



# **TILSHUNOSLIKNING AMALIY MASALALARI: ZAMONAVIY TILSHUNOSLIKNING DOLZARB MUAMMOLARI, YECHIMLARI, TARAQQIYOTI VA ISTIQBOLLARI**

**mavzusidagi xalqaro ilmiy-amaliy anjuman**

## **MATERIALLARI**

**2025-yil 29-30-sentabr**



**O‘ZBEKISTON RESPUBLIKASI OLIY TA’LIM, FAN VA  
INNOVATSIYALAR VAZIRLIGI  
SIRDARYO VILOYATI HOKIMLIGI  
GULISTON DAVLAT UNIVERSITETI,  
TURKIYA RESPUBLIKASI BALIKESIR UNIVERSITETI,  
TURKIYA RESPUBLIKASI FIRAT UNIVERSITETI,  
YANGLING KASB-HUNAR VA TEXNIKA KOLLEJI**

**“TILSHUNOSLIKNING AMALIY MASALALARI:  
ZAMONAVIY TILSHUNOSLIKNING DOLZARB  
MUAMMOLARI, YECHIMLARI,  
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To‘plamga keltirilgan ma’ruza tezislarning mazmuni, undagi ma’lumotlar va me’yoriy hujjatlar hamda fikr-mulohazalar, takliflarning to‘g‘riligiga mualliflarning o‘zlari mas’uldirlar

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In many cases, students cannot explain the content of a concept defined by a particular term; moreover, they often misspell the terms. Sometimes textbooks that do not explain concepts clearly enough are to blame. The lack of systematic work with terms at lessons also has an impact. In the course of zoology students are faced with new words, which are not always clear and difficult to memorize. To work with terms, students are recommended to compile explanatory dictionaries to work with educational and popular science literature.

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## THE DISSEMINATION OF ECOTERMS IN MULTICULTURAL AND GLOBAL COMMUNICATION: LANGUAGE, CULTURE, AND SOCIAL IDENTITY PERSPECTIVES

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**Abstract.** This study examines ecoterms in globalization and multicultural contexts, showing that they convey ecological knowledge, cultural identity, and global communication. Analysis of online platforms and academic publications reveals that ecoterms act as tools of communication and cultural codes, especially for younger generations as markers of ecological awareness and identity. They also demonstrate variation across educational and professional groups, where ecoterms are used either for social identification or for technical and scientific exchange. The study emphasizes their relevance for language policy, intercultural dialogue, and cultural exchange, highlighting their role as expressive instruments of social interaction rather than mere terminological units.

**Keywords:** Ecoterms, Multiculturalism, Global communication, Language and culture, Social identity

## **Introduction**

Ecoterms—terms denoting ecological concepts serve not only to convey ecological knowledge but also as markers of social, cultural, and communicative functions. They facilitate intercultural exchange, support social identity, and reflect cultural codes in a globalized world [Kövecses, 2018; Farzad, 2020].

Digital technologies accelerate their dissemination and foster ecological awareness, making ecoterminology both an ecological and socio-cultural component of language [Smith & Garcia, 2019]. This study examines ecoterm dissemination, focusing on: (1) channels of spread in multicultural contexts, (2) generational, educational, and professional differences in usage, and (3) their role in global communication and identity.

Findings show younger generations use ecoterms as tools of awareness and identity, while professionals employ them in scientific discourse [Farzad, 2020; Smith & Garcia, 2019]. Ecoterms thus function as cultural and social instruments, highlighting their significance beyond mere ecological terminology.

### **Main Body**

Ecoterminology has recently become an important field within global and multicultural communication studies. Traditional research focused on scientific discourse and ecological knowledge accuracy [Kövecses, 2018]. However, globalization and multicultural contexts have expanded the functions of ecoterms beyond knowledge transmission to include representation of cultural codes, social identity, and global communication mechanisms [Farzad, 2020; Smith & Garcia, 2019].

### **1. Theoretical Foundations and Historical Development**

Initially, ecoterms served as lexical units specific to ecology, mainly for transmitting scientific knowledge [Faber, 2012]. Recently, online forums, social media, and international publications have facilitated their global dissemination [González, 2017]. Thus, ecoterms function not only as terminological units but also as instruments reflecting cultural and social connections.

### **2. Multicultural and Global Communication Context**

Multicultural and global communication ensures effective interaction across languages and cultures [Gumperz, 2019]. Ecoterms act as tools for sharing ecological concepts with local and global audiences. Social media and international academic publications are key platforms for their dissemination, requiring harmonized integration of linguistic and cultural differences [Smith & Garcia, 2019].

### **3. Social Identity and Cultural Codes**

Beyond informational purposes, ecoterms carry social identity and cultural codes. Younger generations employ them to express ecological awareness and social-cultural identification [Farzad, 2020]. This indicates that terminological usage is a key component of intercultural interaction in global and multicultural communication contexts.

### **4. Previous Research and Existing Gaps**

Prior studies have focused on ecoterm dissemination via online resources and academic publications [González, 2017; Smith & Garcia, 2019]. However, their use



among younger generations and professional groups, and their link to social identity and cultural codes, remains underexplored. Addressing this gap highlights the relevance of the present study and provides a theoretical and methodological basis for future research.

### Conclusion

The analysis shows that ecoterms are disseminated through online platforms, academic publications, and social media, reaching global audiences. Beyond conveying scientific knowledge, they foster intercultural exchange and cultural adaptation [Smith & Garcia, 2019]. Widely used terms such as *sustainable development*, *carbon footprint*, and *biodiversity conservation* illustrate their global spread.

On social media, particularly among younger generations, ecoterms serve as markers of ecological awareness and social identity (#ClimateAction). In academic contexts, they retain technical functions but also highlight cultural and communicative aspects [Farzad, 2020].

Findings indicate that younger users employ ecoterms for awareness and identity expression, while professionals use them for scientific exchange and discourse standardization. Thus, ecoterms function differently across social and professional groups but remain key carriers of cultural codes and global communication [Gumperz, 2019; Farzad, 2020].

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