



CHALLENGES AND STRATEGIES IN RENDERING NEOLOGISMS: EVIDENCE FROM ENGLISH-UZBEK MEDIA TEXTS

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<https://doi.org/10.5281/zenodo.20061467>

ARTICLE INFO

Qabul qilindi: 01-may 2026 yil
Ma'qullandi: 04-may 2026 yil
Nashr qilindi: 06-may 2026 yil

KEYWORDS

neologism; translation; media discourse; translation strategies; borrowing; calque; cultural adaptation; globalization; semantic change

ABSTRACT

The rapid expansion of global media and digital communication has significantly accelerated the emergence of neologisms in contemporary languages. These newly coined lexical items pose considerable challenges for translators, particularly when transferring meaning between linguistically and culturally distinct languages such as English and Uzbek. This study investigates the major difficulties associated with translating neologisms in modern media discourse and identifies effective strategies for addressing them. Employing a qualitative comparative approach, the research analyzes a corpus of English and Uzbek media texts published between 2020 and 2025, including sources such as international news websites and Uzbek online platforms. The findings reveal that the primary challenges include the absence of direct equivalents, cultural specificity, semantic ambiguity, and the rapid evolution of neologisms. To address these issues, translators employ various strategies, including borrowing, transliteration, calque, descriptive translation, and functional adaptation. The study demonstrates that no single strategy is universally effective; rather, the choice depends on contextual, cultural, and communicative factors. The research contributes to translation studies by providing a systematic analysis of neologism translation in a bilingual media context and offers practical recommendations for translators working in dynamic media environments.

Introduction.

In the contemporary linguistic landscape, neologisms have become a defining feature of media discourse. The rise of digital platforms, social media, and global communication has accelerated the creation and dissemination of new lexical items across languages. As noted by scholars in cognitive and sociolinguistics, neologisms serve as linguistic responses to

technological innovation, sociopolitical developments, and cultural transformation (Crystal, 2006; McIntyre, 2018). [4: 159] [6: 127]

However, the translation of neologisms presents a complex challenge, particularly in language pairs with different typological and cultural backgrounds, such as English and Uzbek. While English often acts as a global source of lexical innovation, Uzbek, as a Turkic language, demonstrates both borrowing tendencies and efforts toward linguistic adaptation.

This study aims to explore the challenges translators face when rendering neologisms in English–Uzbek media texts and to identify effective strategies for addressing these challenges. The research seeks to answer the following questions:

1. What are the main difficulties in translating neologisms in media discourse?
2. What strategies are most frequently used in English–Uzbek translation?
3. How do linguistic and cultural factors influence translation choices?

The hypothesis of the study is that the successful translation of neologisms depends on the flexible application of multiple strategies rather than reliance on a single method.

Literature Review.

The concept of neologism has been widely explored in modern linguistics. According to Crystal (2006), neologisms are newly coined words or expressions that arise to describe new realities. [4: 218] Similarly, Cabré (2010) emphasizes that neologisms are closely linked to sociocultural change and technological development. [3: 106]

From a translation perspective, Newmark (2001) identifies neologisms as one of the most problematic lexical categories due to their novelty and lack of established equivalents. [7: 183] Baker (2018) also highlights that translators must often rely on creative strategies when dealing with lexical gaps. [1: 203]

Vinay and Darbelnet's (2000) model of translation procedures remains influential, particularly in strategies such as borrowing and calque. These approaches are frequently used in translating neologisms, especially when the target language lacks equivalent terms. [9: 321]

Recent studies have focused on media discourse. Schäffner (2012) notes that media language is particularly rich in neologisms due to its dynamic nature. [8: 164] Similarly, Bielsa and Bassnett (2009) argue that globalization has intensified the circulation of lexical innovations across languages. [2: 97]

In the context of Uzbek linguistics, scholars have examined the increasing influence of English on vocabulary development, particularly in media and technology domains (Karimov, 2020). [5: 26] However, there remains a gap in systematic studies addressing translation strategies for neologisms in English–Uzbek media texts.

This study aims to fill this gap by providing a comparative analysis grounded in both theoretical and empirical data.

Methodology.

This research employs a qualitative descriptive and comparative methodology. The data were collected from English and Uzbek media sources published between 2020 and 2025, including international platforms (e.g., BBC, The Guardian) and Uzbek news websites (e.g., Kun.uz, Daryo.uz).

The research corpus consists of approximately 50 neologisms identified in media texts related to technology, politics, and social issues.

The following methods were used:

- **Descriptive analysis** to define and classify neologisms
- **Comparative analysis** to examine differences between English and Uzbek translations
- **Contextual analysis** to understand meaning in discourse
- **Functional analysis** to evaluate translation effectiveness

The study focuses on identifying translation strategies and evaluating their applicability in real media contexts.

Results.

The analysis revealed several recurring challenges and strategies in translating neologisms.

4.1. Key Translation Challenges.

1. Lack of direct equivalents

Many English neologisms do not have established Uzbek counterparts. For example:

- *"doomscrolling"* → often translated descriptively as *"salbiy yangiliklarni uzluksiz ko'rish"*

2. Cultural specificity

Some neologisms are rooted in specific cultural contexts:

- *"cancel culture"* → translated as *"bekor qilish madaniyati"*, though the concept may require explanation

3. Semantic ambiguity

Neologisms often have fluid meanings:

- *"metaverse"* → rendered as *"metakoinot"* or borrowed directly

4. Rapid lexical change

Media neologisms evolve quickly, making standardization difficult.

4.2. Translation Strategies Identified

1. Borrowing (Loanwords)

- *"podcast"* → *"podkast"*; *"blogger"* → *"bloger"*

2. Transliteration

- *"startup"* → *"startap"*

3. Calque (Loan Translation)

- *"cloud computing"* → *"bulutli hisoblash"*

4. Descriptive Translation

- *"doomscrolling"* → explanatory phrase

5. Functional Adaptation

- *"influencer"* → *"ijtimoiy tarmoq yetakchisi"*

4.3. Frequency of Strategies

The analysis shows that borrowing and transliteration are the most commonly used strategies, particularly for technological terms. However, descriptive translation is frequently used for culturally specific or abstract neologisms.

Discussion.

The findings confirm the hypothesis that no single translation strategy is sufficient for all cases. Instead, translators must adopt a flexible approach depending on the linguistic and cultural context.

Consistent with Baker (2018), the study shows that equivalence is often unattainable when dealing with neologisms. Instead, translators aim for functional adequacy. Similarly,

Newmark (2001) emphasizes the importance of communicative translation in such cases. [7: 208]

The prevalence of borrowing reflects the influence of English as a global lingua franca. However, excessive borrowing may lead to linguistic dependency and reduce the expressive capacity of Uzbek.

The study also highlights the role of media as a driver of lexical innovation. As Schäffner (2012) suggests, media discourse not only reflects but also shapes language change. [8: 239]

Therefore, translators must balance fidelity to the source text with the norms and expectations of the target audience.

Conclusion.

This study has examined the challenges and strategies involved in translating neologisms in English–Uzbek media texts. The findings indicate that translation difficulties arise primarily from lexical gaps, cultural differences, and the dynamic nature of neologisms.

Various strategies—including borrowing, calque, transliteration, and descriptive translation—are employed to address these challenges. The effectiveness of each strategy depends on contextual factors and communicative goals.

The study contributes to translation studies by providing a systematic analysis of neologism translation in a bilingual media context. It also offers practical insights for translators working in rapidly evolving media environments.

Future research may expand the corpus and explore quantitative approaches to further validate the findings.

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