

RESEARCH ARTICLE

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USAGE OF NEOLOGISMS IN MEDIA DISCOURSE

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Abstract

It is natural for new concepts and terms to evolve and be adopted over time. Neologisms are used in communication as a result of societal evolution, the introduction of new concepts, and the emergence of new terms in the language. Words such as airplane, pilot, television, market, atom, which were regarded neologisms 100 years ago, as well as society, science, and technology, are no longer considered neologisms due to linguistic evolution. Neologisms, due to their widespread use, they appear to be extensively and easily accepted in social networking sites throughout the world (Telegram, Instagram, Facebook, etc). These social networking sites have had a huge influence on everyone today since they enhance and speed up communication, nurture connections, and promote commercial initiatives. This article discusses neologisms generated by various morphological processes are overused in media discourse.

Keywords Neologisms, concepts, words, terms, media discourse, Uzbek and English languages.

INTRODUCTION

First, let's look at various definitions of "neologism". Dictionary defines that neologism is originally from Latin word, "neo" means "new" and "logo" means "word", therefore when they are united, they form a new word. A neologism is a newly invented term or phrase that has recently gained popularity. Neologisms can be created by and attributed to a single individual, or they might be the result of a publication, era, or event. There are numerous ways to generate a neologism including linking two or more radicals, employing foreign terms and inserting them into the native tongue, borrowing from viewpoint or social network abbreviations and using them in forms of linguistic units, such as verbs and adverbs (Irgasheva, 2023). At first, neologisms are considered uncommon terms, but when they are used more frequently, they lose their "newness" and become active words then. The above neologisms are active terms that have lost their

"newness" quality. English words are so commonly used in Uzbek language as well, everyone is naturally curious about their etymology. In specifically, the lexeme cowboy [cow-animal, boy-human] is used in the western states of the United States to describe a horseman, a courageous, brave herder. Many people deny the etymology of the term "hot dog" [hot-heat, dog-puppy], which is a fast food that young people love eating. Indeed, it has its own history. There are such neologisms that we use in daily life, although they are not included in the "Explanatory Dictionary of the Uzbek Language". For example: Coca-Cola, minimarkets, hypermarkets, cheeseburgers, hot dogs, netbooks, sensors, flash memory, tablets, etc. However, neologisms, due to their widespread use, they appear to be extensively and easily accepted in social networking sites throughout the world (Telegram, Instagram, Facebook, etc). These social networking sites have had a huge influence on

everyone today since they enhance and speed up communication, nurture connections, and promote commercial initiatives. Thus, neologisms are one of the major issues in linguistics today. The relevance of our research depends on the following factors: the interest of linguists in the study of recent neologisms; the need to analyze the processes of filling the vocabulary of the language and socio-cultural processes in their functional interaction; and the lack of a comprehensive study of neologisms from the point of view of media discourse. We have two tasks ahead: to replace the existing neologisms with their Uzbek equivalents and get appropriate alternatives in communication; to maintain the purity of our language in the era of technology, before new neologisms emerge, all working organisations to improve our language must share equal responsibility for creating and implementing an alternative language to the Uzbek. The preservation of our people's identity is intimately related to our language. Of course, language influence emerges. It is not necessarily a negative effect, though many argue that this phenomenon represents an attempt to national identities; however, interestingly enough, there is a mutual relationship within this international context, as the developed countries have many immigrants who are nationalised, and whose local language is affected by the incoming languages, then the mixed product is widespread - this is some kind of an invisible circuit that auto regulates the evolution, conditions the other nations' mentality by its linguistic innovations (several nations in the world use the "OK"). In this article, we discuss neologisms generated by various morphological processes are overused in media discourse; Neologisms in media discourse in Uzbek language have not been sufficiently studied and thus we determine the linguistic, semantic, grammatical and morphological characteristics of some English words borrowed into the Uzbek language.

METHODS

In recent years, the flow of new words from abroad through online discussions, social networks and mass media has increased. Neologisms serve to enrich the language have their own positive and negative properties. Freedom of speech in blogs in some cases leads to confusion and confusion in their use in speech: someone thinks that new words decorate the speech; others want to justify their creativity. In addition, some bloggers mislead the public by using this word in their articles without fully understanding its meaning. This process can be subtle in the context of scientific and artistic discourse. However, taking into account the fact that most members of society regularly use social networks, it is not difficult to imagine that in the near future there will be a significant gap between the language of mass media and the language of literature as well as a decrease in the ability to communicate in literary language and artistic creativity. It is no secret that even the most influential languages French, German and Russian have been influenced by English or "Americanisms", and this situation is a serious problem at the state level. The aforementioned arguments demonstrate the need for greater focus on the neologism problem.

The fast advancement of science and technology worldwide in the twenty-first century has expedited the formation of new terms and concepts in media discourse. Neologisms can be classified as semantic, lexical, or lexical-grammatical due to its formation (Temnenko, 2023). Redefining the old term is the semantic way. Neologisms that originated in other languages that were borrowed are known as lexical neologisms. Lexico-grammatical neologisms are new terms that have developed through word construction, affixing, conversion, and abbreviation on an existing base. Every year, hundreds of new terms emerge in the English language that are associated

with daily and social life as reported in social media, online publications, and newspapers (Dautova, 2023).

Since our country's independence, the majority of the terms are borrowed from English. The Uzbek language is enriched with technical and scientific terminology in media discourse and we analyse a few of them below.

We might often hear the word "hacker" in media discourse, originally comes from the English language and is mostly used in computer science. It was first used in Russian and then became a new word in Uzbek. Now, this term is used in Uzbek in the sense of "a programmer who enters the security system of closed information systems, databases, etc." with the purpose of illegally obtaining confidential information and infecting it with a virus and fix them immediately. It seems that the word hacker can be used more widely in the Uzbek language, because among the Uzbek computer scientists and programmers there are not only "hackers", but also those who pursue noble goals. There are many people who use it and intend to contribute to the development of technology.

From the linguistic point of view, if we analyse some words that are present in media discourse, they are being used in our language through technology and we are pronouncing these words without any problems. For instance:

Multilingualizm – Multilingualism is the capacity of civilisations, institutions, groups, and people to interact with more than one language in their daily life. A multilingual individual can actively communicate in more than one language (by speaking, writing, or signing). Multilinguals can logically speak any language they write in (with the exception of silent multilinguals), but they cannot always write in the language they speak.

ID (Idendifikatsiya) Identification any official card

or document having person's name, portrait, or other information on it that allows identification of the subject.

Oflayn (offline) – traditional versus **onlayn (online)** – remote mode. The Oxford Dictionary defines "online" as "controlled by or connected to a computer" or "an activity or service that is accessible exclusively via the Internet." In computing, "online" means that the device is turned on and ready to use, while "offline" means that it is either turned off or has no connection to the network.

Piar (abbreviated: PR - pi-ar) public relations, communication with society. Originally, it means managing public opinion, building relationships between society and government agencies or commercial structures, including for objective understanding of social, political or economic processes. communication with the public, but now piar is used in technology for creating and introducing, in socio-economic and political systems of competition, the image of an object (idea, product, service, person, organization - firm, brand) into the value range of a social group in order to consolidate this image as ideal and necessary in life.

Videokonferensiya (video-conferencing) – number of people taking part in a conference or conferences by means of video equipment rather than all meeting in one place (Čilić & Plauc, 2021).

Registratsiya (registration) or recording. These are terms that we frequently use in ordinary speech; we tend to employ their shorter forms rather than their full Uzbek meaning. The words that are borrowed from one language into another will result in terms of commerce, cultural exchanges, and specific socio-historical events. The borrowed term progressively conforms to the rules of the receiving language, even if it is initially a neologism.

IELTS (International English Language Testing System) an exam is to assess the level of English reading, writing, listening comprehension and speaking skills. IELTS is the most popular English language test for studying and immigrating to the UK, Canada, Australia and New Zealand.

Koronavirus (Coronavirus) (lexical innovation)-the meanings are quite similar but the main difference is that lexical innovation Super cold is used to explain that you are not Covid-19 positive but simply you caught serious cold (Uktamovna, 2023).

At the height of the COVID-19 outbreak, new neologisms developed in media discourse, denoting both fear and the spread of misleading information about the COVID-19 pandemic.

Covidiot - noun, someone who ignores the warnings regarding public health or safety [16]. Blending (COVID-19 + idiot). For example; "Elon Musk is tech Covidiot No. 1 during coronavirus pandemic" (New York Post, April 18, 2020) (Semenova, 2020).

Analysing the neologisms presented here, we can identify several reasons for the occurrence of neologisms: the reflection of societal moods and concerns, the problems that have arisen or accumulated (environmental neologisms, revision of life values, etc.); the population's activity on social networks and their interest in certain events; the development of information and digital technologies, which takes the community to a new level of communication, which leads to enrich the language.

CONCLUSION

To summarize our opinion, neologisms can cause debates and discussions in society, because some

of them can be perceived as foreign words that do not correspond to Uzbek culture and traditions. Furthermore, this study has limitations as it did not include all sorts of neologisms in media discourse. The prospect of the study is to further consider the specifics of neologisms in media discourse comparing in Uzbek and English languages.

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