

LINGUOCULTURAL CHARACTERISTICS OF OCCASIONAL LEXICAL FORMATIONS

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Abstract: This thesis explores the linguocultural dimensions of occasional lexical formations (nonce words) as individual authorial innovations. Occasionalisms represent a unique intersection of personal linguistic creativity and culturally embedded mental models. Through an anthropocentric approach, the paper examines how authorial neologisms serve as carriers of cultural semantics and markers of the author's linguistic personality. The study highlights that occasional lexical units are not arbitrary linguistic experiments; rather, they are motivated by the national model of the world and are enriched with multi-layered connotative meanings that reflect both individual and collective worldviews.

Keywords: linguoculturology, occasional lexical units, language personality, connotation, national model of the world, linguistic creativity.

Introduction. Contemporary linguistics increasingly adopts an anthropocentric paradigm, viewing language as an active medium through which cultural experience, national mentality, and human cognition are structured and transmitted. Within this framework, occasional lexical formations (also referred to as nonce words or authorial neologisms) have become a crucial subject of study. Occasionalisms are words coined by an author for a specific communicative context to express unique conceptual realities. They represent a dynamic tension between the shared norms of a language community and the creative drive of an individual writer. This study aims to analyze the linguocultural features of occasional units, showing how they reflect the national linguistic worldview and the writer's linguistic personality.

Materials and Methods. The research draws upon the theoretical foundations of modern linguoculturology (Humboldt, Maslova, Karasik, Krasnykh) and cognitive linguistics. The materials analyzed include theoretical concepts of occasional word formation and culturally marked lexical innovations. The research methodology is based on contextual analysis, semantic mapping, and the linguocultural interpretive method. These methods allow for the identification of how individual creative blends and metaphors encode cultural values, background knowledge, and national traditions of a linguistic community.

Results and Discussion. The analysis indicates that occasional lexical formations serve as micro-models of cultural interpretation. They arise when conventional vocabulary is insufficient to capture specific secondary realities or subjective perceptions. From a linguocultural perspective, occasionalisms are characterized by high connotation. Connotation goes beyond literal denotation, incorporating emotional, evaluative, and culturally marked overtones that guide the reader's interpretation. Furthermore, occasionalisms demonstrate the dual nature of the linguistic personality (language personality). On one hand, a nonce word is a product of an individual's unique cognitive and aesthetic intent. On the other hand, its comprehension relies on background knowledge shared by the cultural community. An author's lexical creations reflect their national mentality — a culturally mediated system of perception. The national language model of the world functions as a cognitive framework that shapes how speakers experience and verbalize reality.

Therefore, authorial innovations do not exist in isolation; they are deeply rooted in the collective consciousness and symbolic systems of their culture.

Conclusion. In conclusion, occasional lexical formations represent a complex linguocultural phenomenon where individual artistic creativity converges with national cognitive structures. They are valuable resources for understanding how language personality interacts with the collective model of the world. The study of occasional units through a linguocultural lens not only enriches lexicological theory but also has practical significance for intercultural communication, translation studies, and cognitive linguistics, facilitating a deeper appreciation of the subtle connections between language, culture, and human perception.

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