

THE ROLE OF NEOLOGISMS IN BRITISH NEWSPAPERS

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Annotation. The theoretical underpinnings and historical evolution of neologisms in the English language are examined in this article. It illustrates the primary language theories—structural, etymological, stylistic, and lexicographic—that are used to investigate neologisms. The study looks at the technological and sociocultural elements that influence the creation of new lexical units and assesses how they contribute to the ever-changing English vocabulary. The procedures by which words are formed and the standards by which neologisms are incorporated into common usage are given special consideration. According to the article's conclusion, neologisms are a crucial component of linguistic evolution and a reflection of social change.

Key words: neologisms, word formation, lexical innovation, vocabulary development, stylistic approach, structural theory, etymology, socio-cultural factors, language evolution, linguistic change, new lexical units.

Аннотация. В этой статье рассматриваются теоретические основы и историческая эволюция неологизмов в английском языке. Она иллюстрирует основные языковые теории — структурную, этимологическую, стилистическую и лексикографическую, — которые используются для изучения неологизмов. В исследовании рассматриваются технологические и социокультурные элементы, которые влияют на создание новых лексических единиц, и оценивается их вклад в постоянно меняющийся словарный запас английского языка. Особое внимание уделяется процедурам образования слов и стандартам, по которым неологизмы входят в обиход. Согласно заключению статьи, неологизмы являются важнейшим компонентом лингвистической эволюции и отражением изменений в обществе.

Ключевые слова: неологизмы, словообразование, лексические инновации, развитие словарного запаса, стилистический подход, структурная теория, этимология, социокультурные факторы, эволюция языка, лингвистические изменения, новые лексические единицы.

In today's fast-paced and ever-evolving society, language constantly adapts to reflect new realities, technologies, and cultural shifts. One of the most vibrant indicators of this adaptation is the emergence of neologisms. The English language, like many others, is currently experiencing what researchers call a "neological boom."

Neologisms—newly coined words, expressions, or meanings of existing words—are a crucial component of linguistic evolution. [1] The Cambridge English Dictionary defines a neologism as “a new word or expression, or a new meaning for an existing word.” In academic contexts, linguists also refer to this phenomenon as “coinage”. [5] According to Algeo, neologisms regularly enter the language due to social, cultural, and technological changes, constantly expanding vocabulary boundaries. [6]

From a theoretical perspective, neologisms are analyzed through several linguistic lenses. The stylistic theory explores how new words function in different discourse types. [7] The denotation theory emphasizes the connection between a word and the concept it names. The structural theory studies the internal construction of neologisms. Meanwhile, etymological theory focuses on word origins, and lexicographic theory addresses how neologisms are recorded in dictionaries. These approaches reflect the interdisciplinary interest in neology, revealing how neologisms are born, evolved, and entrenched in everyday use. [4]

The development of neologisms is deeply rooted in history. Ancient civilizations like Greece and Rome introduced new terms—such as “philosophy,” “democracy,” and “drama”—to express abstract concepts and social systems. During the Renaissance (16th–17th centuries), scientific and artistic progress surge led to a massive influx of borrowed terms from Latin, Greek, French, and other languages. This period was marked by the rise of so-called “inkhorn terms,” which provoked controversy among purists who feared for the integrity of the English language, for example, inkhorn word-Eximious -> Modern Equivalent / Meaning = Excellent; Ingent = huge, vast.

The Industrial Revolution and subsequent technological advancements in the 19th and 20th centuries necessitated new words to describe inventions like the automobile, airplane, and computer. The 20th century also gave rise to specialized jargon in fields such as medicine and engineering. More recently, the digital age has significantly accelerated neologism formation. Terms like blog, selfie, tweet, and emoji have become ubiquitous, reflecting the influence of technology and global communication. [3]

Neologisms are primarily the result of extralinguistic factors—societal changes, scientific breakthroughs, technological innovations, and cultural shifts. However, intralinguistic factors also play a role, such as productive word-formation patterns and the adaptability of language structures. For instance, new terms may be formed through **affixation** (e.g., *eco-friendly*), **blending** (e.g., *brunch*), **abbreviation** (e.g., *app*), or **borrowing** (e.g., *karaoke* from Japanese).

According to Russian linguist V. I. Zabotkina divides neologisms into **phonological** (to the group of phonological neologisms, we conventionally include new words formed from interjections, for example: “zizz” — means a short sleep (simulates the sounds produced by a sleeping person, often used in comics with three

letters zzZ)), **borrowing** (*meme* (in the modern internet sense — a spreadable cultural element) — although the word was coined by Richard Dawkins, its origin is connected to the French word *même* ("the same").), **semantic** (*Cloud*- original meaning: A mass of condensed water vapor in the sky; New (Neologistic) meaning: Internet storage system ("*cloud computing*") and **syntactic** (Most new lexical units in English are created on the basis of the methods of word formation already available in the language, such as word composition, fusion, abbreviations, affixation, etc.). A productive syntactic way of forming new words is blending (*breakfast + lunch → brunch; slang + language → slanguage; sheep + goat → shoat*) Having understood their classification and delving into the material, we can distinguish two types of emerging from the above are morphological and phraseological types. Morphological still subdivided into affixal (suffixal and prefixal), structure, convection, reduction. [2]

Importantly, neologisms contribute significantly to word formation in English. They reflect the dynamic nature of vocabulary as the most flexible and responsive component of language. The emergence of neologisms shows how closely language is tied to social realities. Every new invention, trend, or phenomenon demands a name, and language responds accordingly.

Modern linguists recognize neology as an independent field of study, focusing on the mechanisms behind lexical innovation and its implications for communication (e.g., neologism: *quarantine* (reborrowed and recontextualized during the COVID-19 pandemic)). Mechanism: semantic shift and revival — the word existed but gained a drastically expanded meaning and frequency during the pandemic. Linguistic implication: reflects how crises accelerate neologisms and shift word usage globally. Communication impact: allowed rapid, shared understanding across languages and cultures. This field examines how new words enter the lexicon, how they gain acceptance, and how they reflect cultural identity. The national language serves as a mirror of a nation's intellectual, spiritual, and cultural development. Thus, the creation of neologisms is both a linguistic and a cultural process.

According to the analysis, neologisms play a vital role in the development of the English language. They serve as markers of progress, innovation, and change. Whether born from scientific discoveries, technological tools, or cultural phenomena, neologisms enrich the language and reflect society's evolving needs and experiences. As long as human civilization continues to advance, language will continue to evolve, adapting itself through the continuous generation of new lexical units.

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