

NUTZUNG VON NEOLOGISIERUNGEN IM INTERNET

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Abstract: This article examines the role and specific uses of neologisms in the modern mass media. Emphasis is placed on analyzing the motivations for introducing new lexical units into the media, as well as their influence on public opinion and the linguistic worldview. The article examines the main types of neologisms, their functional role in various genres of journalism and media, and trends in the dynamics of vocabulary expansion. The article emphasizes the importance of the conscious use of neologisms for preserving linguistic culture and effective communication in modern society.

Keywords: neologisms, influencer, meme, blockchain, startup, lockdown, gamification.

In modern society, language is constantly evolving and changing under the influence of the technologies and cultural changes that are taking place around us. One of the important aspects of this development is the emergence and active use of neologisms — new words, expressions, or meanings of already existing words. The role of neologisms in the mass media is particularly pronounced, which not only reflect current realities, but also shape them. In this article, we will look at how the media uses neologisms, what functions they perform, as well as the pros and cons of their introduction into journalistic language.

What are neologisms and their role in the language?

Neologisms are newly created words or expressions that quickly become widely used in speech and writing. Simply put, they are words that did not exist in the lingua franca before or had very limited use, but are now part of everyday and professional vocabulary.

Historically, most neologisms have been influenced by new technologies, scientific advancements, social changes, and cultural trends. For example, the words "internet," "meme," "repost," and "trend" are all recent additions to the modern lexicon.

The role of neologisms in language is to provide the most accurate and concise description of new realities, as well as to demonstrate the modernity and dynamism of the author or source of information.

Neologisms and the Media: Mutual Influence and Impact

The media is a source that contributes to the spread of new words and forms of expression among a wide audience. They use neologisms for several purposes:

- Reflecting novelty and relevance. The use of new words creates an image of a modern, dynamic media outlet that can keep up with the times.
- Facilitating communication. Modern terms and neologisms allow you to quickly and accurately convey complex concepts or phenomena, often related to technological or social innovations.
- Building an expert status. The use of terminology contributes to the source's image as competent and up-to-date.

Examples of the use of neologisms in the media

Let's look at some specific examples. In recent years, there has been a lot of talk in the media about social media, online culture, and digital technology, which has led to the introduction of new terminology:

- "Influencer" is a person who has a lot of influence on social media, a term that is currently popular in English.

- "Meme" is an image or video that is used to convey a humorous or cultural message, and it is now a widely used term.

- "Blockchain" is a distributed ledger technology that is being discussed a lot in news reports.

In the field of business and economics, words such as "startup," "lockdown," and "gamification" are also emerging, helping to quickly describe current trends or events.

The Benefits of Using Neologisms in the Media

There are several advantages to using new words in the media:

- Updating vocabulary and creating a sense of modernity. The media appears relevant and professional when it uses fresh terms.

- Accelerating the dissemination of information. New words help to convey complex concepts in a concise manner, particularly in the fields of technology and science.

- Adding expressiveness. Neologisms make speech rich and vivid, helping to stand out among competitive sources.

- Educational and enlightenment function. The media contributes to the popularization of new terms, making them part of mass culture.

Disadvantages and risks

Despite the obvious benefits, the use of neologisms also comes with certain challenges:

- Understanding and accessibility. Not all audiences may be able to comprehend new words, especially if they are complex or professional. This can lead to communication barriers.

- Overuse. Excessive use of neologisms in a text can make it difficult to understand and can give the impression that the language is "cluttered."

- The risk of incorrect usage. Not all journalists or editors are familiar with the correct terminology, which can lead to misunderstandings or misinterpretations.

- The obsolescence of terms. Some neologisms quickly become outdated or are replaced by new terms, requiring constant updating of the vocabulary.

The use of neologisms in the media is an important tool for updating and making the language of journalism more dynamic. However, it is important to strike a balance: new words should be introduced into the language in a way that does not lose the clarity and accessibility of information for a wide audience.

Modern media outlets are not only responsible for introducing new terms, but also for explaining their meaning to avoid misunderstandings. In the future, the role of neologisms will not diminish, as the rapidly changing world requires constant language updates.

In conclusion, we can say that neologisms are a mirror of modernity, reflecting the development of technology, culture, and social life. The media not only act as active consumers of new words, but also as their disseminators, shaping the language of the future. The quantity and quality of the use of new terms determine the level of awareness and cultural competence of the public consciousness.

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