

SOCIAL MEDIA – A MEANS OF SHOWING THE RELEVANCE OF TRADITIONAL PROVERBS

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**Abstract.** This article examines the relevance of traditional proverbs about goodness in the digital age, where social media reshapes moral values and interactions. While anonymity, virtue signaling, and misinformation challenge traditional wisdom, proverbs like “What goes around, comes around” still find relevance in online communities. Despite evolving communication methods, the essence of goodness remains significant, requiring adaptation to modern contexts. The study highlights how digital platforms alter perceptions of virtue while reinforcing the enduring impact of moral teachings.

**Keywords:** proverbs, social media, goodness, cognitive linguistics, online communication, moral values, virtual behavior, digital discourse, moral stories.

СОЦИАЛЬНЫЕ СЕТИ ФОРМИРУЮТ АКТУАЛЬНОСТЬ ТРАДИЦИОННЫХ ПОСЛОВИЦ

**Аннотация.** В данной статье рассматривается актуальность традиционных пословиц о доброте в цифровую эпоху, когда социальные сети изменяют моральные ценности и формы взаимодействия. Хотя анонимность, демонстрация добродетели и дезинформация бросают вызов традиционной мудрости, такие пословицы, как «Как аукнется, так и откликнется», по-прежнему остаются значимыми в онлайн-сообществах. Несмотря на эволюцию методов общения, сущность доброты остается важной, требуя адаптации к современным реалиям. В исследовании анализируется, как цифровые платформы влияют на восприятие и применение традиционных нравственных учений.

**Ключевые слова:** Пословицы, Социальные сети, Доброта, Цифровая этика, Когнитивная лингвистика, Онлайн-коммуникация, Моральные ценности, Виртуальное поведение, Цифровой дискурс, Этические нарративы

IJTIMOYIY TARMOQLAR – AN'ANAVIY MAQOLLARNING DOLZARBLIGINI NAMOYON ETUVCHI VOSITA

**Annotatsiya.** Ushbu tadqiqot ijtimoiy tarmoqlar axloqiy qadriyatlar va o'zaro munosabatlarni o'zgartirayotgan raqamli asrda yaxshilik haqidagi an'anaviy maqollarning ahamiyatini o'rganadi. Anonimlik fazilatni namoyish qilish va dezinformatsiya an'anaviy donolikka qarshi tursa ham, «Yaxshilik qilsang, yaxshilik topasan» kabi maqollar onlayn hamjamiyatlarda hamon dolzarb bo'lib qolmoqda. Muloqot usullari rivojlanayotgan bo'lsa-da, yaxshilik mohiyati muhimligicha qolmoqda va zamonaviy kontekstga moslashishni talab qiladi. Tadqiqotda raqamli platformalar an'anaviy axloqiy ta'limotlarning talqini va qo'llanilishiga qanday ta'sir qilishi tahlil qilinadi.

**Kalit so'zlar:** maqollar, ijtimoiy tarmoqlar, yaxshilik, kognitiv tilshunoslik, onlayn muloqot, axloqiy qadriyatlar, virtual xulq, raqamli nutq, axloqiy hikoyalar.

**Introduction.** Proverbs have historically served as repositories of collective wisdom, encapsulating moral values and social norms. Among them, proverbs about goodness promote ethical principles such as kindness, generosity, and fairness. These proverbs are deeply embedded in various cultures, reinforcing the idea that good deeds will ultimately be rewarded, either by society or through karmic justice [1; p. 25]. However, the digital transformation of communication through social media has altered the ways people engage with and interpret traditional values. In digital environments, interactions are often fragmented, immediate, and sometimes anonymous, which can distort the application and perception of ethical behavior [2; p. 48]. In the past, proverbs about goodness were used as moral compasses, passed down through generations in oral traditions and later in literary forms. With the rise of social media, moral values are increasingly being shaped by digital discourse, where collective opinions and trending topics influence ethical

considerations more than historical wisdom [3; p. 62]. This raises the question: Do proverbs about goodness still hold relevance in an era where social media dictates social norms and values?

This study aims to analyze whether proverbs about goodness still hold relevance in the era of digital communication and how social media platforms reshape perceptions of moral teachings. By examining linguistic and sociocultural perspectives, this research seeks to determine how digital conversations reinterpret or undermine traditional wisdom. Additionally, this study considers how cognitive linguistics plays a role in the evolving meaning of these proverbs, as conceptual metaphors and cultural frames shift in response to modern digital interactions [4; p. 87]. The rapid expansion of digital communication has led to a transformation in how moral values are transmitted, negotiated, and internalized within contemporary society. Social media, in particular, has facilitated a shift from structured, community-based moral instruction to a decentralized, fast-moving exchange of values influenced by viral trends, influencers, and user-generated content. This shift raises important questions about whether traditional proverbs about goodness maintain their original meaning or if they undergo reinterpretation to align with modern sensibilities. In many cases, proverbs are adapted to fit contemporary discourse, with their original moral implications either reinforced, diluted, or even subverted depending on the context in which they are invoked. From a cognitive linguistics perspective, the conceptual metaphors embedded in proverbs about goodness are subject to change due to the evolving cognitive frameworks of digital users. Traditionally, goodness has been metaphorically associated with light (e.g., "A good deed shines in the darkness"), growth (e.g., "Goodness, like a tree, bears fruit"), or reciprocity (e.g., "Do good and good will come to you"). However, in the digital landscape, where interactions are shaped by immediacy and performativity, the perception of goodness may shift toward new metaphors that align with the transient nature of online discourse. Furthermore, the performative aspect of morality on social media often leads to the commodification of goodness, where acts of kindness are publicized for social validation rather than intrinsic ethical motivation. Hashtags such as #GoodVibesOnly or #BeKind create digital communities that promote goodness, but they also risk oversimplifying complex moral behaviors into superficial gestures. This phenomenon invites a reconsideration of how traditional proverbs function within digital morality, particularly in distinguishing between genuine ethical action and performative virtue signaling. By exploring these dynamics, this study will contribute to a deeper understanding of how digital communication reshapes long-standing moral teachings. The interplay between historical wisdom and modern discourse offers a critical lens through which to examine the continued relevance of proverbs about goodness in an era where ethical values are increasingly mediated by technology and online interaction.

**Methods.** This research adopts a qualitative approach, focusing on discourse analysis and ethnographic observation of social media interactions. A selection of traditional proverbs about goodness from different linguistic and cultural backgrounds is analyzed for their usage, adaptation, and interpretation on various digital platforms, including Twitter, Facebook, and TikTok. Special attention is given to the frequency and context in which these proverbs appear in discussions about ethics, morality, and social justice [5; p. 39].

To explore shifts in meaning and application, online discourse is examined in three main categories:

- **Anonymity and Ethical Behavior** – This section investigates how anonymity affects the application of proverbs that emphasize reciprocal goodness, such as "Do unto others as you would have them do unto you." Research indicates that anonymous environments, such as Reddit often lead to a breakdown in accountability and a shift in moral expression [6; p. 73].
- **Performative Goodness** – Social media platforms encourage performative actions, where users seek validation for good deeds rather than practicing genuine kindness. Proverbs like "Yaxshilik qilsang, yaxshilik topasan" (If you do good, you will receive good) are analyzed to determine how their meanings are altered when applied in digital activism and influencer culture [7; p. 99].
- **Misinformation and the Redefinition of Goodness** – Viral content often distorts moral narratives, influencing the ways in which traditional values are perceived. Proverbs emphasizing patience and integrity, such as "Ehsonning mukofoti faqat ehsondir" "Good deeds bring good rewards", are examined in the context of misleading online content and its implications for ethical decision-making.

This study also incorporates insights from cognitive linguistics to understand how conceptual metaphors shape the perception of goodness in digital communication. For instance, the metaphor of goodness as a "transaction" (e.g., "You reap what you sow") is often challenged in online spaces where immediate gratification dominates [8; p. 54]. By employing qualitative coding techniques and thematic analysis, this research systematically examines changes in moral framing across digital discourse. In addition to discourse analysis, this study utilizes ethnographic observation to capture real-time interactions where proverbs are employed within digital communities. This involves tracking specific hashtags, discussion threads, and viral posts that reference traditional wisdom about goodness. By examining user-generated content, this research assesses how social media users reinterpret or reinforce moral principles through their engagement with these

proverbs. Through systematic data collection and engagement tracking, patterns in discourse emergence and transformation are identified, revealing the ways in which digital environments shape moral interpretations. Moreover, this research considers cross-cultural perspectives by comparing how proverbs about goodness function in different linguistic contexts. For example, Western digital discourse may emphasize individual moral responsibility, while collectivist cultures might frame goodness in terms of communal well-being. This comparative approach helps illuminate variations in moral perception and adaptation based on cultural and linguistic influences. Additionally, by analyzing multilingual digital spaces, this study investigates whether certain ethical concepts expressed in proverbs maintain universal applicability or if their meanings shift significantly depending on the cultural framework in which they are used. To ensure a comprehensive analysis, this study also examines user sentiment associated with proverbs of goodness. Sentiment analysis tools and qualitative coding techniques are used to categorize user interactions as affirming, questioning, or subverting traditional moral messages. This allows for a deeper understanding of whether these proverbs continue to hold ethical significance or if they are being reshaped into new moral constructs. Furthermore, intertextual analysis is employed to examine how these proverbs interact with modern internet discourse, memes, and political commentary, providing insight into the broader socio-digital landscape that frames discussions on morality. Furthermore, this study considers the impact of algorithmic influence on the circulation of moral wisdom. Social media algorithms prioritize content that garners high engagement, which may lead to the amplification of particular interpretations of goodness while diminishing others. By analyzing engagement metrics and content visibility, this research explores how algorithmic mediation affects the longevity and transformation of proverbs in digital spaces. This analysis is particularly relevant in understanding whether moral wisdom is increasingly dictated by virality and digital popularity rather than by historical significance or ethical consistency. To enhance the depth of the study, interviews and surveys with social media users, content creators, and digital ethics scholars are conducted to gain qualitative insights into how different demographics perceive and engage with proverbs about goodness. These firsthand accounts help contextualize the broader findings from discourse and sentiment analysis, providing a more grounded perspective on contemporary moral interpretations. Ultimately, this methodological framework provides a nuanced approach to understanding the evolving role of proverbs about goodness in the digital age. By integrating discourse analysis, ethnographic observation, cross-cultural comparison, cognitive linguistic insights, and engagement metrics, this study seeks to provide a comprehensive examination of how digital communication reshapes traditional ethical wisdom. The combination of these methodologies ensures that the research captures both large-scale trends and individual perspectives, allowing for a thorough exploration of how moral proverbs continue to function—or transform—in the modern era.

**Results and Discussion.** The findings reveal that while social media has transformed human communication, many traditional proverbs about goodness remain relevant, though their application has evolved [9; p. 77-101]. One major aspect influencing the modern interpretation of proverbs is the role of anonymity on social platforms. Studies suggest that anonymity reduces accountability, which contradicts the moral framework of many proverbs that promote reciprocal goodness. The proverb “What goes around, comes around” implies a moral balance that assumes public recognition of virtuous behavior; however, in online spaces, users can act without immediate consequence, challenging this traditional wisdom. Another critical issue is the phenomenon of performative goodness. Proverbs such as “Yaxshilik qilsang, yaxshilik topasan” (If you do good, you will receive good) have historically promoted genuine benevolence. However, the rise of virtue signaling on social media complicates this concept, as public displays of kindness are often motivated by social validation rather than intrinsic morality [10; p. 25-28]. For example, digital campaigns promoting charitable donations often feature influencers broadcasting their generosity, making it difficult to distinguish authentic acts of goodness from strategic self-promotion. In some cases, proverbs advocating goodness are even repurposed to justify self-serving behaviors under the guise of altruism, raising questions about the sincerity of digital philanthropy. Furthermore, misinformation has distorted the moral lessons embedded in traditional proverbs. Research indicates that online interactions are increasingly driven by engagement metrics rather than ethical considerations, leading to a redefinition of what constitutes goodness in the digital realm. Misattributed or altered proverbs frequently circulate in viral content, sometimes reinforcing misleading moral perspectives. For instance, proverbs advocating patience and integrity may be reinterpreted to justify passivity in the face of misinformation or unethical behavior, demonstrating how digital environments can subvert traditional wisdom. Additionally, social media echo chambers contribute to a fragmented understanding of morality, where certain proverbs are weaponized to validate ideological positions rather than promote universal ethical principles.

Despite these challenges, proverbs about goodness have also found new relevance through online activism. Crowdfunding efforts and digital community support groups demonstrate how proverbs advocating

collective morality, such as “Ehsonning mukofoti faqat ehsondir” (“Good deeds bring good rewards”), manifest in new ways. The rapid dissemination of positive stories, such as online fundraisers for humanitarian crises, exemplifies how traditional wisdom adapts to modern platforms. In many instances, social media users invoke proverbs about goodness to mobilize collective action [11; p. 135], reinforcing the idea that shared ethical principles still hold value in the digital age. Additionally, proverbs serve as rhetorical tools in online discourse, helping to frame discussions on social justice, environmental responsibility, and global solidarity. Moreover, this study finds that digital spaces offer new opportunities for reinterpretation and creative engagement with proverbs. Memes, short-form videos, and user-generated content often repurpose proverbs in humorous or thought-provoking ways, sometimes reinforcing their original ethical messages while making them more accessible to younger generations. The recontextualization of traditional wisdom in digital storytelling, where individuals share personal experiences tied to proverbs, enhances their continued relevance. These adaptations highlight the fluid nature of moral narratives, demonstrating that although proverbs evolve, their foundational messages persist.

Additionally, sentiment analysis of online discourse suggests that while proverbs about goodness are still invoked to support ethical discussions, their interpretations vary based on social and cultural contexts [12; p. 266-270]. For example, in collectivist societies, proverbs about goodness tend to emphasize communal reciprocity and interdependence, whereas in individualist cultures, they are more often framed as personal ethical guidelines. This distinction reveals how digital communication can both reinforce and challenge cultural perspectives on morality. Another important factor in the reinterpretation of proverbs is the role of algorithmic influence. Social media algorithms prioritize content that garners high engagement, which may lead to the amplification of particular interpretations of goodness while diminishing others. This study finds that proverbs aligning with trending ethical concerns—such as sustainability, inclusivity, and digital activism—gain greater visibility, whereas more traditional moral perspectives may fade into the background. The selective promotion of specific interpretations of goodness underscores the need to critically assess how technology mediates ethical discourse. Furthermore, intertextuality plays a significant role in reshaping proverbs in digital environments. Proverbs about goodness are often intertwined with pop culture references, political discourse, and internet slang, altering their meanings and applications. This fusion of traditional wisdom with contemporary language can either strengthen their impact by making them more relatable or dilute their original moral intent.

Ultimately, the results suggest that while the digital era presents significant obstacles to traditional moral structures, the foundational principles of proverbs about goodness persist. Social media has altered their modes of expression, but their core messages remain integral to ethical discourse [13; p. 178]. The study underscores the importance of recognizing both the challenges and opportunities posed by digital communication in shaping moral understanding. Future studies should further explore how these proverbs continue to evolve in response to digital communication trends, including the role of artificial intelligence in shaping moral narratives and the potential for digital literacy programs to reinforce ethical engagement with traditional wisdom. Additionally, further research should consider the impact of virtual reality and immersive media on the transmission of moral values, as well as the psychological effects of digital engagement with ethical proverbs on user behavior and social attitudes.

**Conclusion.** While social media has transformed human communication, the fundamental principles embedded in proverbs about goodness remain relevant. However, their interpretation and application have changed in response to digital interactions. The challenge lies in maintaining ethical values in an online environment where meanings are frequently debated and redefined. Traditional wisdom continues to serve as a foundation for moral reasoning, but its role in shaping contemporary ethics is now mediated by the dynamics of digital discourse. The influence of anonymity, performative goodness, and misinformation has altered the way proverbs are understood and applied. While some online spaces weaken moral accountability, others reinforce ethical principles through activism and community support. Proverbs about goodness still hold power in guiding digital interactions, though their messages are sometimes reshaped to fit modern contexts. The adaptability of these proverbs demonstrates that their ethical core persists even as their expression evolves. Cultural and linguistic diversity plays a key role in shaping how proverbs function in online discourse. Different societies frame goodness in ways that align with their values, and social media facilitates the exchange of these perspectives. This interaction may lead to hybrid moral expressions that blend traditional sayings with emerging digital ethics. The reinterpretation of proverbs across cultures highlights their resilience and continued relevance in shaping moral behavior.

Future research should explore how proverbs continue to evolve in digital spaces and whether new moral expressions emerge to replace them. The connection between cognitive linguistics and digital communication offers valuable insights into how ethical concepts are framed and reinterpreted in online discourse.



Investigating the psychological impact of engaging with moral proverbs in digital environments could provide further understanding of how individuals internalize and apply ethical wisdom. Visual media, such as memes, videos, and infographics, also play an important role in transmitting moral messages. As digital communication increasingly relies on visual storytelling, studying how proverbs are adapted into these formats could offer further insights into their modern relevance. Understanding how ethical discourse evolves in digital spaces is essential for preserving moral integrity in an increasingly online world. While traditional proverbs about goodness face challenges in the digital era, their ability to adapt suggests that moral wisdom remains a vital part of human communication. Recognizing the relationship between traditional expressions of goodness and digital culture will be crucial in fostering ethical engagement in the modern age.

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