Contemporary Technological Influences On Phraseological Development: A Linguistic And Sociocultural Analysis

Maqsudova Shaxnoza Muxsinjon qizi

FarDU Doctoral Student, Uzbekistan

Abstract: This research is aimed at identifying new phraseological units that have emerged under the influence of modern technologies in English and Uzbek languages, and analyzing their linguistic characteristics and social acceptance. The research was conducted in 2024-2025 based on a survey conducted on the Google Forms platform in two languages (English and Uzbek). Respondents from various social and age groups over 18 years old were involved. During the study of character phraseological units, phraseological units that emerged under the influence of modern technologies were separately identified and analyzed using quantitative and qualitative methods. In English, phraseological units that emerged under the influence of digital communication and internet memes such as "galaxy brain", "grinding", "couch potato" were identified.

Introduction: To identify phraseological units that have emerged under the influence of modern technologies in English and Uzbek languages, and to conduct a comparative analysis of their linguistic characteristics, pragmatic functions, and social acceptance.

METHODS

The research was organized based on a mixed-methods approach, combining quantitative and qualitative analysis methods. The primary data collection tool was a survey designed on the Google Forms platform. The research was conducted in 2024-2025 in parallel in two languages (English and Uzbek).

Character phraseological units - stable combinations expressing human behavior, characteristics, mental state, and mood - are widely used in social life and enrich the expressive capabilities of language. In every aspect of life, these phraseological units are used by people of various professions and ages to enhance the expressiveness of speech. This research is aimed at studying the social acceptance of character phraseological units through comparative survey analysis. Based on surveys conducted among respondents from various social groups, ages, educational levels, and professional activities, specific features, similarities, and differences in the use, understanding, and acceptance of these phraseological units were identified.

The relevance of this research lies in the fact that in modern society, with the changes in language and speech, and the emergence of new means of communication, the social acceptance of phraseological units and their scope of use are changing. Systematic observation and analysis of these changes is important for identifying language development trends and determining the role of phraseological units in modern society.

The aim of the research is to conduct a comparative study of the acceptance of character phraseological units in various social groups, to identify and analyze the specifics of their use. The methods and approaches used during the research are located at the intersection

of various sciences, including linguistics, sociology, psychology, and cultural studies. A comprehensive approach to studying phraseological units allows for a deeper understanding of their place in the socio-cultural context.

The survey was conducted in both English and Uzbek for speakers of both languages. The main purpose of the survey was to study the social acceptance of character phraseological units using a comparative-analytical method. During the research process, quantitative and qualitative methods were used, with a survey designed through the Google Forms platform selected as the main data collection tool. The research was conducted in 2024-2025 and focused on comparing phraseological units in two languages (English and Uzbek).

Survey Structure and Question Content

Introduction: Information was provided about the research objectives, the concept of phraseological units, and instructions for completing the survey.

Demographic data: Information was requested about respondents' age groups (18-25, 26-35, 36-45, 46-55, 56+) and the regions where they primarily learned/use English (or Uzbek).

Character phraseological units section: The survey studied phraseological units for the following 10 character traits:

Positive traits:

Intelligence/Cleverness

Hard-working/Diligent

Kindness/Generosity

Courage/Bravery

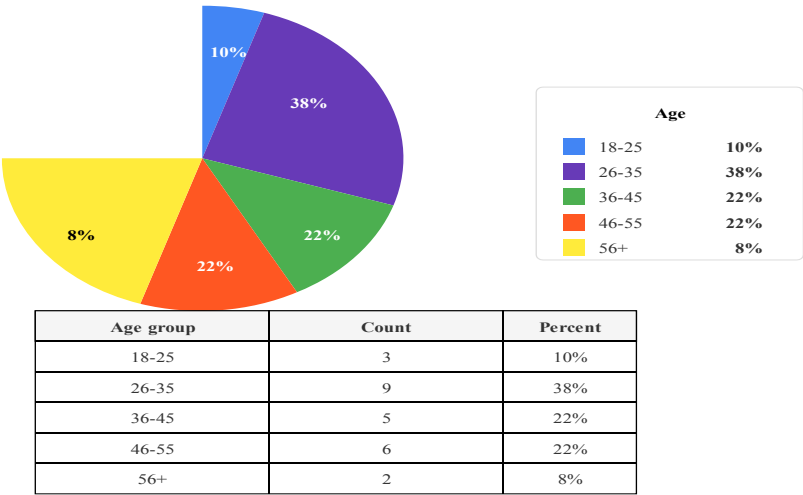Honesty/Trustworthiness

Negative traits:

Dishonesty/Deception

Laziness/Lack of effort

Stubbornness/Inflexibility

Anger/Bad temper

Arrogance/Conceit

For each character trait, the survey asked respondents to provide the following information:

Phraseological expressions used to describe this trait

In what situations these expressions can be used (in formal settings, among friends, in written speech, etc.)

In what situations they avoid using these expressions and the reasons for this

Each trait was enriched with visual materials (relevant images), which helped respondents better understand the context. Respondents for the research were selected based on their level of proficiency in the two languages. That is, for English phraseological units, individuals who know this language and can communicate freely in it were selected, while for Uzbek phraseological units, those who know Uzbek were targeted. Their age groups were set at 18 years and older, and representatives of all strata were invited to participate regardless of academic level, profession, or social status.

Age Distribution of Participants

Age group	Count	Percent
18-25	3	10%
26-35	9	38%
36-45	5	22%
46-55	6	22%
56+	2	8%

Participation in the survey was voluntary and was conducted electronically through the Google Forms platform. To distribute the survey, social networks, email lists, and outreach to university/college students and staff were used. During the data collection process, respondents' answers were collected and the results obtained from them were systematized. Based on the results, all answers were divided into categories. After this stage, the data was analyzed, and statistical analysis of the frequency of use according to demographic data of phraseological units in both languages was reviewed. After this analysis, character phraseological units in both languages were subjected to comparative and cultural analysis.

During the research process, strict adherence to data confidentiality and ethical rules was maintained. All respondents were fully informed about the purpose of the research, and their data was used only for scientific purposes.

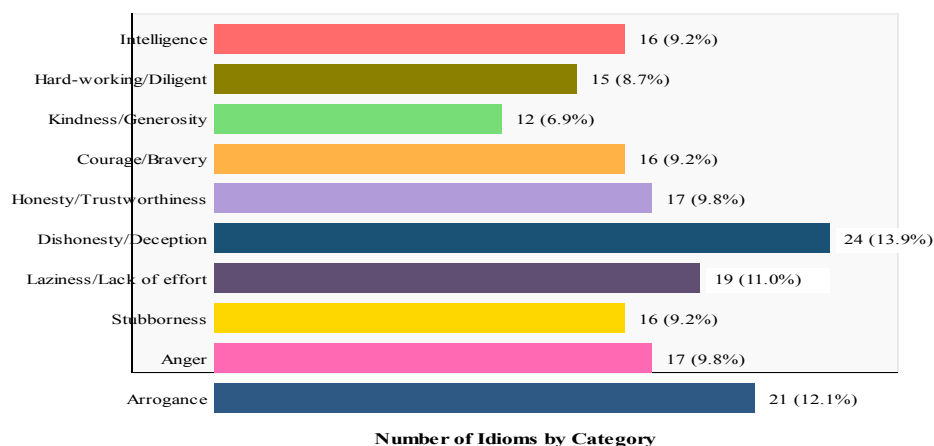The results of our research are one of the most important parts of scientific research - presenting research results in a correct and demonstrative manner. The results of the comparative survey on the social acceptance of character phraseological units were deemed appropriate to be presented in the following systematic order.

English Language Survey Results

In this table, you can see the distribution of English native-speaking participants by age. The table shows that the 26-35 age range had the most participation in the survey. Our research covers populations who speak English fluently. This data was obtained from survey results conducted with native speakers from the USA, Great Britain, Canada, Australia, New Zealand, Ireland, and other countries where English is the official language. The aim of the research was to observe the trends of how native English speakers use character phraseological units in various situations. This serves to demonstrate the difference between native English speakers and peoples for whom English is not their native language.

Character Idiom Categories Distribution

Based on 173 unique idioms collected from 25 survey participants

Category	Value
Intelligence	16 (9.2%)
Hard-working/Diligent	15 (8.7%)
Kindness/Generosity	12 (6.9%)
Courage/Bravery	16 (9.2%)
Honesty/Trustworthiness	17 (9.8%)
Dishonesty/Deception	24 (13.9%)
Laziness/Lack of effort	19 (11.0%)
Stubborness	16 (9.2%)
Anger	17 (9.8%)
Arrogance	21 (12.1%)

Number of Idioms by Category

When analyzing the results, a total of 173 phrases were studied during the research process. Overall, from 173 unique phraseological units obtained from 25 survey participants covering various traits, we can see that the vocabulary richness for negative traits is greater.

The most phrases belong to negative traits such as "Dishonesty/Deception" (24, 13.9%), "Arrogance" (21, 12.1%), and "Laziness/Lack of effort" (19, 11%), with these three categories together accounting for 37% of total idioms.

However, the category with the fewest phraseological units among positive traits is "Kindness/Generosity" (12, 6.9%). We also witnessed that other positive traits are relatively few. It was found that in English, there are more lexical resources for expressing negative traits. This phenomenon can be explained within the framework of "markedness theory" in linguistics, where negative phenomena are often marked through more lexical specialization.

The statistical distribution of phraseological units

shows which character traits receive more attention in English-speaking societies. The abundance of phrases in the Dishonesty category emphasizes the importance of truthfulness and trust in these cultures. Nevertheless, we discovered a list of several phrases widely used in oral, literary, and formal speech in the classified group, and their pragmatic-contextual use, stylistic features, and national-cultural aspects were identified. This serves greatly for the correct use of certain phraseological units in the speech process.

According to the results, the most commonly used phraseological units in oral speech related to the concept of intelligence are: "quick-witted", "quick on their feet", "sharp as a tack", "galaxy brain". In literary and formal styles, phrases such as "quick on the uptake", "has a mind like a steel trap", "thinks on their feet", "psychologically astute", "bright spark" predominate.

The lexico-semantic structure of these phraseological units is formed on the basis of metaphorical transfer involving somatic ("mind"), zoological ("like a trap"), and physical qualities ("sharp", "bright"). These phraseological units indicate a high stylistic level and belonging to intellectual discourse. The recording of the phraseological unit "galaxy brain" in the survey particularly demonstrates the phenomenon of phraseologization under the influence of modern internet memes. This unit is used in modern digital communication to express high intellectual ability (sometimes in sarcastic and ironic ways), confirming that the phraseological fund of the English language is also adapting to digital discourse.

In English, the quality of hard work was expressed by respondents through phraseological units such as "grinding", "nose to the grindstone", "puts in the hours", "burning the midnight oil".

The etymological basis of these phraseological units goes back to historical-cultural realities. The phraseological unit "nose to the grindstone" originated from the process of sharpening knives on a millstone in the Middle Ages, and in this context, hard work is expressed through metaphorical transfer. Survey participants emphasized the modern character of the "grinding" phraseological unit, noting its widespread use mainly among pupils and students. This phraseological unit is associated with academic activities in the Anglo-American educational environment and means continuous and intensive work to achieve goals. Its pragmatic-discursive use is often characteristic of youth subculture, dominating in informal and colloquial speech.

Despite the fact that phraseological units with kindness and generosity qualities are fewer than other positive traits of this type, almost all participants widely used recognized phraseological units in the survey. For example: the widespread use of phrases such as "heart of gold", "salt of earth", "heart in the right place" in oral and daily speech was emphasized by participants several times. These phraseological units employ universal conceptual metaphors based on somatic code ("heart") and precious metal ("gold"). The phraseological unit "salt of the earth" has a religious equivalent, confirming that a certain portion of phraseological units in English is formed based on religious texts.

Another positive category that caught our attention is the quality of honesty, for which participants mainly wrote examples of phrases such as "straight shooter", "call a spade a spade", "straight up", explaining their use mainly in daily life, in oral speech. They provided additional information about calling an extremely truthful person a "straight shooter" in many situations. This was news to us that this is one of the most commonly used positive phrases expressing honesty in colloquial speech.

For categories characteristic of negative traits, we witnessed that more phrases were collected in categories such as dishonesty, laziness, and arrogance. Among these types, we can see that the quality of dishonesty is characteristic of oral and literary styles in many situations, with phraseological units such as "snake in the grass", "wolf in sheep's clothing", "playing both sides".

At the same time, it was noted that in New Zealand, negative phrases are used in a somewhat softer form, and in such situations the combination "spinning yarns" is used and is often noted to be characteristic of literary style. This phraseological unit originally referred to the process of spinning thread, later emerging through semantic shift with the meaning of "weaving fabrications".

In expressing laziness, most participants wrote units

such as "couch potato", "lay about", "lazy bones", "bone idle", and their use mainly in informal style was noted. The phraseological unit "couch potato" is modern, formed in the 1970s and describes a person who spends a lot of time in front of the television.

These phraseological units have pragmatic-illocutionary characteristics of criticism, sarcasm, and sometimes light humor. Their discursive use is mainly characteristic of informal and colloquial style, widespread among speakers with close social distance depending on the situational context.

Regarding the quality of arrogance, we witnessed that the most repeated phrases characteristic of any style are "legend in their own mind", "up themselves". The widespread use of the phraseological unit "up themselves" in the British variant of English was noted in the survey, showing the existence of the phenomenon of phraseological variation and phraseological synonymy in geographical variants of English.

Of course, in each category, we encountered new types of phrases, mainly customary in oral speech, that can reveal a person's positiv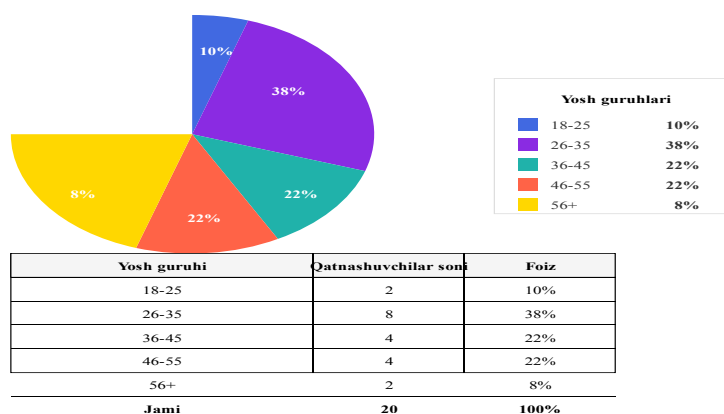e and negative sides in various situations. It would not be an exaggeration to say that this survey provided us with sufficient information about how peoples whose native language is English actually use the authentic language. In addition, the availability of more linguistic tools for expressing negative traits in English-speaking societies shows that more attention is paid to identifying these traits and protecting against them in these societies. This, in turn, reveals the linguocultural potential of phraseological units expressing character traits in English and their possibilities for effective use in communicative-pragmatic context.

This data is of great importance in comparative analysis of the phraseological fund of the two languages, as well as in correctly explaining the contextual use of phraseological units to language learners.

Uzbek Language Survey Results

In this table, the Uzbek language variant of our research is presented, with the most participating respondents belonging to the 26-35 age range, all of whom are of Uzbek nationality.

Qatnashuvchilarning Yoshi

	Yosh guruhlari	
18-25		10%
26-35		38%
36-45		22%
46-55		22%
56+		8%

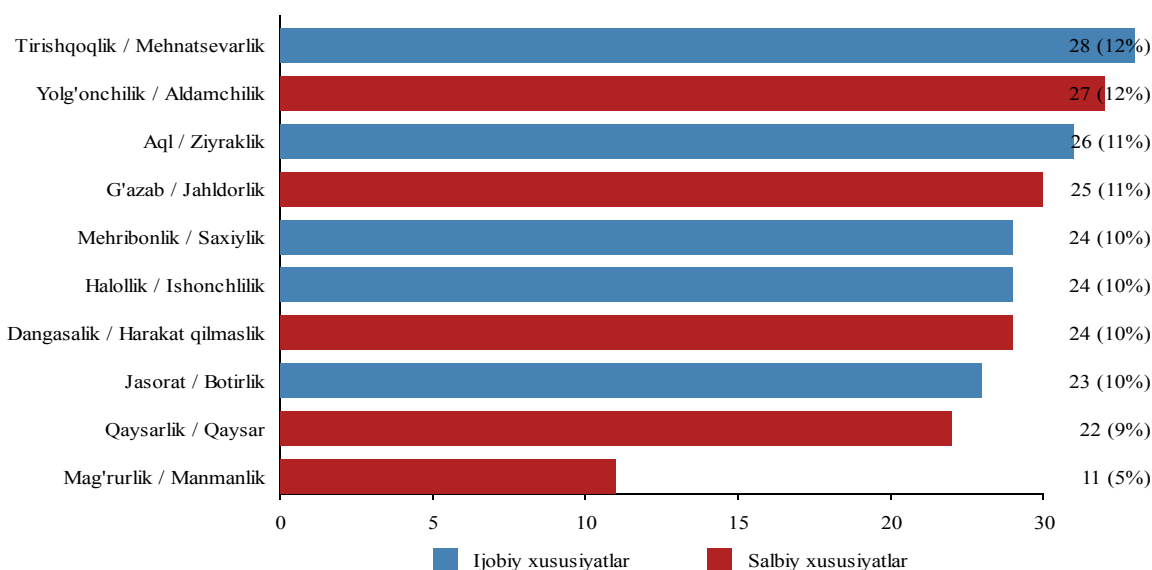| Yosh guruhi	Qatnashuvchilar soni	Foiz
18-25	2	10%
26-35	8	38%
36-45	4	22%
46-55	4	22%
56+	2	8%
Jami	20	100%

Based on the results of this table, we can see that a total of 234 phraseological units were included in the survey. While the percentages are distributed almost evenly across all categories, we can witness that phraseological units expressing pride are used less. Although units expressing hard work occupy the highest part of the results, we can note that one result stands out - phraseological units characteristic of persons showing the trait of dishonesty. This shows that the Uzbek people pay almost equal attention to both types of personal characteristics.

Comparing both types of characteristics, if phraseological units expressing positive traits comprise a total of 125 (53%), categories expressing negative traits constitute a total of 109 (47%).

Xarakterni Ifodalovchi Frazeologizmlarning Taqsimoti

Jami topilgan noyob iboralar soni: 234

Category	Value
Tirishqoqlik / Mehnatsevarlik	28 (12%)
Yolg'onchilik / Aldamchilik	27 (12%)
Aql / Ziyraklik	26 (11%)
G'azab / Jahldorlik	25 (11%)
Mehribonlik / Saxiylik	24 (10%)
Halollik / Ishonchlilik	24 (10%)
Dangasalik / Harakat qilmaslik	24 (10%)
Jasorat / Botirlik	23 (10%)
Qaysarlik / Qaysar	22 (9%)
Mag'rurlik / Manmanlik	11 (5%)

■ Ijobiy xususiyatlar   ■ Salbiy xususiyatlar

The abundance of Phraseological units related to hard work and intelligence shows that these characteristics are highly valued in Uzbek culture. The abundance of phraseological units related to dishonesty and anger/bad temper shows that these negative characteristics are sharply criticized in society.

Based on the results of this survey, many new phraseological units characteristic of oral and literary speech in Uzbek were identified by researchers. The lexico-semantic and pragmatic features of these phraseological units demonstrate their field of application, illocutionary force, and cognitive-conceptual foundations.

According to the concept of intelligence, phraseological units such as "miyasi

o'tkir" (sharp brain), "kallali" (headed/smart), "miyyasi kompyuter" (brain is a computer), "zehni o'tkir" (sharp mind), "atom kalla" (atomic head), "megamiyya" (mega-brain) occur with high frequency in respondents' speech. These units are observed to be used dominantly within the framework of academic and educational discourse. New phraseological units such as "miyyasi kompyuter" are noteworthy as a linguocognitive phenomenon showing the process of phraseological units emerging through modern technogenic concepts. This confirms the dynamic character of the Uzbek language phraseological fund.

From a pragmatic-contextual perspective, phraseological units expressing intellectual characteristics have illocutionary force of positive evaluation, encouragement, and praise. They are mainly realized in informal and oral speech situations, occurring less frequently in formal-administrative discourse.

Phraseological units related to the concept of hard work such as "qo'li gul" (golden hands), "temir tirnoq" (iron nails/claws), "o'z ishining ustasi" (master of one's work), "qush tinsa oyog'i tinmas" (if a bird lands, its feet won't rest) demonstrate the core values of the Uzbek linguocultural environment. According to statistical data, the most phraseological units (28, 12%) were recorded for this category. This confirms that the concept of labor has high axiological value in the Uzbek ethnolinguistic mentality.

The functional-pragmatic features of these phraseological units show that they are more frequently used in socio-communicative and educational-pedagogical contexts. Units like "temir tirnoq" are also interesting from the perspective of gender linguistics, as this phraseological unit is used dominantly in describing women's character.

Phraseological units such as "qo'li ochiq" (open-handed/generous), "bag'ri keng" (broad-chested/generous), "oqko'ngil" (pure-hearted), "pok

qalbi" (pure heart) related to the category of kindness and generosity are important components of the conceptual field of human relations in the axiological and ethnopsycholinguistic system of Uzbek. According to pragmatic-discursive analysis results, they are mainly realized within the framework of folk oral creativity and literary style.

Phraseological units related to honesty and trustworthiness concepts such as "to'g'ri odam" (straight/honest person), "so'zining ustidan chiqqan" (stood by their word) belong to the religious-moral lexical layer, and their etymological foundations are closely connected with Islamic values. According to survey results, these units are used more in discourses of a didactic and advisory character.

Analysis of survey results shows that phraseological units expressing negative character traits also occupy an important place in Uzbek. Phraseological units related to the concept of deception such as "tulki" (fox), "ilonning yog'ini yalagan" (licked snake's oil), "aravani quruq olib qochar" (would take the cart dry/empty) are mainly based on metaphorical foundations and demonstrate the effectiveness of the characterization method through animal names (zoonyms).

Phraseological units related to the concept of laziness such as "olma pish, og'zimga tush" (apple ripen, fall into my mouth), "tepsa tebranmas" (won't budge if kicked), "yalqov ishyoqmas" (lazy, won't work) have critical-didactic illocutionary force and are used more in discourses of educational significance. Their pragmatic structure is primarily directed toward the function of influencing the listener.

Phraseological units related to anger and bad temper such as "jahli burnining uchida turadi" (anger stands at the tip of the nose), "qiziqqon" (hot-headed), "lov etib yonadi" (burns up instantly) have emotional-expressive impact power in Uzbek. Interestingly, phraseological units of this category perform more functions of warning, advising, and criticism.

CONCLUSION

The survey results confirm that in Uzbek, phraseological units expressing positive characters are used more in open environments (53%), while those expressing negative characters are used more in close circles or for the purpose of giving advice/admonition

(47%). A similar tendency is observed in English, but from a pragmatic-functional perspective, phraseological units in English are distinguished by their greater adaptation to communicative situations, stylistic stratification, and richness of regional variants. This indicates the need for deeper study of the national-cultural characteristics and pragmatic potential of phraseological funds in these languages.

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