



THE NEOLOGICAL LAYER OF 'GADGETS' AND 'IT' TERMINOLOGY IN MODERN ENGLISH DISCOURSE: SEMANTIC AND STRUCTURAL ANALYSIS.

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ABSTRACT

The present article investigates the neological layer of gadgets and IT terminology in modern English discourse from semantic and structural perspectives. The study focuses on the mechanisms of neologism formation, semantic transformation, and structural patterns of newly emerged lexical units related to digital technologies. The research analyzes compound formations, abbreviations, acronyms, blends, and borrowings that actively function in contemporary English. Particular attention is paid to the role of globalization and digitalization in accelerating lexical innovation and reshaping communicative practices. The findings demonstrate that technological progress serves as a key driving force behind lexical expansion and semantic change in modern English discourse.

Introduction. In recent decades, rapid technological development and digital transformation have significantly influenced the lexical system of the English language. The emergence of new gadgets, software, platforms, and digital services has led to the formation of a substantial neological layer, especially within IT terminology. Modern English discourse actively incorporates new lexical units that reflect technological innovation and changing communicative needs. Neologisms related to gadgets and information technologies have become an essential part of everyday, professional, and academic communication. These lexical units not only enrich the vocabulary but also demonstrate new semantic and structural patterns. Therefore, the study of IT-related neologisms is of great importance for understanding contemporary language evolution. The relevance of this research is determined by the increasing role of digital technologies in human life and the necessity to analyze how language adapts to technological progress. The aim of this article is to conduct a semantic and structural analysis of neologisms related to gadgets and IT terminology in modern English discourse.

Literature Review. The phenomenon of neologism formation has been widely discussed in linguistic studies. Scholars such as J. Ayto, D. Crystal, and A. Metcalf emphasize that

neologisms serve as indicators of social, cultural, and technological change. According to Crystal, technological advancement is one of the most productive sources of lexical innovation in modern English. Previous research on IT terminology highlights borrowing, abbreviation, and compounding as dominant word-formation processes. However, despite numerous studies, the semantic and structural characteristics of gadget-related neologisms in discourse still require comprehensive analysis, which this article aims to address.

Semantic Features of Gadget and IT Neologisms. From a semantic perspective, neologisms in the field of gadgets and IT often demonstrate metaphorical extension, semantic narrowing, and functional shift. Words such as *cloud*, *tablet*, *cookie*, and *mouse* have acquired new meanings related to digital technologies while preserving their original semantic associations. Semantic innovation is frequently based on metaphor and metonymy, which facilitate comprehension of abstract technological concepts. For instance, the term *cloud computing* metaphorically represents remote data storage, while *smart device* implies human-like cognitive abilities.

Additionally, many IT neologisms undergo rapid semantic stabilization due to their frequent use in media and professional discourse. This process contributes to the integration of new terms into the core vocabulary of modern English.

Structural Characteristics of IT-Related Neologisms. Structurally, neologisms related to gadgets and IT terminology are characterized by a high level of morphological productivity. The most common word-formation patterns include:

- **Compounding:** *smartphone, smartwatch, touchscreen*
- **Abbreviations and acronyms:** *AI (Artificial Intelligence), VR (Virtual Reality), USB*
- **Blending:** *netizen (network + citizen), blog (web + log)*
- **Affixation:** *digitalize, virtualize, upgrader*
- **Borrowings:** *algorithm, avatar, cyber*

These structural models demonstrate the tendency toward brevity, efficiency, and internationalization, which are essential features of digital communication.

Neologisms in Modern English Discourse. In modern English discourse, IT and gadget-related neologisms function across various communicative domains, including mass media, education, business, and everyday interaction. Social networks and online platforms play a crucial role in disseminating new lexical items and accelerating their acceptance. The discursive function of such neologisms lies not only in naming new objects and processes but also in shaping modern identity and digital culture. The frequent use of IT terminology reflects the speaker's technological competence and participation in global digital communication.

Conclusion. The analysis demonstrates that the neological layer of gadgets and IT terminology represents a dynamic and productive component of modern English discourse. Semantic innovation and structural diversity characterize the formation of new lexical units influenced by technological progress. Digitalization and globalization accelerate the emergence and spread of neologisms, contributing to rapid vocabulary expansion. The study confirms that gadget and IT-related neologisms play a significant role in reflecting contemporary realities and linguistic adaptation processes.

The results of this research may be useful for further studies in lexicology, discourse analysis, and applied linguistics, particularly in the context of language and technology interaction.

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