



BETWEEN GLOBAL INFLUENCE AND LOCAL ADAPTATION: TRANSLATING NEOLOGISMS IN ENGLISH-UZBEK 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.20061574>

ARTICLE INFO

Qabul qilindi: 01-may 2026 yil
Ma'qullandi: 04-may 2026 yil
Nashr qilindi: 06-may 2026 yil

KEY WORDS

neologisms; media discourse; translation; globalization; adaptation; pragmatics; media framing; linguistic borrowing; discourse analysis; cultural transfer..

ABSTRACT

The expansion of global media has intensified cross-linguistic interaction, resulting in the rapid emergence and dissemination of neologisms across languages. English, as a dominant global language, plays a central role in generating lexical innovations that are subsequently incorporated into other languages, including Uzbek. This study examines how neologisms are translated in English-Uzbek media discourse, focusing on the balance between global influence and local linguistic adaptation. Unlike traditional equivalence-based approaches, this research adopts a functional-pragmatic and discourse-oriented framework to analyze how meaning is reshaped in translation. The data consist of 35 neologisms collected from English-language media and their Uzbek translations in contemporary news platforms (2021-2025). The findings reveal that translation decisions are influenced by factors such as audience expectations, media framing, cultural compatibility, and communicative purpose. Translators employ a range of strategies, including selective borrowing, semantic modulation, contextual expansion, and ideological reframing. The study demonstrates that neologism translation is not merely a linguistic process but a socio-discursive negotiation shaped by globalization. The research contributes to translation studies by highlighting the interplay between global lexical flows and local adaptation mechanisms in media discourse..

Introduction.

The contemporary media environment is characterized by rapid linguistic innovation, driven by globalization and digital communication. Neologisms have become a defining feature of this environment, reflecting new technological realities, sociopolitical developments, and

cultural trends. As globalization intensifies, languages increasingly interact, leading to the circulation of lexical innovations across linguistic boundaries.

According to Thurlow (2006), digital communication accelerates the production and spread of new lexical forms, making neologisms a central component of modern discourse. [10: 283] Similarly, Tagliamonte (2016) argues that language change in the digital age is both rapid and socially embedded, reflecting patterns of usage rather than prescriptive norms. [9: 174]

In this context, English serves as a primary source of neologisms, influencing other languages, including Uzbek. However, translating these lexical innovations poses significant challenges. As House (2018) notes, translation involves not only linguistic transfer but also the negotiation of meaning across cultural contexts. [6: 129]

The aim of this study is to analyze how neologisms are translated in English-Uzbek media discourse, with a particular focus on the tension between global influence and local adaptation.

The research questions are:

1. How are neologisms adapted in Uzbek media discourse?
2. What discourse-level factors influence translation choices?
3. How do translators balance global lexical forms with local communicative needs?

The hypothesis is that translation of neologisms reflects a dynamic balance between global borrowing and local adaptation shaped by discourse and audience considerations.

Literature Review.

The study of neologisms has expanded significantly in recent years, particularly within the context of globalization. Allan and Burridge (2006) emphasize that new words often emerge as responses to social change and communicative necessity. [1: 247]

From a sociolinguistic perspective, Androutsopoulos (2014) highlights the role of media in shaping linguistic innovation, noting that online platforms facilitate the rapid diffusion of neologisms. [2: 374] This view aligns with Biber and Conrad (2009), who argue that discourse context plays a crucial role in determining linguistic variation and usage. [4: 152]

In translation studies, functional approaches have gained prominence. Nord (2005) argues that translation should be guided by the communicative purpose of the target text rather than strict equivalence. [8: 93] Similarly, Katan (2014) emphasizes the importance of cultural mediation in translation, particularly when dealing with culturally specific concepts. [7: 186]

Recent research also highlights the role of ideology in media translation. Baker (2006) demonstrates that translation can reshape narratives and influence audience perception. [3: 147] This is particularly relevant in the translation of neologisms, which often carry implicit ideological meanings.

In the Uzbek context, linguistic studies have noted the increasing influence of English on media language, particularly in technology and social media domains. However, there is limited research on how these neologisms are adapted in translation.

This study builds on these theoretical insights by examining neologism translation through a discourse-oriented lens.

Methodology.

This research adopts a comparative functional-pragmatic methodology combined with media framing analysis, distinguishing it from previous studies.

Data Collection. The dataset consists of:

- 35 English neologisms from international media (BBC, CNN, Reuters);
- Their Uzbek translations from local media platforms (Kun.uz, Gazeta.uz);
- Timeframe: 2021–2025.

Neologisms were selected based on: novelty; frequency in media discourse; relevance to global topics.

Analytical Framework. The analysis is based on two key approaches:

1. Functional-Pragmatic Analysis. It examines how meaning is adapted for the target audience;
2. Media Framing Analysis. It investigates how translation reflects ideological or contextual framing.

Analytical Procedure.

1. Identify neologisms in English texts;
2. Compare Uzbek translations;
3. Analyze: degree of borrowing; level of adaptation; discourse function;
4. Classify translation patterns.

Results.

The results are presented as case-based discourse patterns, rather than simple categories.

Selective Borrowing. Examples: “*cryptocurrency*” → “*kriptovalyuta*”; “*podcast*” → “*podkast*”.

Interpretation: Global terms are retained to maintain international relevance.

Contextual Expansion. Examples: “*deepfake*” → “*deepfake, ya’ni sun’iy yaratilgan video*”; “*fake news*” → “*soxta yoki noto’g’ri yangiliklar*”.

Interpretation: Meaning is expanded to ensure comprehension.

Ideological Reframing. Examples: “*cancel culture*” → “*jamoatchilik tomonidan tanqid qilish amaliyoti*”; “*woke culture*” → translated variably depending on context.

Interpretation: Translation reflects sociocultural sensitivity.

Functional Substitution. Examples: “*influencer*” → “*ijtimoiy tarmoqdagi mashhur shaxs*”; “*gig worker*” → “*mustaqil ishlovchi shaxs*”.

Interpretation: Focus shifts from form to communicative function.

Discussion.

The findings demonstrate that neologism translation is shaped by both global and local forces.

According to Katan (2014), cultural mediation is essential in translation, which explains the use of adaptation strategies. Similarly, Nord (2005) emphasizes the importance of communicative purpose, supporting the use of functional substitution. [7: 251]

The presence of borrowing reflects the influence of globalization, as noted by Androutsopoulos (2014), who highlights the role of media in spreading linguistic innovations. [2: 438]

At the same time, ideological reframing aligns with Baker’s (2006) argument that translation can reshape narratives. [3: 192]

Thus, the study confirms that translation is a dynamic process influenced by discourse, culture, and audience expectations.

Conclusion.

This study examined the translation of neologisms in English–Uzbek media discourse from a functional and discourse-oriented perspective.

The findings indicate that translation involves both borrowing and adaptation; discourse and ideology play a crucial role; translators balance global influence with local needs.

The study contributes to translation studies by highlighting the complex interplay between globalization and linguistic adaptation.

References:

1. Allan, K., & Burridge, K. (2006). «Forbidden Words». 316 p.
2. Androutsopoulos, J. (2014). «Mediatization and Sociolinguistic Change». 564 p.
3. Baker, M. (2006). «Translation and Conflict». 220 p.
4. Biber, D., & Conrad, S. (2009). «Register, Genre and Style». 356 p.
5. Flew, T. (2021). «Global Media and Communication». 240 p.
6. House, J. (2018). «Translation: The Basics». 222 p.
7. Katan, D. (2014). «Translating Cultures». 394 p.
8. Nord, C. (2005). «Text Analysis in Translation». 284 p.
9. Tagliamonte, S. (2016). «Teen Talk: The Language of Adolescents». 310 p.
10. Thurlow, C. (2006). «Digital Discourse: Language in the New Media». 408 p.



INNOVATIVE
ACADEMY