



TRANSLATION ISSUES WITH NEOLOGISMS IN MODERN ENGLISH AND UZBEK

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ABSTRACT

*The thesis posits that while **transliteration** is the dominant method for translating technical neologisms, it often leads to "lexical clogging." A shift toward **semantic mapping and calquing** is necessary to maintain the grammatical integrity of the Uzbek language while ensuring the audience understands the modern concepts.*

Introduction.

In modern life, the role of the mass media is increasingly growing. Considering English neologisms taken from newspapers and magazines and already recorded in electronic dictionaries of new words is a pressing issue in foreign language learning.

There are several approaches to defining the essence of neologism, the most well-known of which is the concrete-historical theory of N.Z. Kotelova, which defines neologisms as "words, meanings of words, and idioms existing in a particular language, sublanguage, and linguistic sphere and not existing in the preceding period in the same language, sublanguage, sublanguage sphere" [1:171].

Neologisms are understood as words, phrases, and idioms that were first formed according to certain models and borrowed from other languages, which did not exist or were not used in

this meaning in the preceding period. Based on this, the main function of neologisms is nominative. Researcher V.V. Yeliseeva distinguishes three types of new lexical formations: proper neologisms (words having a new form and new content), renaming (the known content is embedded in the new form), and words created on the basis of secondary nomination or reinterpretation (the existing form in the language acquires a new content) [2:222-223]. New words arising in a language go through two stages. In the first stage, the new word has the status of an occasionalism, characterized by increased expressiveness and being more rigidly bound to a specific context. Such a word, while strengthening its position in the language, can either disappear or gradually become a neologism, which is still felt as a new word. The boundary between



occasionalism and neologism is sometimes quite difficult to draw.

English lexical units have been fixed in dictionaries, and some of them have a boundary character or can be attributed to occasionalisms. The language of mass media is, first and foremost, the entire corpus of texts produced and disseminated by mass media. Secondly, it is a stable intralinguistic system characterized by a certain set of linguostylistic properties and features. Thirdly, this is a special sign system, possessing a certain ratio of verbal and audiovisual components specific to each of the media: print, radio, television, the Internet. It is in the language of mass media that socio-ideological changes in society are most quickly reflected and new concepts or new lexical units are recorded. The creation of new words based on English-language media material occurs through some productive methods: firstly, the most significant and frequently used new words in the media are neologisms belonging to the following ideographic groups (in descending order): human psychology, human and society, technology and computers, culture, family and marriage, food and household items, leisure and sports, politics, nature and ecology (N.M. Zhutovskaya, M.V. Kugubayeva). The quantitative distribution of neologisms by groups is uneven due to the fact that such unevenness reflects the fact of the emergence and widespread use of new lexical units precisely in those spheres where the most new phenomena are born. The English-speaking community pays significant attention to human personality, psychology, and social

connections, as well as family issues, entertainment, and food.

All this is reflected in the language in which new words are created to denote the corresponding concepts: secondly, the dominant role belongs to nouns, as in most cases, neologisms are formed in the language to name new objects and concepts; thirdly, some neologisms can belong to two or three ideographic groups. To correctly interpret the meaning of a neologism, it is necessary to understand the principle underlying its emergence, as well as the method of its formation.

This article examines the influx of English neologisms into the modern Uzbek media landscape driven by global digitalization and social media growth. The study analyzes the structural and semantic transformations that occur during the translation process. By evaluating methods such as transliteration, calquing, and descriptive translation, the research highlights the tension between maintaining linguistic purity and ensuring international terminological consistency. The findings suggest a need for a more standardized approach to neology in Uzbek journalism to avoid lexical ambiguity.

In the era of rapid technological advancement, the English language serves as the primary source of new lexical units worldwide. For the Uzbek language, this "neologism explosion" presents a unique challenge: transitioning from a Russian-mediated borrowing system to a direct English-Uzbek model. Modern platforms like *Kun.uz*, *Gazeta.uz*, and various Telegram news channels act as the primary filters through which these new concepts enter



the public consciousness. However, the lack of a centralized terminological database often leads to inconsistent translations of identical concepts.

Among the main methods of forming the studied neologisms, the following are distinguished: affixation, word combinations, contamination, conversion, and borrowing.

The contemporary Uzbek lexical system is undergoing a period of intensive transformation, primarily catalyzed by the synergistic effects of globalization, the rapid proliferation of Information and Communication Technologies (ICT), and profound socio-political shifts. These dynamics necessitate the continuous integration of novel concepts into the linguistic framework, resulting in a substantial increase in neological formations.[3]

According to recent scholarly assessments, the genesis of neologisms within modern Uzbek media is inextricably linked to digital evolution and the democratization of the internet [4:123]. For analytical clarity, these neological units appearing in current media discourse can be classified into several distinct semantic-thematic clusters.

Socio-political neologisms include such words as "digitalization," "cluster," "startup," "innovation." This group of neologisms serves to express new phenomena and processes in society [6:56]. The group of economic neologisms includes such words as "kraudfanding," "cryptocurrency," "blockchain." Examples of neologisms formed on the basis of the internal capabilities of the language include such phrases as "distance learning," "mobile

application," "electronic document." This group of neologisms is created to express new concepts based on existing words [8:145]. Firstly, a new word or phrase must be adapted to the grammatical rules of the language. Secondly, the concept that represents neologism.

In recent years, it has been observed that the majority of neologisms used in Uzbek media relate to the field of internet and digital technologies. This situation demonstrates the digitalization of modern society. For example, neologisms such as "online-konferensiya," "vebinar," "striming," "podcast" are actively used today [9:91]. Words like "Covid," "lockdown," "vaccination" entered our language with rapid rates and were adopted [5:82.]. This shows how quickly neologisms can adapt to changes in the life of society.

The semantic evolution of neologisms within modern media discourse is a particularly significant phenomenon. Many contemporary lexical innovations exhibit **polysemy**, where an initial technical term transcends its original boundaries to acquire broader metaphorical or structural meanings.

A prime example is the term "**platform**" (O'zbekcha: *platforma*). Originally confined to a purely technical or physical context, it has evolved into a multifaceted concept representing digital ecosystems, organizational structures, and even political or social foundations [10]. This semantic expansion demonstrates the flexibility of neologisms in adapting to the complex needs of modern communication.

From a **pragmatic perspective**, the strategic integration of neologisms



into media texts enhances the **efficacy of information transmission**. It allows journalists to convey complex, modern ideas concisely, thereby increasing the communicative impact on the target audience [7:95]. However, a critical balance must be maintained. The **oversaturation** of a text with foreign or newly-coined terms—often referred to as "lexical clogging"—can create significant barriers to comprehension. This occurs when the cognitive load on the reader exceeds their linguistic familiarity, ultimately alienating the audience and diminishing the communicative value of the media product.

Conclusion.

The most productive word-formation method for new words is contamination. The second way of forming new lexical units is word combination. The third method of forming neologisms is affixation. The process of enriching the vocabulary of the English language by creating neologisms indicates the realization of the language's creative potential, which involves mental play, which can be built on existing lexemes, reinterpreting them, and adding new nuances of meaning.

The contemporary landscape of Uzbek media linguistics is characterized by several distinct developmental trajectories. A prominent trend is the **lexical migration** of social-network-specific terminology—such as "*trend*," "*xashteg*" (hashtag), and "*reels*"—into the discourse of traditional print and

broadcast journalism. This phenomenon is a direct consequence of **media convergence** and the overarching **mediamorphosis** (digital transformation) of the mass media ecosystem, where the boundaries between informal digital platforms and formal news outlets are becoming increasingly porous.

Furthermore, a significant structural trend in neological formation is the proliferation of **acronymic compounding** and the active utilization of foreign abbreviations. Hybrid lexemes such as "*PR-manager*," "*HR-mutaxassis*," and "*IT-park*" have successfully established a stable position within the Uzbek media lexicon. From a functional perspective, these condensed forms facilitate the rapid transmission of information, adhering to the principle of **linguistic economy**.

However, this process inevitably interacts with the **internal phonological and morphological laws** of the Uzbek language. While the pandemic era (2020–2022) was dominated by a specific thematic cluster including "*kovid*," "*masofaviy*" (remote), and "*onlayn*," the current discourse has shifted toward the frontiers of the "Fourth Industrial Revolution." This is evidenced by the ubiquitous presence of terms such as "**sun'iy intellekt**" (Artificial Intelligence) and "**metaolam**" (Metaverse), which represent the latest stage in the continuous evolution of the national media vocabulary.

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