and functional characteristics of the vocabulary under study.

In information technology, English vocabulary primarily names software products, technological processes, and digital operations. For example, software denotes computer programs, whereas update refers to the updating of software or information resources.

In social-media communication, lexical units may designate both digital objects and actions and the social roles associated with them. Thus follower identifies a participant in digital communication, post denotes a publication, and hashtag is a tool for organizing digital content thematically.

The entrepreneurial domain contains units representing models of economic activity and management. Startup is linked to concepts of a new project, entrepreneurial initiative, and innovative development. However, additional associations arising in a specific communicative situation should not automatically be regarded as established components of its lexical meaning.

Analysis of the identified groups shows that thematic domains and conceptual categories overlap. A unit may belong to a particular professional field while also activating broader concepts of action, outcome, interaction, or social identity.

Thus, thematic-conceptual systematization moves beyond merely listing English lexemes toward a comprehensive account of the semantic and cognitive features of the material.

Semantic Transformation and Conceptual Adaptation

The semantic adaptation of English loanwords concerns the relationship between their original meanings and their interpretation in the recipient language. Cross-linguistic transfer may involve the preservation of core meaning, broadening, narrowing, terminological specialization, or contextual reinterpretation.

At the same time, changes in lexical meaning must be distinguished from the activation of additional conceptual characteristics. Semantic transformation affects the content of a linguistic unit, whereas conceptual adaptation concerns its incorporation into systems of knowledge, categories, and communicative representations. In Geeraerts's work, lexical meaning is examined through different semantic approaches, including the study of variation and change [4]. Fauconnier and Turner's theory of conceptual blending is also relevant to interactions between conceptual structures, explaining the emergence of new meanings through the integration of mental spaces [5].

On the basis of these theoretical propositions and the material examined, the following classification is proposed.

Table 2.

Main Types of Semantic Relationships in the Adaptation of English Units

Type	Description	Basis for identification
Meaning preservation	The core meaning remains essentially unchanged	Correspondence between original and current meanings
Semantic broadening	The range of referents increases	Additional established meanings
Semantic narrowing	The scope of meaning is reduced	Restriction to a particular domain
Terminological specialization	A meaning becomes established in a specialized domain	Professional sphere and terminological context
Contextual reinterpretation	An additional context-specific meaning arises	Content of a particular utterance
Evaluative activation	A positive or negative connotation emerges	Evaluative context and speaker position

Source: *Synthesized from the classification of semantic changes, taking into account the theoretical propositions in [2–5].*

The relationship between semantic transformation and conceptual adaptation of English loanwords is presented in Figure 2. The diagram brings together the original lexical meaning, conceptual content, contextual interpretation, and possible outcomes of semantic integration into Uzbek digital communication.

As shown in Figure 2, semantic transformation and conceptual adaptation are related but distinct processes. The semantic level concerns the preservation or change of meaning, while the conceptual level reflects the incorporation of the relevant unit into the knowledge systems, categories, and frames of Uzbek speakers. Importantly, contextual reinterpretation does not always produce a new, stable lexical meaning.

These mechanisms can be illustrated with several English lexical units.

The unit post, in the sense of a digital publication, illustrates the possibility of retaining its core meaning. At the same time, its use may activate a frame involving the author, a digital platform, the posted material, and interaction with an audience. This frame constitutes additional conceptual content but does not necessarily indicate a change in dictionary meaning.

The unit startup denotes an entrepreneurial project characterized by innovation, organizational development, and commercial prospects. In conceptual analysis, it can be viewed as activating a broader model of entrepreneurial activity.

The word target is of interest in relation to terminological specialization. In English it has various meanings linked to a goal, the object of an action, or an intended outcome. In professional marketing communication, certain uses may be associated with target audiences and advertising

promotion. However, demonstrating a specialized meaning specifically in Uzbek requires an appropriate Uzbek-language context.

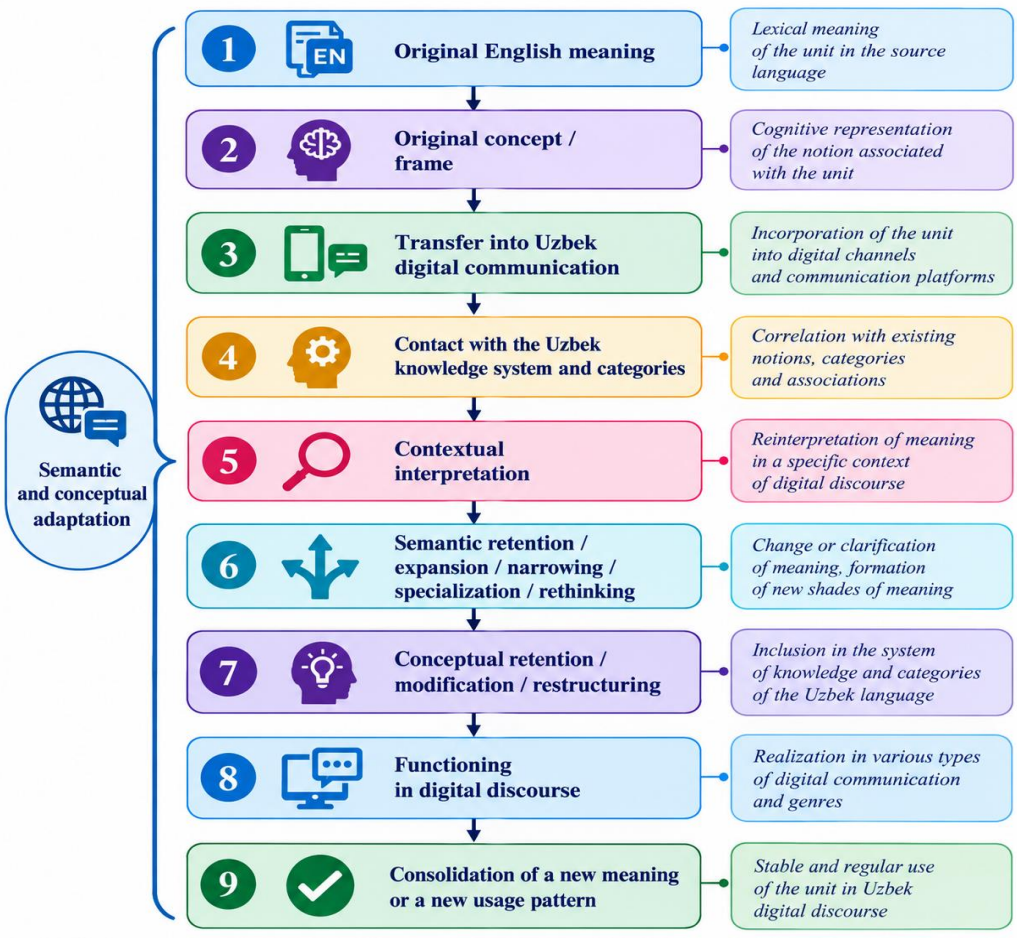
The unit content illustrates possible semantic broadening and contextual differentiation. In digital settings, it may refer to textual, graphic, audiovisual, and other informational materials. Establishing actual semantic broadening, however, requires comparing the original meanings of the English unit with specific uses in the recipient language.

The outcome of semantic analysis is therefore not simply the allocation of units to types of meaning change but a distinction between linguistic semantics, conceptual interpretation, and contextual meaning.

This approach avoids wrongly equating every new communicative function with a change in lexical meaning.

Figure 2.

Mechanism of Semantic and Conceptual Adaptation of English Loanwords



Structural-Grammatical and Word-Formation Adaptation

Structural-grammatical adaptation is an important indication of the incorporation of a borrowed unit into the recipient language. It may be manifested in graphic representation, grammatical compatibility, the addition of morphological markers, and the formation of new derivatives.

The theoretical foundations of word-formation analysis are presented in works by L. Bauer and I. Plag. Bauer discusses the main mechanisms involved in the formation and functioning of derived units in English [6]. Plag systematizes the structural and semantic properties of English word formation [7]. These approaches provide a theoretical framework for morphological analysis rather than direct evidence of specific Uzbek word forms.

When examining English units in Uzbek digital discourse, it is useful to distinguish several levels of structural integration.

The first level concerns the preservation of the original English written form. Units such as post, startup, and update may occur in digital texts without changes to spelling.

The second level involves the incorporation of an English stem into grammatical constructions of the recipient language. Uzbek grammatical marking may indicate the morphosyntactic integration of a particular occurrence.

The third level involves word-formation activity, whereby a borrowed stem is used to create derived or hybrid constructions. It is essential to distinguish derivation from the attachment of grammatical markers because these processes have different linguistic statuses.

The fourth level concerns the relative stability of integrated forms within the recipient language. Nevertheless, a single grammatically marked construction is not sufficient evidence that a borrowing has become established throughout the language.

Table 3.

Parameters of Structural-Grammatical Analysis

Parameter	What is identified	Significance for analysis
Graphic	Retention or alteration of spelling	Representation of the unit
Morphological	Compatibility with grammatical markers	Integration into the grammatical system
Word-formation	Capacity to form derivatives	Derivational potential
Morphosyntactic	Compatibility with recipient-language units	Function within constructions
Integration	Stability and autonomous use	Degree of assimilation

Source: *Compiled from the analytical parameters, with reference to [6; 7].*

The proposed framework makes it possible to differentiate features of adaptation systematically. Graphic form, morphological compatibility, and word-formation productivity should not be treated as interchangeable indicators.

The retention of the original spelling does not preclude grammatical integration, and the attachment of Uzbek affixes does not automatically entail a new meaning. Formal and semantic adaptation are therefore relatively independent.

Structural-grammatical and word-formation adaptation of English loanwords comprises a set of interconnected mechanisms, including graphic representation, grammatical integration, morphological compatibility, and the derivational possibilities of borrowed stems. The main parameters are summarized in Figure 3.

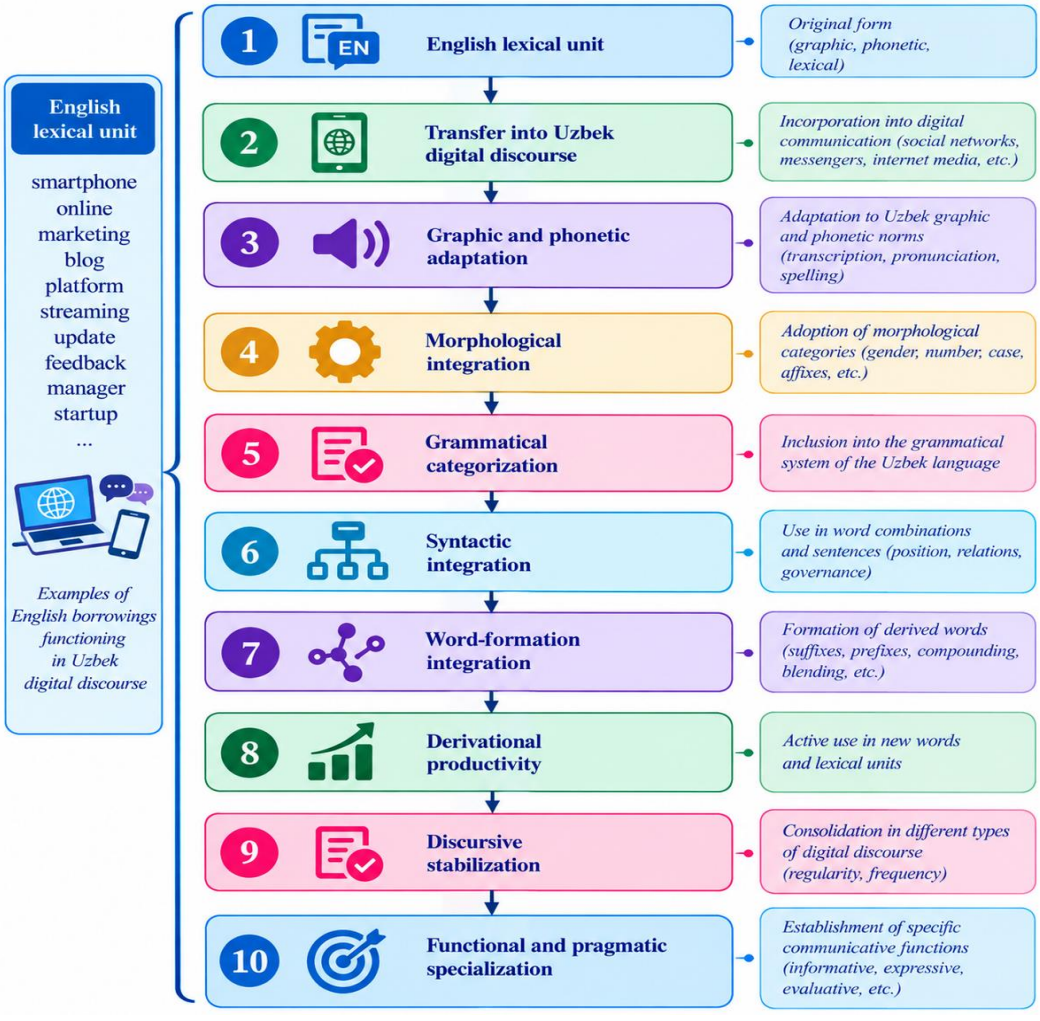
The diagram enables the degree of structural integration of an English unit to be assessed through several distinct characteristics. Retaining English spelling does not exclude participation in Uzbek grammatical constructions, while attaching morphological markers does not always demonstrate word-formation productivity. Structural adaptation should therefore distinguish graphic, morphological, morphosyntactic, and derivational levels.

Relationship Between Thematic, Semantic, and Structural Adaptation

A comprehensive analysis of English loanwords demonstrates the need to regard their linguistic integration as the interaction of several parameters.

Figure 3.

Structural-Grammatical and Word-Formation Adaptation of an English Loanword



Thematic affiliation establishes the domain in which a unit is used. Conceptual analysis reveals activated categories and frames. Semantic analysis examines the relationship between original and current meanings, while structural-grammatical analysis describes incorporation into the recipient language's formal system.

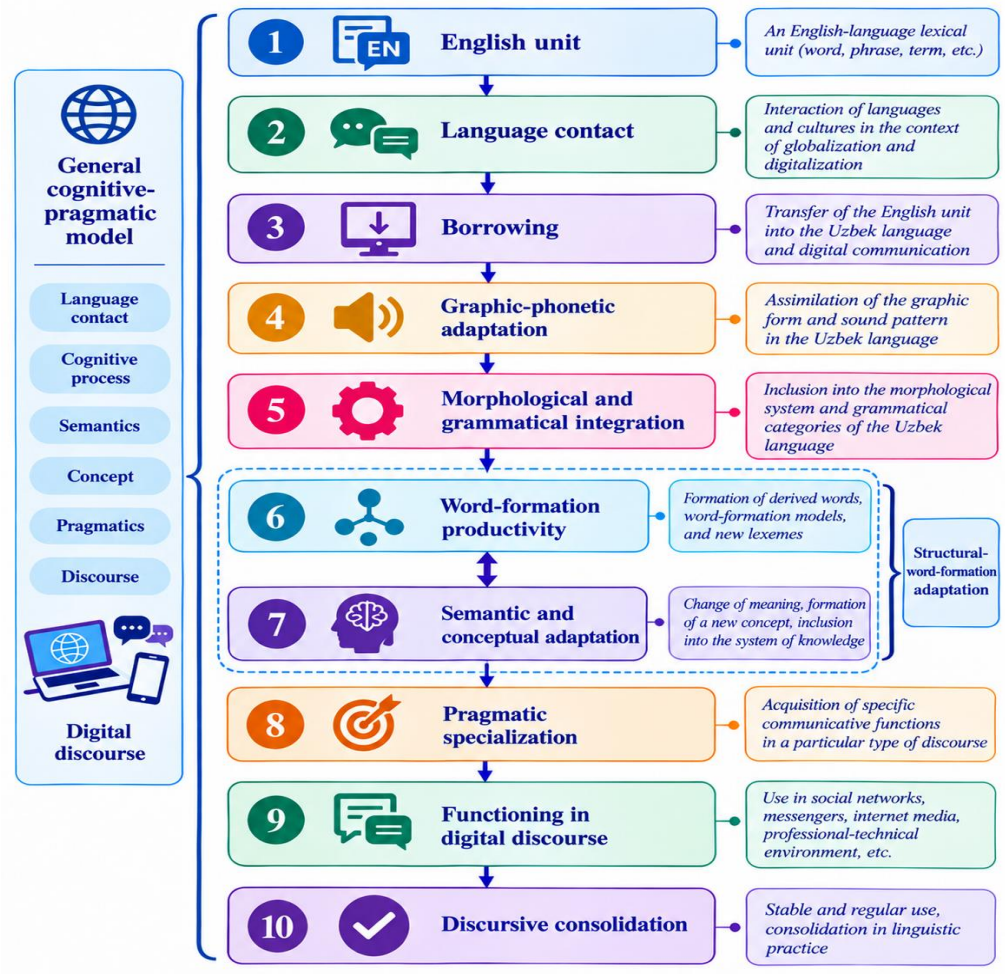
The results of thematic-conceptual, semantic, and structural-grammatical analysis are combined into an integrated descriptive framework for English loanwords. Figure 4 shows the place of structural-word-formation adaptation within the overall cognitive-pragmatic model, representing the relationships among linguistic transfer, formal integration, meaning change, conceptual interpretation, and communicative functioning.

An integrated representation of adaptation processes supports a multidimensional understanding of loanword integration. Formal, semantic, and conceptual changes may occur in different combinations and should not be regarded as obligatory consecutive stages for every lexical unit. The proposed model provides a comprehensive linguistic description and integrates the major analytical findings of the study.

On the basis of these findings, the parameters can be presented as the following analytical sequence: *English lexical unit → thematic affiliation → conceptual category → semantic relationship → structural-grammatical characteristics → comprehensive assessment of adaptation.*

Figure 4.

The Place of Structural and Word-Formation Adaptation in the General Cognitive-Pragmatic Model



This sequence represents the order of analytical description rather than obligatory historical stages in the integration of each borrowing.

This distinction is essential. A lexical unit may retain its original meaning while entering new grammatical constructions. Alternatively, it may acquire an additional contextual function without substantial formal change.

The central outcome of the comprehensive comparison is thus the relative independence and interdependence of thematic, conceptual, semantic, and structural-grammatical parameters. None of these parameters alone provides an exhaustive account of borrowing.

The proposed approach supports a more consistent distinction between English lexical units, established borrowings, English-language insertions, and hybrid formations, while avoiding excessive claims about integration where contextual evidence is insufficient.

Conclusion. The article has examined the thematic-conceptual and structural-semantic features of English loanword adaptation in contemporary Uzbek digital discourse through qualitative lexical systematization and theoretical-comparative analysis.

The study yields the following principal conclusions.

First, thematic domains of English lexical units have been identified, encompassing information technology, social media, digital entrepreneurship, marketing, education, professional interaction, and popular digital culture. Thematic affiliation and conceptual categories are shown to be distinct though related bases of classification.

Second, semantic transformation has been distinguished from conceptual adaptation. Retention of original meaning may coexist with the activation of additional conceptual features and frame-based associations without necessarily changing the core lexical meaning.

Third, the principal types of semantic relationships have been systematized: preservation, broadening, narrowing, terminological specialization, and contextual reinterpretation. Their identification requires comparison of English meanings with actual uses in the recipient language.

Fourth, the main parameters of structural-grammatical adaptation have been determined: graphic representation, grammatical compatibility, morphological integration, and word-formation potential. The theoretical analysis indicates that formal integration and meaning change do not follow an obligatory sequence.

Fifth, a comprehensive approach to English loanwords has been proposed that combines thematic, conceptual, semantic, and structural-grammatical parameters. It enables a differentiated description of their use in Uzbek digital communication.

The theoretical significance of these findings lies in the systematization of interrelated parameters for studying borrowed vocabulary. Their practical value lies in the potential application of the proposed classifications in teaching comparative linguistics, cognitive semantics, lexicology, and digital communication studies.

These conclusions concern qualitative and theoretical-analytical characteristics of the material examined and do not claim quantitative representativeness for the totality of Uzbek-language digital texts.

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