


# The Contextual, Stylistic, and Social Specificity of the Usage of ChatGPT Terms in English and Uzbek Languages

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	<p><b>Abstract</b></p> <p>The rapid advancement of artificial intelligence (AI), particularly in natural language processing (NLP), has introduced new terminologies that permeate global communication networks. ChatGPT, a state-of-the-art AI language model developed by OpenAI, has generated a new lexicon used differently across languages and cultures. This study investigates the contextual, stylistic, and social specificities in the use of ChatGPT-related terms in English and Uzbek languages. Through a comparative linguistic analysis supported by corpus data and sociolinguistic methodology, we explore how cultural factors, language structure, and social context influence the adoption, adaptation, and usage of these terms. Findings reveal unique patterns in stylistic registers and context-dependent meanings, reflecting broader sociocultural dynamics and language contact phenomena. The study contributes to emerging research fields at the intersection of AI linguistics, bilingual term usage, and cross-cultural communication.</p>
<p><b>Keywords:</b> ChatGPT terminology, English language, Uzbek language, contextual usage, stylistic variation, sociolinguistics, AI linguistics, bilingual lexicon, language adaptation, language contact.</p>	

## Introduction

The recent proliferation of AI-based conversational agents has introduced a wealth of new terminologies into everyday communication. ChatGPT, released by OpenAI, has quickly become a widely recognized AI language model, leading to the creation and rapid dissemination of numerous associated terms. Terminologies such as “prompt engineering,” “fine-tuning,” “language model,” and “tokenization” are increasingly found not only in technical literature but also on social media, news outlets, and casual conversations.

English, as the prevailing language of technology and global communication, naturally serves as the origin and main vehicle for these neologisms. However, as AI technologies like ChatGPT

become globally accessible, speakers of many other languages, including less globally dominant languages such as Uzbek, incorporate and adapt this terminology within their linguistic and cultural frameworks. Uzbek, a Turkic language spoken primarily in Uzbekistan and by Uzbek diaspora communities, is undergoing rapid modernization and technology integration, presenting a fertile environment for studying how AI-generated vocabularies are assimilated.

This study aims to investigate the following key questions: How are ChatGPT terminologies adopted and adapted in English and Uzbek? What contextual and stylistic differences emerge in the use of these terms across languages and social domains? How do social variables such as age, education, and urban-rural divides influence the usage and acceptance of these terms? Lastly, what do these linguistic dynamics reveal about broader processes of language contact, technological adaptation, and cross-cultural communication?

## Literature Review

The diffusion of AI-related terminologies has garnered increasing attention in recent linguistic and sociolinguistic research. Bender (2021) highlights the critical implications of AI language models on language use, noting how technical terms can migrate beyond specialist domains into layperson discourse. Huang and Zhang (2023) offer a comparative perspective on AI terminology across cultures, emphasizing the tensions between linguistic purism and global technological lingua franca.

Within sociolinguistics, research by Crystal (2001) and Eckert (2000) has demonstrated how technological innovation generates neologisms that mark social identities and cultural affiliations. These studies reveal that emerging vocabularies often index modernity and social prestige but may concurrently face resistance for perceived foreignness or complexity.

Regarding Central Asia and Uzbek linguistic contexts, Abdullaev (2019) discusses language contact dynamics and lexical borrowing as mechanisms for language enrichment and modernization. Uzbek's historical influences from Persian, Russian, and Turkic languages create a layered lexicon that negotiates foreign imports amid native structures. However, concrete studies focusing on AI terminology such as ChatGPT-related lexemes and their sociolinguistic profiles are limited.

## Methodology

The current study employs a mixed-method research design combining quantitative corpus analysis with qualitative sociolinguistic inquiry.

**Corpus Compilation:** Two corpora were constructed: an English corpus and an Uzbek corpus. The English corpus includes social media posts (Twitter, Reddit), news articles, academic papers, and blogs dated from 2022 to early 2024, focusing on texts referencing ChatGPT and related AI terms. Similarly, the Uzbek corpus consists of:

- Posts and comments from Uzbek social networks such as Telegram and Facebook groups discussing AI and technology.
- Articles from Uzbek news websites and technology-focused blogs.
- Translated and original academic materials referencing AI.

Together, these corpora comprise over 500,000 words.

**Qualitative Data:** Semi-structured interviews were conducted with 30 Uzbek-English bilinguals representing diverse age groups, education levels, and urban versus rural backgrounds. Participants were asked about their familiarity with ChatGPT and related terminology, preferences in term usage, and social perceptions of these terms.

**Analytical Approach:** Quantitative frequency analysis identified dominant ChatGPT-related terms and their stylistic distributions across corpora. Qualitative thematic analysis of interviews elucidated sociolinguistic attitudes and usage motivations. Contextual analysis examined how terms function semantically and pragmatically within discourse.

## Results and Discussion

### Contextual Usage

In English-language discourse, ChatGPT terminology generally retains precise, technical meanings within formal and academic contexts. Terms such as “prompt,” “fine-tuning,” and “tokenization” are employed with consistent definitions. However, in informal contexts such as Twitter or Reddit, these terms often develop metaphorical, humorous, or hyperbolic connotations. For example, users playfully refer to “prompting” as akin to “magic spells” unlocking AI responses.

In Uzbek usage, these terms exhibit both direct borrowing and creative adaptation. The Uzbek language, written primarily in Latin and Cyrillic alphabets, adopts English terms through transliteration, e.g., “чатбот” (chatbot), while some terms receive semantic calques or paraphrases. For example, “prompt engineering” is sometimes literally translated as *so'rov dizayni* (query design), though the English term frequently appears untranslated in elite and technical contexts. This reflects a tension between purist linguistic tendencies and pragmatic code-switching.

### Stylistic Variation

Stylistically, English exhibits register variation according to genre and audience. Academic articles favor specialized terminology with standardized meanings; journalistic outlets balance technicality with accessibility; social media encourage informal, often playful usage.

In Uzbek, stylistic registers are bound up with bilingualism and code-switching patterns. Urban, younger speakers employ English-origin terms more freely, especially in spoken discourse and informal digital communication. Formal Uzbek texts—government documents, university lectures—tend to prefer Uzbek paraphrases or neologisms created through suffixation and compounding (Abdullaev, 2019). This split in stylistic preference highlights sociolinguistic identity practices, where English terms index cosmopolitanism and technological savvy.

### Social Specificity

The sociological dimension is pivotal for understanding ChatGPT term usage. Interview data reveal that younger speakers (18–30) engage extensively with the original English terminology and are comfortable code-switching, seeing this as a marker of education and modernity. Older speakers and rural inhabitants express difficulty or reluctance with such terms, preferring Uzbek explanations or describing the concept without adopting the loanword.

Education and profession affect usage: IT students, researchers, and professionals frequently borrow and innovate AI terms, while those outside technical fields have a more limited vocabulary, shaped by local translations and explanations.

A notable feature is the prestige conferred by English AI terms in Uzbek speech communities. Use of English-origin terminology signals access to global knowledge and technological competence, which is valued socially. However, this prestige sometimes creates a barrier for non-English speakers, potentially limiting broader technological literacy.

### Broader Linguistic and Sociocultural Implications

The adaptation of ChatGPT terminology into Uzbek provides a microcosm to observe broader processes of language contact and technological globalization. It illustrates how a relatively smaller language negotiates modern influences, balancing global connectivity with local identity preservation. As Abdullaev (2019) notes, such processes are not unidirectional borrowing but involve selective adaptation, semantic shifts, and sociolinguistic negotiation.

Furthermore, the emergence of new AI lexicons challenges existing language policies focused on linguistic purity and raises questions about how to integrate cutting-edge terms into educational curricula and public discourse. On the NLP front, recognizing these language-specific term dynamics is crucial for improving multilingual AI tools, facilitating better localization, and ensuring accessibility.

### Conclusion

This study underscores that the usage of ChatGPT and related AI terms in English and Uzbek reflects multifaceted processes shaped by context, style, and society. English serves as the source of technical vocabulary, but languages like Uzbek engage dynamically with these terms, employing borrowing, calquing, code-switching, and paraphrasing to suit linguistic and sociocultural environments.

Understanding these processes is essential not only for linguists and AI developers but also for educators and policymakers aiming to foster inclusive technological literacy. Future research may extend to other languages facing similar challenges and further explore the impact of AI on language evolution.

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