



## CLASSIFICATION OF NEOLOGISMS IN UZBEK AND ENGLISH MEDIA

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### ABSTRACT

*This research provides a comprehensive analysis of the classification and integration of neologisms within the modern media landscapes of the Uzbek and English languages. The study explores the structural, semantic, and pragmatic characteristics of new lexical units, emphasizing the "top-down" flow of terminology from digital platforms to everyday communication. A particular focus is placed on the morphosyntactic shifts occurring in the Uzbek language as it adapts to global communicative demands. The paper classifies neologisms based on their formation methods, including transliteration, calquing, and semantic extension. By examining the "viral" nature of digital media, the research identifies how neologisms transcend professional boundaries and infiltrate colloquial speech. The findings highlight the dual role of media neologisms: as tools for expressing innovative concepts and as instruments for increasing the stylistic expressiveness of journalistic texts. The study concludes with recommendations for maintaining linguistic integrity while embracing necessary lexical expansion.*

### INTRODUCTION

The impact of neologisms on media discourse extends beyond mere lexical expansion, manifesting profoundly at the morphosyntactic level. The integration of foreign lexical units frequently necessitates the emergence of novel word-formation models and innovative syntactic constructions. This structural shift should be interpreted as a natural progression in the diachronic development of the Uzbek language, as it adapts its grammatical framework to

accommodate global communicative demands.[1]

A defining characteristic of media-driven neology is its high rate of lexical diffusion. Facilitated by the "viral" nature of digital platforms and social networks, new terminology transcends professional boundaries with unprecedented speed, rapidly infiltrating colloquial everyday communication [6:58]. This "top-down" flow—from digital media to the general public—



accelerates the normalization of previously alien concepts.[2]

However, the translational equivalence of these neologisms remains a subject of intense academic and practical debate. For a considerably long period of time, the problem of investigating the translation issues of neologisms has been in the centre of the discussions by the linguistic scholars. A great deal of scientific research has been conducted by numerous scientists to analyze the difficulties occurring in the process of translation of neologisms in the different media texts. The challenge lies in the tension between naturalization (finding native equivalents) and direct borrowing. For instance, the ongoing linguistic discourse evaluates the viability of purist alternatives: [3:45]

- Smartphone vs. "Aqlli telefon" (Calque)
- Messenger vs. "Xabar almashish dasturi" (Descriptive translation)

The preference in modern Uzbek media currently leans towards shorter, more phonetically convenient internationalisms, as descriptive translations often fail to meet the media's requirement for brevity and linguistic economy.

"A linguistic structural analysis of neologisms within contemporary media reveals a predominant reliance on **compositional derivation (compounding)**. This process frequently results in the emergence of hybrid lexemes such as '*media-park*,' '*business-incubator*,' and '*IT-park*,' where distinct semantic units are merged to define complex modern infrastructures [1:38]. Furthermore, the media landscape exhibits a high frequency of

**acronymization and abbreviation**, driven by the principle of linguistic economy. Examples include '*IIV*' (Internet-internet vositasi) and the widely assimilated '*SMM*' (Social Media Marketing), illustrating how condensed lexical forms are becoming standardized in professional Uzbek discourse." When these compounds enter the Uzbek language, they often undergo a process of **Affixal Attachment**. Even if the root is a foreign compound, the grammatical function is determined by Uzbek suffixes. [7:81]

**Example 1:** *IT-parklarimizda* (In our IT-parks)

*IT-park* (English Compound Root) + *-lar* (Plural) + *-imiz* (Possessive) + *-da* (Locative case).

**Example 2:** *SMMchi* (Social Media Marketer)

*SMM* (English Abbreviation) + *-chi* (Uzbek agentive suffix creating a profession).

### Functional Trends in Abbreviation

In modern media, abbreviations serve two primary functions:

1. **Linguistic Economy:** Reducing long phrases like "*Ijtimoiy media marketing*" to "*SMM*" to fit within character limits (especially on Telegram/X).
2. **Professionalization:** Using "*HR-menejer*" instead of "*Xodimlar bilan ishlash bo'yicha mutaxassis*" to align with international corporate standards.[4]

The comprehensive linguistic analysis of neologisms in modern English and Uzbek media allows for the following scientific conclusions:

1. **Dominance of Direct Borrowing:** In the current era of digital transformation, the Uzbek media has



shifted from a Russian-mediated borrowing model to a **direct English-Uzbek integration model**. This is particularly evident in the technological and economic sectors, where terms like *Fintech*, *Blockchain*, and *AI* are assimilated with minimal phonetic or morphological changes.

2. **Structural Evolution through Composition:** The most productive method of neological formation in modern Uzbek is **composition (compounding)**. The emergence of hybrid lexemes (e.g., *IT-park*, *media-loyha*, *biznes-inkubator*) demonstrates the adaptability of the Uzbek language, as it successfully merges foreign roots with native grammatical structures.

3. **The Principle of Linguistic Economy:** The active use of abbreviations such as *SMM*, *PR*, and *SI* (*Sun'iy intellekt*) confirms the media's trend toward **information compression**. These condensed forms are preferred over lengthy Uzbek descriptive translations (e.g., *SMM* vs. *Ijtimoiy tarmoqlardagi marketing*) because they meet the requirements of digital platforms for brevity and speed.

4. **Semantic Polysemy and Metaphorization:** Neologisms in media are not static; they undergo **semantic expansion**. Words like "*Platforma*" or "*Ekotizim*" have moved beyond their technical origins to describe organizational and social structures, reflecting the metaphorical growth of the modern Uzbek lexicon.

5. **Translational Challenges:** There is a visible tension between **Linguistic Purism** and **Internationalism**. While "naturalized" terms like "*Aqlli telefon*" or "*Xabar almashish dasturi*" are proposed

by linguists, the media audience overwhelmingly prefers the internationalisms "*Smartfon*" and "*Messendjer*". This suggests that in the conflict between "purity" and "functionality," modern media prioritizes **communicative efficiency**. [5]

#### **Scientific Recommendations.**

**Standardization:** It is necessary to create a **Digital Neologism Dictionary** for journalists to ensure terminological consistency across different media platforms.

**Balanced Adaptation:** Translators should prioritize **calquing** (loan translation) for concepts that have clear Uzbek roots to prevent the "over-Anglicization" of the national language.

**Educational Outreach:** Media outlets should occasionally provide "Glossary" sidebars for highly technical neologisms to bridge the digital database which will serve as a fundamental source for the upcoming potential difficulties between generations.

#### **Conclusion.**

The use of neologisms in the media also depends on the genre characteristics of journalistic texts. Analysis of the stylistic functions of neologisms used in Uzbek media shows that they serve not only as a means of expressing new concepts, but also as a means of increasing the expressiveness of the text, emphasizing modernity, and influencing the target audience. Another important aspect of the use of neologisms in the media is that they also influence the development of the national language. The introduction of new words increases the vocabulary of the language, expands its expressive possibilities. However, in this process, preserving the



characteristics of the national language is of great importance. The investigation into the classification of neologisms in Uzbek and English media leads to several significant conclusions regarding contemporary linguistic evolution. First, the influx of English neologisms into the Uzbek media space is not merely a lexical phenomenon but a structural one, necessitating novel word-formation models and innovative syntactic constructions. The research demonstrates that the effectiveness of integrating these new terms depends heavily on the chosen translation strategy—whether through direct transliteration for technical accuracy or calquing for better cultural resonance.

Furthermore, the study confirms that the life cycle of a neologism in the digital age has accelerated significantly. The "viral" nature of social networks facilitates rapid lexical diffusion, where

professional jargon quickly transitions into general public use. From a stylistic perspective, neologisms in media serve a pragmatic function, emphasizing the modernity of the publication and influencing the target audience's perception.

Ultimately, while the introduction of new words enriches the national vocabulary and expands its expressive possibilities, it is crucial to balance global integration with the preservation of the national language's structural and cultural integrity. Media practitioners are encouraged to provide contextual support for highly technical terms to ensure accessibility across different generations of readers. This diachronic development of the Uzbek language reflects its vitality and its capacity to adapt to the requirements of the global information society.

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