



Linguopragmatic Features Of Address Forms In Social Media Discourse

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Abstract. This article provides an in-depth analysis of the characteristics of address words in social media discourse. The study scientifically examines the addressal devices used on platforms such as Telegram, Instagram, and X (Twitter), along with their linguistic and social functions. The role of address forms in establishing the distance, familiarity, and level of respect between participants in virtual communication is highlighted separately. Additionally, the influence of address forms on national mentality, speech culture, and language development is analyzed, revealing their role in modern communication culture. The study was conducted based on the real speech experience of social network users, their correspondence, and posts, identifying new forms of address characteristic of the digital communication environment and the sociocultural trends emerging through them.

Keywords: Social networks, address, speech culture, linguopragmatics, communication, Telegram, Instagram, Twitter, language development, culture.

Introduction. In today's era of globalization, the internet and social networks are becoming the most active means of communication between people. The expansion of virtual space has further enriched the scope of language use and created new forms and possibilities for various communicative processes. In particular, address forms on social networks have changed significantly, beginning to exhibit features that differ from traditional speech norms. This calls for a deep scientific analysis from the perspective of linguopragmatics. This is because address forms are an important indicator of interpersonal relationships, through which social factors such as respect, sincerity, closeness, or distance are expressed. In linguistics, the task of the field of pragmatics is to study the relationship between speech meaning and its communicative context. As linguist G. Yule points out, pragmatics is "the field that studies the process by which meaning is transferred from the speaker or writer to the listener or reader in the course of a speech act"[1]. This definition implies that appeals are not just linguistic units, but a pragmatic phenomenon closely tied to context, situation, and social relationships. In this regard, the forms of address that emerge on social networks define a specific linguistic system for virtual communication.

In Uzbek linguistics, issues of address have been researched more within the framework of speech culture. However, the forms of address emerging in the internet environment differ



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drastically from traditional ones. For example, usernames, emojis, abbreviations, and English expressions are becoming new means of address. This process not only increases the convenience of communication but also leads to changes in norms of verbal etiquette. According to linguist D. Crystal, "Online communication combines features of written and spoken language, exerting a distinctive influence on address forms and the overall interaction process"[2]. Based on this conclusion, it can be said that in social network speech, address forms are taking on a distinct hybrid character. Thus, the formation and use of address forms on social networks is a pressing issue for linguopragmatic research. This process is important not only for studying the development of language and its new manifestations, but also for understanding the modern changes in communicative culture in society.

Literature Review. In world linguistics, addressees are considered in connection with the pragmatic aspects of communication. For example, when G. Yule explains the science of pragmatics, he emphasizes the situational adaptability of appeals and writes, "The meaning of utterances depends on the circumstances in which and the purpose for which they are used." [3] This idea provides a scientific basis for understanding how appeals manifest in changing and multifaceted forms on social networks. In recent years, new forms of address have also been drawing special attention in internet linguistics research. As D. Crystal points out, "Virtual communication alters traditional speech forms, giving rise to trends such as abbreviating them, replacing them with emojis, or expressing them through new characters" [4]. Therefore, the address forms emerging on social networks should be regarded as a new layer of language development.

Uzbek scholars have also been attentive to the issue of address forms. For example, Sh. Rahmatullayev defines address forms as "the primary means of expressing human relationships in speech" and notes that they reveal the social nature of language [5]. From this perspective, the new forms of address that have emerged in the internet environment also reflect changes in society's communicative needs and cultural values. Furthermore, N. Mahmudov considers addressee one of the central elements of speech etiquette, writing, "...changes in addressee forms signal updates in the socio-psychological landscape of society" [6]. This idea serves as an important theoretical basis for explaining the new forms of address observed on social networks. Similarly, A. G'ulomov presents appeals as one of the main elements that ensure the communicative effectiveness of speech communication [7]. In this sense, the new means of address emerging in the social media sphere can also be linked to the efficiency and brevity of communication. Thus, although existing scientific sources have shed light on various social and linguistic aspects of address, a comprehensive study of their sociopragmatic features on social networks remains a particularly pressing issue.

Research Methodology. The object of this study is the units of address that form in social networks and their lingvopragmatic characteristics, while its subject is their mechanisms of use in speech situations, functional distinctiveness, and communicative effectiveness. A number of methods of linguistic analysis were used in the research process. First, using the descriptive method, address forms occurring in the language of social networks were collected, their main speech manifestations were recorded, and they were systematized. Through the comparative method, appeals in traditional speech were compared with those in virtual communication, and their differences and commonalities were identified. At the same time, using the pragmatic analysis



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method, the appropriateness of address units to the context, their role in expressing social relationships, and their impact on the minds of the communication participants were studied. During the study, texts and comments on social networks were analyzed using a discursive approach to examine how addressees are used in real communicative situations. In this process, attention was paid not only to the formal aspects of linguistic units but also to their semantic, stylistic, and sociopragmatic characteristics. Using the content analysis method, the forms of address encountered on various social platforms (Telegram, Facebook, Instagram, etc.) were classified into thematic groups and their usage frequency was determined. Theoretical approaches from linguistics in the fields of pragmatics, sociolinguistics, and internet linguistics were used as the methodological basis. In particular, the theoretical approaches to the issue of address by foreign scholars such as G. Yule and D. Crystal, as well as by Uzbek linguists like N. Mahmudov, Sh. Rahmatullayev, and A. G'ulomov, were adopted as the scientific basis. Thus, the research methodology was based on a comprehensive approach for the in-depth and systematic study of the linguopragmatic nature of address forms on social networks, ensuring the objectivity and scientific soundness of the analysis.

Results and Discussion. In today's process of globalization, social networks have become one of the most active forms of interpersonal communication. As a virtual space, platforms such as Telegram, Instagram, and X (Twitter) serve as a primary communicative tool in the daily lives of millions of users. The role of address forms in the communication process on these platforms is of particular importance, because address constitutes the starting point of communication and manifests itself as one of the primary linguistic units that define the participants' mutual relationship. In linguistics, address forms have always been regarded as social, cultural, and linguopragmatic characteristics of interpersonal relationships. From a linguopragmatic perspective, while address forms have always been viewed as a phenomenon that reveals the social, cultural, and linguopragmatic features of interpersonal relationships, they are now emerging in an even more dynamic form in a new communicative space—social networks. From a linguopragmatic perspective, address forms not only serve a nominative function but also determine the purpose, tone, and even the social status of the interaction. For example, while in real life the address “Dear teacher” is a manifestation of the formal-courteous style, on social networks it can be used in shorter, more informal forms—such as “ustoz,” “aka,” “opa,” or “teacher.” This is related to the fact that virtual communication requires short, fast, and concise forms of speech. At the same time, addresses on social networks are often expressed not only through words but also through various signs, emojis, and symbols. This indicates the expansion of language units and the multimodal nature of communication tools. On social networks, appeals not only initiate communication but also serve to capture the audience's attention, influence their emotions, and strengthen interactive engagement with them. In this respect, one can observe an expansion of their functional scope. In this sense, According to A. Nurmonov, “The linguopragmatic functions of language units stem from the conditions of their use and are closely tied to socio-psychological factors”[5]. This idea also fully applies to the forms of address on social networks. This is because the diverse social backgrounds, age differences, and cultural distinctions of the user audience on these platforms directly influence the style of address.



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Addresses on social networks often have a communal character. For example, in Telegram groups, general greetings like “Hello, dears!” and “Hello everyone!” are common. On Instagram, however, individual addresses—exclamations like “sister,” “friend,” and “brother”—are more frequently used in the comments. On X (Twitter), however, due to the need for brevity, addresses are often used in English forms such as “hey,” “folks,” and “guys.” This situation demonstrates the growing impact of globalization on modern communication. In his reflections on the development of language, M. Hakimov emphasizes, “Language is always developed and renewed in harmony with the social needs of society.”[6] Thus, the emergence and rapid popularization of new forms of address can also be explained by new communicative needs in society. Moreover, address forms on social networks are also having a distinctive impact on speech etiquette. The formal, polite address used in traditional communication is becoming shortened and more informal in the virtual space. For example, the form “Dear friends” is often replaced with “Friends!”, appears in a simplified form such as “My friends!” or “Friends!” On one hand, this streamlines the communication process; on the other, it exerts a certain influence on the traditional norms of speech culture. Therefore, the changes in forms of address should be interpreted not only as a linguistic phenomenon but also as a reflection of cultural processes in society.

The above analysis shows that address forms on social networks are significant not only as a linguistic but also as a sociopragmatic phenomenon. They also express users' cultural norms of behavior, their social role in communication, and even their personal psychological characteristics. In this regard, forms of address must be considered a distinct scientific problem in modern communication research. Because they are an important key to clarifying the semantic and pragmatic system of social network communication.

Today, the Telegram platform functions not only as a personal communication tool but also as a communicative space for large-scale information exchange, group chats, and channels with diverse content. In this very process, the diversity of address forms and their usage characteristics are of particular importance. This is because the address forms in Telegram communication are, on the one hand, a continuation of traditional verbal salutations, and on the other, are taking on a new form based on modern linguopragmatic needs. The platform's main feature is that addresses appear in two main forms: in private conversations and in group chats or channels. This gives rise to significant differences in the function and form of address. In private conversations, addresses are characterized by greater intimacy, cordiality, and conciseness. For example, users typically use short, informal forms such as “salom,” “assalomu alaykum,” “salom aka,” “opa,” “bro,” and “sis.” Such address forms serve to strengthen a friendly rapport and ensure the immediacy of communication. Conversely, in group chats or channels, addresses are often aimed at a broad audience and used in a generalizing form such as “Dear members,” “Beloved ones,” “Friends,” and “Hello, colleagues.” These types of address serve to strengthen social unity and bring participants together. Addresses on Telegram also come in various functional forms. They are used not only to start a conversation but also to grab attention, emphasize the message's content, and establish an emotional connection with the audience. For this reason, on the platform, addresses are often combined with emojis, stickers, and symbols. For example, forms such as “Assalomu alaykum 😊,” “Friends 👥,” and “Dear ones ❤️” are widespread, adding not only semantic but also emotional



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diversity to the speech. Linguist S. Karimov explains this process, stating, “In virtual communication, the use of linguistic units combined with emotional and visual means increases the impact of speech and shapes new communicative standards”[3]. The multimodal nature of address forms on Telegram clearly confirms this idea. Additionally, it is common for addresses on the Telegram platform to be expressed through abbreviations. For example, short forms such as “asl” (“assalomu alaykum”), “hmk” (“hamkasblar”), “aka,” or “opajon” are used in quick communication, saving time while also conveying a friendly tone. This illustrates the principle of the speech economy in virtual space. From this perspective, social media appeals often serve to ensure speed, conciseness, and emotional closeness.

Messages on Telegram are important not only in social and friendly groups but also on official channels. For example, on the official channels of various government agencies, educational institutions, or organizations, addresses are more often used in a formal-courteous style, such as “Dear Students,” “Dear Colleagues,” or “Dear Readers.” This shows that address forms are chosen in accordance with the social situation and purpose. Thus, the variability and situational adaptability of address forms on the Telegram platform further enhance their pragmatic power. Another important aspect is that through addresses on Telegram, users also establish a hierarchy among themselves. For example, in groups, the address “Dear members,” used by the administration ensures the formality of the communication, while informal addresses such as “brother,” “sister,” and “friend” predominate among regular users. This clearly demonstrates the social nature of language even in virtual space. In general, on the Telegram platform, forms of address manifest as linguistic units that perform various communicative functions, are multimodal in nature, and are flexible to social situations. They serve functions such as ensuring emotional closeness among users, strengthening social unity, and establishing boundaries between formal and informal communication. Additionally, messages are valued as an important tool that shapes new standards of speech culture within Telegram's linguopragmatic environment.

Today, Instagram has evolved not only into a platform for sharing photos and videos but also into a comprehensive communicative space. There, users not only showcase events from their lives but also actively interact through features like comments, stories, and direct messages. In this process, forms of address play an important role. This is because the stylistic features of communication on Instagram have unique aspects compared to other social networks, where addresses are formed in harmony with more visual content. Addresses on Instagram are often expressed in an emotional, sincere, and concise manner. Users widely use affectionate forms of address such as “opajon,” “akajon,” “dostim,” “sevimlim,” and “azizim.” In particular, in comments, such addressees serve to enhance social closeness and warmth. Additionally, tagging (i.e., mentioning a name with the @ symbol) is a common form of address in Instagram communication. This is seen not only as a way to notify the person you're talking to, but also as a new method of directly addressing them. On the platform, messages are often paired with visual expressions—emojis and stickers. For example, forms like “opa ❤️,” “do'stim 😊,” and “aka 😊” are widely used. This not only goes beyond the simple linguistic function of address forms but also enhances their emotional and stylistic impact. Linguist Z. Mahmudova explains this process as follows: “In contemporary written communication, pictorial symbols and emotional devices are increasingly



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used as stylistic means to enhance the expressive power of speech"[4]. Thus, appeals on Instagram are formed on the basis of a combination of linguistic and visual means.

Conclusion. The issue of appeals in social media discourse is demonstrating its scientific significance as one of the most pressing topics in contemporary linguistics. The analyses conducted show that the salutations widely used on platforms like Telegram, Instagram, and X (Twitter) are not just simple speech units, but have been shaped as an integral and inseparable part of modern communication processes. Through these address forms, users not only interact with one another but also reinforce concepts such as mutual respect, sincerity, solidarity, social closeness, and friendship. Thus, in the language of social networks, addressees serve as the starting point of communication, a spiritual bridge, and a mediator of emotional connection.

The study also found that the communicative functions of addressees are very broad. They not only engage the interlocutor in conversation, but also shape the audience into active participants, direct their attention to a specific topic or process, and also prompt a particular action. For example, bloggers' calls to action such as "Friends, leave your thoughts in the comments!", "Dear subscribers, try this product!" are vivid examples of content that calls the audience to action and actively involves them in the discourse. For example, bloggers' calls to action like "Friends, leave your thoughts in the comments!" and "Dear subscribers, try this product!" are vivid examples of content that calls the audience to action and actively involves them in the discourse. Additionally, appeals play a special role as a means of shortening the psychological distance with the audience and strengthening trust and sincerity. The socio-linguistic importance of appeals is determined by their real impact on society. Because address forms reflect national values, ensure the continuity of spiritual traditions, and at the same time absorb new speech units emerging in the flow of global communication. This process is a complex yet natural manifestation of language development. From this perspective, address forms embody not only the linguistic but also the sociocultural functions of language. As linguist S. Inoyatov noted: "Address forms are among the most stable yet adaptable units in a nation's linguistic treasure, and they can quickly respond to changes in society's life"[2]. Another important aspect is that the development prospects of appeals are being shaped by technological progress, social consciousness, and the direct influence of global culture. Communications expressed through emoji 🤔❤️😄, stickers, and abbreviations are giving rise to a new multimodal form of interaction. This means that in the future, address forms will expand not only through words but also through symbols, images, and audiovisual elements. At the same time, it is observed that English-derived address terms like "guys," "fam," and "sis" are being used increasingly in young people's speech. Such processes show that address forms are both a changing and a stable phenomenon in the context of globalization. Linguist H. Yoldosheva places special emphasis on this issue: "Addressive units in speech adapt to changes in social life, but they never lose their primary function – to organize communication"[14].

In conclusion, it can be said that the address forms used in social media speech not only expand the practical application of language but also become a vivid reflection of the social, cultural, and psychological processes within society. Their sociolinguistic significance is far-reaching, serving numerous functions such as ensuring communication effectiveness, strengthening social cohesion, expressing national values, and incorporating global trends. In the future, interactions are expected



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to develop in increasingly multifunctional, multimodal, and hybrid forms. Thus, the in-depth scientific study of interaction units holds significant scientific importance not only for understanding linguistic but also social-cultural processes.

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