

TRANSLANGUAGING VS BRANDING: PRAGMATIC FUNCTIONS OF MIXED-LANGUAGE PR POSTS IN UZBEK AND ENGLISH DIGITAL INSTITUTIONAL DISCOURSE

Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi Bilim va malakalarni baholash agentligi bosh mutaxassisi

Kamola Fayziyeva O'tkur qizi

kfayziyeva@bk.ru

Abstract

Mixed-language PR posts are increasingly common in institutional digital communication, yet their pragmatic purpose is not always “natural bilingualism.” This thesis examines the tension between translanguaging as meaning-making and branding as strategic language display in English- and Uzbek-context PR posts. Using a qualitative pragmatic-discourse approach, the study analyzes publicly available posts from Uzbek institutional/large-service Telegram channels and English-language institutional social media pages where mixed-language captions occur. The analysis focuses on pragmatic functions of language alternation: attention capture, authority softening, inclusivity cues, credibility borrowing, procedural clarity, and commercial persuasion. Uzbek digital PR shows frequent alternation among Uzbek–Russian–English lexical tokens (e.g., *cashback*, *bonus*) to maximize reach in a Telegram-dominant ecosystem (UzDaily, 2025). Findings argue that mixed-language PR operates on a continuum: at one end, translanguaging (audience-oriented repertoire use); at the other, branding (curated multilingual identity). The study contributes a functional model explaining when language mixing signals solidarity and accessibility versus prestige and market positioning.

Keywords: translanguaging; code-switching; branding; institutional PR; Telegram; Uzbek digital discourse; pragmatic functions

Annotatsiya

Institutsional raqamli diskursda aralash tilli PR postlari tobora keng tarqalmoqda, biroq ularning pragmatik vazifasi har doim ham “tabiiy ikki tillilik” bilan izohlanmaydi. Ushbu tadqiqot ingliz va o‘zbek kontekstidagi PR postlarida **translanguaging (ma’no yaratishga yo‘naltirilgan til repertuaridan foydalanish)** hamda **branding (strategik ko‘p tilli uslubiy namoyish)** o‘rtasidagi ziddiyatni tahlil qiladi. Tadqiqotda sifatga asoslangan pragmatik-diskurs tahlil yondashuvi qo‘llanilib, (i) O‘zbekistondagi institutsional va yirik xizmat ko‘rsatuvchi tashkilotlarning Telegram kanallarida e’lon qilingan postlar hamda (ii) ingliz tilidagi institutsional

ijtimoiy tarmoq sahifalarida uchraydigan aralash tilli postlar tahlil qilinadi. Tahlil til almashinuvi orqali bajariladigan pragmatik funksiyalarga qaratilgan bo‘lib, ular quyidagilarni o‘z ichiga oladi: e‘tiborni jalb qilish, avtoritetni yumshatish, inklyuzivlik signallari, ishonchlikni oshirish, protsessual aniqlik va tijoriy ishontirish. O‘zbek raqamli PR diskursida Telegram platformasining ustunligi fonida auditoriyani kengroq qamrab olish maqsadida o‘zbek–rus–ingliz leksik birliklarining (masalan, *cashback*, *bonus*) tez-tez almashib qo‘llanishi kuzatiladi (UzDaily, 2025). Tadqiqot natijalari aralash tilli PR diskursi **uzluksiz spektr** sifatida faoliyat yuritishini ko‘rsatadi: spektrning bir uchida auditoriyaga yo‘naltirilgan translanguaging amaliyoti, ikkinchi uchida esa puxta shakllantirilgan ko‘p tilli branding identifikatsiyasi joylashgan. Tadqiqot til aralashuvi qachon ijtimoiy yaqinlik va kirish imkonini ta‘minlashga, qachon esa nufuz va bozor pozitsiyasini mustahkamlashga xizmat qilishini tushuntiruvchi pragmatik-funksional modelni taklif etadi.

Kalit so‘zlar: translanguaging; kod almashinuvi; branding; institutsional PR; Telegram; o‘zbek raqamli diskursi; pragmatik funksiyalar

INTRODUCTION

Digital PR discourse is designed to be consumed rapidly, circulated widely, and trusted by diverse audiences. In Uzbekistan, these pressures are intensified by Telegram’s dominance as a communication platform and its extensive reach, estimated at approximately 25 million users, or 76% of the national internet audience (UzDaily, 2025). Within this highly compressed and competitive communicative environment, institutions and large service organizations increasingly publish mixed-language PR posts that combine Uzbek, Russian, and English lexical resources. This practice raises a central analytical question for the present study: should such posts be understood primarily as instances of translanguaging, reflecting repertoire-based, audience-oriented communication, or as forms of branding, in which multilingual styling is strategically employed to construct institutional identity and market positioning?

Theoretical background

Translanguaging in digital spaces

Recent scholarship emphasizes translanguaging as situated meaning-making shaped by platform affordances and ideological choices, not simply “two languages in one text.” A 2025 open-access ScienceDirect article proposes a framework for translanguaging in mediated action, highlighting how digital practices combine linguistic and multimodal resources and how identity and authority are performed online .

Translanguaging as advertising/branding practice

A 2024 study of translinguaging in advertising (Tamil newspaper ads, 2022–2023 dataset) shows that bilingual strategies may be “flexible” and commercially persuasive rather than purely communicative, illustrating how multilingual display becomes a marketing tool . This supports analyzing mixed-language PR as potentially brand-indexing.

Uzbek digital linguistic ecology

A 2025 Uzbek corpus-based article on English borrowings through social media argues that digital spaces contribute to the creation and normalization of borrowings in Uzbek, demonstrating a real linguistic pathway by which PR language becomes hybridized over time .

Data and methodology

Uzbek-context corpus (Telegram): Public posts from large service / institutional channels with Uzbek–Russian alternation and English loan tokens:

- Xalq Banki Telegram channel (bank PR + bilingual post structuring)
- HUMO payment system Telegram channel (service announcements + bilingual crisis/technical notices)
- Baraka Market Telegram channel (promo campaigns + mirrored Uzbek/Russian copy + English loanwords)

English-language mixed-language examples (social media): Public bilingual captions of the form *English + Spanish* (common in US-facing institutional communication). For example, a public Facebook post snippet shows parallel phrasing “We are hiring! Estamos contratando!” . (Some platforms throttle full-page access, but the public snippet still evidences the mixed-language PR pattern.)

Method

A qualitative, genre-sensitive pragmatic analysis was conducted, in which each PR post was systematically coded according to four analytical dimensions. First, posts were categorized by communicative trigger, distinguishing promotional content, routine service updates, crisis or technical notices, and community-oriented events. Second, the analysis identified the type of language mixing employed, including mirrored bilingual translation, embedded lexical borrowing, and slogan-based bilingual pairing. Third, each instance of language alternation was examined for its primary pragmatic function, following the functional taxonomy outlined below. Finally, posts were evaluated in terms of their branding orientation, distinguishing between curated multilingual identity construction and audience-accommodation strategies aimed at maximizing accessibility and clarity. This multi-layered coding framework enabled a fine-grained analysis of how mixed-language practices operate pragmatically across

institutional PR genres and platforms.

Analysis and Findings

Translanguaging for Accessibility

A frequent pattern in Uzbek institutional PR on Telegram is mirrored bilingual copy, where the same message is provided fully in Uzbek and Russian within a single post. This strategy prioritizes accessibility and minimizes the risk of misunderstanding.

Example (Baraka Market, Telegram):

“🔊 Aksiya muddati uzaytirildi!
“Срок акции продлён!”

Source: Baraka Market official Telegram channel
https://t.me/s/barakamarket_uz?before=4920

Here, the institution does not rely on symbolic language mixing but instead provides full semantic equivalence across languages. This reflects translanguaging as audience accommodation, where the goal is inclusive comprehension rather than stylistic branding (Li Wei, 2018). The duplication signals institutional responsibility toward linguistically diverse publics.

English Lexical Borrowings: Branding through Prestige Tokens

Another dominant pattern is the embedding of English commercial terms within Uzbek or Russian text, particularly in financial and retail PR discourse.

Example (Xalq Banki, Telegram):

“👛 3% cashback barcha xaridlar uchun!”

Source: Xalq Banki official Telegram channel
<https://t.me/s/xalqbankinfo?before=1658>

The frequent occurrence of English commercial tokens such as cashback and bonus across Uzbek institutional Telegram posts suggests a process of pragmatic normalization within digital service discourse. These items are used without glossing or explanation, indicating that they are treated as shared, conventionalized resources rather than marked foreign insertions. This observation is grounded in the repeated patterns identified in the present corpus and is consistent with research on networked multilingualism, which demonstrates how sustained exposure to English lexical items in digital media contributes to their normalization and pragmatic conventionalization (Androutsopoulos, 2015).

Mixed Language in Service and Crisis Communication: Trust Management

In service disruption or technical update posts, mixed-language usage serves a trust-preserving and transparency-oriented function.

Example (HUMO payment system, Telegram):

**“Texnik nosozliklar sababli ayrim xizmatlar vaqtincha ishlamasligi mumkin. Noqulayliklar uchun uzr so‘raymiz.

В связи с техническими работами некоторые услуги могут быть временно недоступны.

Приносим извинения за неудобства.”**

Source: HUMO official Telegram channel
<https://t.me/s/humoofficial?before=610>

The post combines Uzbek and Russian to ensure that all major user groups receive critical information. The inclusion of apology formulas (*uzr so‘raymiz / prinosing izvineniya*) further mitigates institutional authority and reinforces accountability. This pattern aligns with translanguaging as pragmatic clarity, particularly in high-stakes communication.

Bilingual Slogans in English Institutional PR: Identity and Inclusion

In English-language institutional PR, mixed-language use often appears as paired bilingual slogans, especially in recruitment or community-oriented posts.

Example (Public Facebook recruitment post):

“We are hiring!
 ¡Estamos contratando!”

Source: Public Facebook post
<https://www.facebook.com/puertoricorealtors/posts/we-are-hiring-estamos-contratando-comparte-con-amigos-y-familiares%EF%B8%8F-association-/974698161325811/>

This example does not provide a full bilingual message but instead uses a short Spanish phrase alongside English to signal inclusivity and cultural awareness. The pragmatic function here is less about comprehension and more about identity alignment and community recognition, which places this usage closer to the branding end of the translanguaging–branding continuum (Sindoni, Ho, & Li, 2025).

Summary of Functional Patterns

Across platforms and languages, the findings indicate that mixed-language PR discourse serves distinct pragmatic functions rather than occurring randomly. Mirrored bilingual posts primarily function as translanguaging strategies aimed at ensuring accessibility and demonstrating institutional responsibility toward linguistically diverse audiences. In contrast, the use of English commercial tokens operates as a branding mechanism, indexing prestige, modernity, and global orientation rather than enhancing comprehension. Bilingual crisis and service-related notices tend to rely on translanguaging to build trust and transparency, ensuring that critical information reaches all major audience groups during high-stakes situations. Finally, bilingual

slogans—particularly in English-language institutional PR—function as branding devices that signal identity alignment and inclusivity rather than full informational equivalence. Taken together, these patterns demonstrate that mixed-language PR discourse is pragmatically motivated and must be interpreted within its specific institutional goals and platform-dependent communicative contexts.

Function A: Reach-maximization through mirrored bilingual copy

In Uzbek Telegram PR, a frequent pattern is *full Uzbek paragraph + full Russian paragraph* (same message duplicated), which prioritizes comprehension over stylistic hybridity. Baraka Market mirrors Uzbek promotional content in Russian while retaining international commercial tokens (e.g., *cashback*) across both versions. This mixing is less “spontaneous translanguaging” and more a distribution strategy: one post serves multiple linguistic publics.

Interpretation: pragmatic inclusivity + market coverage → branding-leaning (curated bilingual service voice).

Function B: Prestige borrowing via English commercial tokens

English items like *cashback* and *bonus* appear as stable finance/retail tokens within Uzbek and Russian text, indexing modernity/fintech style and compressing meaning. In Xalq Banki posts, Uzbek and Russian segments include “3% cashback” / “3% CASHBACK,” functioning as a visually salient, globally recognizable benefit label.

Interpretation: lexical borrowing as a persuasive shortcut; aligns with observations that English borrowings integrate via social media and normalize in Uzbek digital discourse.

Function C: Trust management in crisis/service disruption notices

In HUMO’s Telegram communication, operational disruption is announced with Uzbek text followed by Russian, including apologetic formulae (e.g., “uzr so‘raymiz”) and a parallel Russian notice, designed to minimize uncertainty across audiences. Here, bilingualism is not ornamental—it performs responsibility and transparency across linguistic publics.

Interpretation: translanguaging-adjacent (audience-centered clarity) but still institutionally curated.

Function D: Identity and community alignment in English bilingual slogans

English-language institutional pages often use paired bilingual phrases (e.g., English + Spanish) as a solidarity signal rather than a full translation policy; the “We are hiring! Estamos contratando!” pattern works as a quick inclusion cue for bilingual communities.

Interpretation: branding and community identity indexing; consistent with mediated translanguaging work that treats language choice as ideologically meaningful identity work in digital spaces .

Discussion: Translanguaging vs branding continuum

Findings support a continuum model:

Translanguaging-dominant posts: mixing to reduce friction and increase clarity in real time (service updates, disruptions), oriented to comprehension and facework (e.g., HUMO technical notice structure) .

Branding-dominant posts: mixing to display modernity, globality, or community identity (e.g., heavy reliance on English commercial tokens; bilingual slogans for audience alignment) .

Uzbek Telegram ecology intensifies this: with Telegram positioned as a dominant messenger platform in the Uzbek digital environment , institutions face constant pressure to be simultaneously official, fast, and widely legible—conditions that naturally favor bilingual mirroring and globally recognized loan tokens.

Conclusion

Mixed-language PR posts do not constitute a single, uniform phenomenon. Rather, they operate along a functional spectrum, ranging from repertoire-based meaning-making practices associated with translanguaging, particularly in service-related and crisis communication, to strategic multilingual display linked to branding, most commonly observed in promotional content and public identity signaling. This thesis advances a pragmatic–functional model that clarifies when language mixing serves to include and accommodate diverse audiences and when it is employed to project prestige, modernity, or market positioning. The analysis further demonstrates that Uzbek institutional PR on Telegram, shaped by the platform’s local dominance and immediacy, tends to institutionalize practices such as bilingual mirroring and the recurrent use of English lexical tokens, reinforcing both accessibility and branded identity within digital communication.

REFERENCES

1. Baraka Market. (n.d.). *Public Telegram channel posts* (promotions with mirrored Uzbek–Russian copy and English commercial tokens). https://t.me/s/barakamarket_uz
2. Facebook. (n.d.). *Public recruitment post: “We are hiring! ¡Estamos contratando!”* <https://www.facebook.com/puertoricorealtors/posts/we-are-hiring-estamos-contratando-comparte-con-amigos-y-familiares%EF%B8%8F-association-/974698161325811/>
3. HUMO. (n.d.). *Public Telegram channel posts* (service updates and technical notices with bilingual Uzbek–Russian formatting). <https://t.me/s/humooofficial>

4. Li, W. (2018). Translanguaging as a practical theory of language. *Applied Linguistics*, 39(1), 9–30. <https://doi.org/10.1093/applin/amx039>
5. Lu, C., & Gu, M. M. (2024). Review of research on digital translanguaging among teachers and students: A visual analysis through CiteSpace. *System*, 123, 103314. <https://doi.org/10.1016/j.system.2024.103314>
6. Pooja, A., & Mishra, S. (2024). Translanguaging in advertising: An examination of separate and flexible bilingualism in Tamil newspaper advertisements. *Humanities, Arts and Social Sciences Studies*, 24(1), 14–32. <https://so02.tci-thaijo.org/index.php/hasss/article/view/263398>
7. Sindoni, M. G., Ho, W. Y. J., & Li, W. (2025). Conceptual framework of translanguaging in mediated action: The case of #Bilingualparenting on social media. *Discourse, Context & Media*, 68, 100959. <https://doi.org/10.1016/j.dcm.2025.100959>
8. UzDaily.uz. (2025, October 22). *Telegram — 76% reach, YouTube — No. 1, e-commerce on the rise: Inside Uzbekistan's digital landscape*. <https://www.uzdaily.uz/en/telegram-76-reach-youtube-no-1-e-commerce-on-the-rise-inside-uzbekistans-digital-landscape/>
9. Xalq Banki. (n.d.). *Public Telegram channel posts* (bank PR announcements with bilingual Uzbek–Russian formatting and English loanwords). <https://t.me/s/xalqbankinfo>
10. Androutsopoulos, J. (2015). Networked multilingualism: Some language practices on Facebook and their implications. *International Journal of Bilingualism*, 19(2), 185–205. <https://doi.org/10.1177/1367006913489198>
- 11.