



## SEMANTIC AND CULTURAL ISSUES IN TRANSLATING ENGLISH NEOLOGISMS IN MEDIA DISCOURSE

**Qarjaubayev Orazali Yesbosin uli**

a master's student at the department of foreign  
languages and literature at  
the faculty of foreign philology at the National  
university of Uzbekistan  
<https://doi.org/10.5281/zenodo.19335007>

### ARTICLE INFO

Qabul qilindi: 21-mart 2026 yil  
Ma'qullandi: 25-mart 2026 yil  
Nashr qilindi: 30- mart 2026 yil

### KEY WORDS

*neologisms, semantic change, cultural meaning, media discourse, translation challenges, pragmatic meaning, cultural adaptation, borrowing, semantic equivalence, English neologisms, translation studies.*

### ABSTRACT

*The rapid expansion of media discourse in the digital age has significantly contributed to the emergence of English neologisms, many of which carry complex semantic and cultural meanings. This study investigates the semantic and cultural challenges involved in translating English neologisms into other languages, with particular attention to media contexts. Using a qualitative analytical approach, the research examines how meaning shifts, cultural references, and pragmatic functions affect translation processes. The findings reveal that neologisms often contain implicit meanings, cultural connotations, and context-dependent interpretations that complicate direct translation. Strategies such as borrowing, semantic adaptation, and cultural substitution are frequently employed to overcome these challenges. However, each strategy involves trade-offs between accuracy and accessibility. The study highlights the importance of cultural competence and contextual awareness in translation and argues that effective rendering of neologisms requires more than linguistic equivalence. The results contribute to a deeper understanding of semantic and cultural dimensions in translation studies and offer practical insights for translators working with modern media texts.*

### Introduction.

In the contemporary media landscape, language is undergoing rapid transformation due to technological innovation, globalization, and digital communication. One of the most prominent manifestations of this transformation is the emergence of neologisms, which are newly created lexical items or existing words that acquire new meanings. Media discourse, particularly in English, plays a crucial role in generating and disseminating these neologisms across linguistic and cultural boundaries.

Unlike traditional vocabulary, many modern neologisms are deeply embedded in specific cultural and social contexts, making them difficult to translate. Words such as “cancel culture”, “ghosting”, “doomscrolling”, and “woke” carry meanings that extend beyond their literal definitions and reflect particular cultural practices and ideologies. According to Cabré (2010), neologisms are not only linguistic units but also cultural artifacts that encode social and contextual meanings. [1: 359] This highlights the importance of considering both semantic and cultural dimensions in translation.

One of the central challenges in translating neologisms lies in their semantic complexity. Many neologisms are polysemous, context-dependent, or metaphorical, which complicates the process of finding equivalent expressions in the target language. As noted by Pym (2010), translation is not merely a transfer of words but a negotiation of meaning across linguistic and cultural systems. [6: 173] This becomes particularly evident in media discourse, where language is often creative, dynamic, and context-sensitive.

In addition to semantic issues, cultural differences play a significant role in translation difficulties. Media neologisms often originate from specific cultural environments and may not have direct counterparts in other cultures. For example, the term “cancel culture” refers to a form of social accountability in online communities, a concept that may not exist in the same form in other societies. According to House (2015), translation must account for cultural context in order to achieve functional equivalence. [3:146]

Despite the growing importance of neologisms in media communication, research on their semantic and cultural translation remains limited, particularly in less commonly studied language pairs. This study aims to address this gap by examining the semantic and cultural challenges involved in translating English neologisms in media discourse.

The objectives of the study are:

1. To analyze the semantic characteristics of English neologisms in media discourse.
2. To identify cultural factors influencing their translation.
3. To examine strategies used to address semantic and cultural challenges.

#### **Methods.**

This study adopts a qualitative descriptive methodology to analyze semantic and cultural issues in translating English neologisms. The research is based on theoretical frameworks from translation studies, semantics, and discourse analysis.

#### **Data Collection.**

The data consist of English neologisms commonly found in media discourse, including: online news platforms; social media communication; digital journalism.

Selected examples include: “ghosting”; “cancel culture”; “doomscrolling”; “woke”; “influencer”. These terms were chosen based on their frequency, cultural relevance, and semantic complexity.

#### **Analytical Framework.**

The analysis was conducted in three stages:

1. Semantic Analysis. Each neologism was examined in terms of meaning, including metaphorical and pragmatic aspects.
2. Cultural Analysis. The cultural context and social implications of each term were analyzed.

3. Translation Evaluation. Translation strategies were identified and evaluated, including: borrowing; semantic adaptation; cultural substitution; descriptive translation. The study follows a functionalist approach, emphasizing communicative effectiveness (Munday, 2016). [5: 98]

### Results.

The analysis reveals several key semantic and cultural challenges in translating English neologisms.

1. Semantic Ambiguity. Many neologisms have meanings that are not immediately clear. Example: *"ghosting"* ignoring someone suddenly in communication. This meaning is metaphorical and cannot be translated literally. Possible translation: *"aloqani to'satdan uzish"*.

2. Cultural-Specific Concepts. Some neologisms reflect unique cultural practices. Example: *"cancel culture"*. This concept requires explanation rather than direct translation. *"ijtimoiy tarmoqlarda ommaviy rad etish madaniyati"*. Katan (2014) notes that cultural adaptation is necessary in such cases. [4: 157]

3. Pragmatic Meaning. Neologisms often carry emotional or evaluative meaning. Example: *"woke"*. Meaning: socially aware or politically conscious. This meaning depends on context and may vary.

4. Loss of Meaning in Translation. Literal translation may distort meaning. Example: *"doomscrolling"*. In this case, literal translation fails and requires descriptive explanation.

5. Multiple Translation Options. Some neologisms allow different interpretations. Example: *"influencer"* – *"ijtimoiy tarmoq yulduzi"*; *"ta'sir ko'rsatuvchi shaxs"*. Each option reflects different nuances.

### Discussion.

The findings demonstrate that semantic and cultural factors play a crucial role in translating neologisms. Neologisms are not simply lexical items but complex units that encode cultural meanings and social practices. This supports Gambier's (2016) view that terminology is closely linked to cultural context. [2: 893]

Semantic ambiguity requires translators to interpret meaning rather than rely on direct equivalence. As Schäffner (2012) suggests, translation involves decision-making processes that depend on context and audience. [7: 85]

Cultural differences further complicate translation. Neologisms rooted in specific cultural environments may lack equivalents in other languages. Therefore, translators must employ strategies such as cultural substitution or descriptive translation.

The study also highlights the importance of pragmatic competence. The stress should be put on the accuracy of translating the words with possibility to cause the difficulty to translate the media context because of the cultural and semantic meaning shifts. Understanding how language functions in context is essential for accurate translation. Zanettin (2012) argues that translation must consider communicative purpose and audience expectations. [8: 146] Overall, the results suggest that successful translation requires a balance between semantic accuracy and cultural adaptation.

### Conclusion.

This study has examined the semantic and cultural challenges involved in translating English neologisms in media discourse. The findings show that neologisms often contain complex meanings and cultural references that complicate translation. One slight mistake could

possibly make it misunderstandable for the audience as the translators are likely to make errors while translating the complex terms and neologisms in the media texts. Strategies such as borrowing, semantic adaptation, and descriptive translation are necessary to address these challenges. The study highlights the importance of cultural awareness and contextual understanding in translation practice. As media discourse continues to evolve, translators must develop flexible strategies to handle new lexical innovations effectively. Future research may explore cross-linguistic comparisons or investigate the role of digital tools in translating neologisms.

**References:**

1. Cabré, M. T. (2010). «Terminology and translation». (356-365 p.) 10 p.
2. Gambier, Y. (2016). «Media and translation». (887-903 p.) 17 p.
3. House, J. (2015). «Translation quality assessment». 165 p.
4. Katan, D. (2014). «Translating cultures». 392 p.
5. Munday, J. (2016). «Introducing translation studies». 376 p.
6. Pym, A. (2010). «Exploring translation theories». 194 p.
7. Schäffner, C. (2012). «Discourse of translation». 229 p.
8. Zanettin, F. (2012). «Translation-driven corpora». 258 p.

INNOVATIVE  
ACADEMY