



## CHALLENGES IN TRANSLATING DIGITAL AND SOCIAL MEDIA NEOLOGISMS FROM ENGLISH INTO UZBEK

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### ABSTRACT

*The rapid expansion of digital technologies and social media platforms has led to the emergence of numerous neologisms in English, many of which are widely disseminated across languages, including Uzbek. This study investigates the challenges associated with translating digital and social media neologisms from English into Uzbek within a functional and linguistic framework. The scientific paper focuses to illustrate the various troubles in translating the terms widely used in the media discourse and digital lexicon. The research adopts a qualitative analytical approach and examines common translation strategies such as borrowing, calque, and descriptive translation. The findings reveal that translators face significant difficulties due to the absence of direct lexical equivalents, cultural specificity, and the rapid evolution of online discourse. Borrowing is identified as the most frequently used strategy, particularly for globally recognized terms, while descriptive translation is applied to ensure clarity. The study highlights the importance of contextual and cultural awareness in translation and emphasizes the role of media in spreading neologisms across linguistic boundaries. The results contribute to a deeper understanding of lexical innovation and translation practices in the digital age.*

### Introduction.

The development of digital communication and social media has significantly transformed modern language, leading to the rapid emergence of neologisms that reflect new technological realities and cultural practices. English, as a global language, plays a central role in generating and disseminating such lexical innovations. Words such as “selfie”, “hashtag”, “influencer”, and “doomscrolling” have become widely used across the world, including in Uzbek

media discourse. This phenomenon has created new challenges for translators, who must render these terms accurately while maintaining clarity and communicative effectiveness.

Neologisms are typically defined as newly created lexical units or existing words with new meanings that arise in response to social, technological, and cultural changes. According to Crystal (2011), the internet has accelerated the production and global spread of new vocabulary, making digital communication a primary source of lexical innovation. [3: 172] As a result, translators increasingly encounter lexical items that lack direct equivalents in the target language.

One of the key challenges in translating digital neologisms is their semantic novelty. Many terms are context-dependent and carry meanings that are not easily transferable across languages. For example, the term “*doomscrolling*” refers to the compulsive consumption of negative online news, a concept that requires explanation rather than direct translation. Awadh (2020) notes that such cases often necessitate descriptive translation to preserve meaning. [1: 1996]

Another difficulty arises from cultural specificity. Social media neologisms often reflect particular cultural practices or online behaviors that may not exist in the target culture. This creates a gap between source and target languages, requiring translators to adapt or reinterpret the original meaning. Dautova (2023) emphasizes that English neologisms frequently enter Uzbek through borrowing, but their interpretation may vary depending on cultural context. [4: 285]

Despite the growing importance of this issue, research on translating digital neologisms in English-Uzbek contexts remains limited. This study aims to address this gap by analyzing the challenges and strategies involved in translating social media neologisms into Uzbek.

The objectives of the study are:

1. To identify common types of digital neologisms in English media.
2. To analyze translation challenges in Uzbek.
3. To examine effective translation strategies.

#### **Methods.**

This study employs a qualitative descriptive approach to analyze the translation of digital and social media neologisms from English into Uzbek. The research is based on theoretical frameworks of lexical innovation and translation studies, combined with a thorough analysis of short and clear real-world examples from various neologisms which are widely used in the media discourse and in the digital sphere.

#### **Data Collection.**

The data consist of English neologisms collected from: social media platforms; online news articles; digital communication contexts. Examples were selected based on: frequency of usage; relevance to digital communication; presence in Uzbek media.

#### **Analytical Procedure.**

The analysis was conducted in three stages:

1. Identification of Neologisms. Common digital terms such as “*selfie*”, “*influencer*”, “*livestream*”, and “*clickbait*” were selected.
2. Classification. Neologisms were categorized according to word-formation processes (compounding, blending, etc.) (Plag, 2003). [6: 207]

3. Translation Analysis. Translation strategies were examined, including: borrowing; calque; descriptive translation.

The study follows a functional approach, emphasizing communicative effectiveness over formal equivalence (Baker, 2018). [2: 146]

### Results.

The analysis reveals several major challenges and patterns in translating digital neologisms into Uzbek.

1. Lack of Direct Equivalents. Many English neologisms have no direct Uzbek equivalents. Example: *"doomscrolling"* requires explanation *"salbiy yangiliklarni zluksiz o'qish odati"*. This confirms that descriptive translation is often necessary (Awadh, 2020). [1: 1998]

2. Borrowing as Dominant Strategy. Borrowing is the most common approach. Examples: *"blogger"* – blogger; *"online"* – onlayn; *"hashtag"* – xeshteg. Dautova (2023) notes that borrowing ensures quick adoption of global terms. [4: 286]

3. Calque (Loan Translation). Some terms are translated structurally. Examples: *"social network"* – ijtimoiy tarmoq; *"artificial intelligence"* – sun'iy intellekt. This strategy preserves meaning while adapting to Uzbek structure.

4. Cultural and Contextual Challenges. Certain neologisms carry cultural meanings. Example: *"influencer"* may be translated as *"ijtimoiy tarmoqlarda mashhur shaxs"*. Such cases require interpretation rather than direct translation.

5. Rapid Language Change. Neologisms evolve quickly, making standardization difficult. Ryskina et al. (2020) show that new words spread rapidly through online communities. [7: 49]

### Discussion.

The findings demonstrate that translating digital neologisms involves both linguistic and cultural challenges. English, as a global language, acts as the primary source of lexical innovation, while Uzbek adapts these terms through borrowing and structural modification. This supports Crystal's (2011) view that digital communication accelerates lexical globalization. [3: 183]

Borrowing is effective for internationally recognized terms but may reduce accessibility for some audiences. Descriptive translation, on the other hand, ensures clarity but may reduce conciseness. Therefore, translators must balance efficiency and comprehensibility.

The study also highlights the importance of context. As Baker (2018) argues, translation should prioritize communicative function rather than formal equivalence. [2: 179] This is particularly relevant for media texts, where clarity and audience engagement are crucial.

Technological advancements, including machine translation, are improving the handling of neologisms. However, Miao et al. (2026) emphasize that human interpretation remains essential for culturally sensitive terms. [5:13] Overall, the study shows that translation strategies must be flexible and context-dependent.

### Conclusion.

The translation of digital and social media neologisms from English into Uzbek presents significant challenges due to semantic novelty, cultural specificity, and rapid linguistic change. The importance of investigating the problems and difficulties related to the process of translating the digital terms in media is staying in the centre of the focus of linguistic scholars. The study demonstrates that borrowing, calque, and descriptive translation are the most commonly used strategies, each with its advantages and limitations. Borrowing facilitates

global communication, while descriptive translation ensures clarity and comprehension. The findings highlight the importance of a functional approach to translation, which considers context, audience, and communicative purpose. As digital communication continues to evolve, translators must adapt to new lexical developments and maintain a balance between accuracy and accessibility. The translators now should pay attention to avoid mistranslating the neologisms and digital terms which are difficult to be translated correctly and comprehended appropriately. Future research may focus on corpus-based analysis or explore the role of artificial intelligence in translating neologisms. The further research should be conducted in order to improve the procedure of translating the neologisms in the English and Uzbek media texts.

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