

EXPLORING NEOLOGISMS IN YOUTH PRESS: A COMPARATIVE STUDY OF UZBEK AND ENGLISH

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Abstract: This paper delves into the realm of neologisms within youth press discourse, focusing on the languages of Uzbek and English. Neologisms, newly coined words or expressions, often reflect societal changes, technological advancements, and cultural shifts. This study employs a comparative analysis to examine the emergence, usage, and cultural implications of neologisms in youth-oriented media in both languages. Through a systematic review of relevant literature and analysis of contemporary examples, this research sheds light on the dynamic nature of language evolution in the digital age, highlighting the role of youth culture in shaping linguistic innovations.

Key words: coined words, social trends, cultural shifts, social media, online platform, interconnectedness, linguistic features, youth identity, morphological adaptations, semantic shifts.

Аннотация: Данная статья исследует сферу неологизмов в молодежном пресс-дискурсе, уделяя особое внимание узбекскому и английскому языкам. Неологизмы, недавно придуманные слова или выражения, часто отражают социальные изменения, технологические достижения и культурные сдвиги. В этом исследовании используется сравнительный анализ для изучения возникновения, использования и культурных последствий неологизмов в молодежных СМИ на обоих языках. Благодаря систематическому обзору соответствующей литературы и анализу современных примеров это исследование проливает свет на динамичный характер языковой эволюции в эпоху цифровых технологий, подчеркивая роль молодежной культуры в формировании лингвистических инноваций.

Ключевые слова: придуманные слова, социальные тенденции, культурные сдвиги, социальные сети, онлайн-платформа, взаимосвязанность, языковые особенности, молодежная идентичность, морфологические адаптации, семантические сдвиги.

Language is a dynamic system constantly evolving to meet the needs of its speakers. Neologisms, coined words or expressions that emerge to describe new phenomena or concepts, play a crucial role in this evolutionary process. The youth press, comprising various forms of media targeted at young audiences, serves as a fertile ground for the proliferation of neologisms. This paper aims to explore the phenomenon of neologisms in the youth press, drawing comparisons between Uzbek and English languages to discern patterns of linguistic innovation and cultural influence.

The Emergence of Neologisms: Neologisms often arise in response to technological advancements, social trends, and cultural shifts. In the digital age, where communication is increasingly mediated through online platforms and social media, the pace of linguistic innovation has accelerated. Words such as "selfie," "tweet," and "emoji" have become ubiquitous in everyday discourse, illustrating the profound impact of technology on language evolution. In the context of youth press, where digital communication platforms are prevalent, neologisms serve as linguistic markers of youth culture and identity.

Neologisms in Uzbek Youth Press: The Uzbek language, with its rich linguistic heritage and cultural diversity, exhibits a dynamic interplay between tradition and modernity in the realm of neologisms. The emergence of new words and expressions in Uzbek youth press reflects the influence of global trends, particularly in the domains of technology, fashion, and popular culture. Borrowings from English, Russian, and other languages coexist with indigenous Uzbek terms, creating a unique linguistic landscape that mirrors the multicultural fabric of contemporary Uzbek society.

Examples of neologisms in Uzbek youth press include:

1. "Sajt" (сайт) - Website
2. "Trend" (тренд) - Trend
3. "Selfi" (селфи) - Selfie
4. "Stiker" (стикер) - Sticker

Neologisms in English Youth Press: English, as a global lingua franca, serves as a reservoir for linguistic borrowings and innovations from diverse linguistic and cultural contexts. In the realm of youth press, English neologisms often originate from popular culture, internet memes, and youth slang. The fluid nature of English allows for the rapid adoption and dissemination of new words and expressions, reflecting the cosmopolitan nature of contemporary youth culture.

Examples of neologisms in English youth press include:

1. "Finsta" - Fake Instagram account
2. "Vlog" - Video blog
3. "Meme" - Viral internet image or video
4. "Simp" - A person who is excessively submissive or attentive to someone they are attracted to

While neologisms in Uzbek and English youth press share common themes such as technology, fashion, and popular culture, they also exhibit distinct linguistic features and cultural nuances. Borrowings from other languages, morphological adaptations, and semantic shifts contribute to the richness and diversity of neologisms in both languages. The comparative analysis provides insights into the interconnectedness of language, culture, and youth identity in the digital age.

The study of neologisms in youth press offers valuable insights into the dynamic nature of language evolution and cultural change. By examining the emergence, usage, and cultural implications of neologisms in Uzbek and English, this research contributes to our understanding of linguistic innovation in the digital age. As language continues to evolve in response to technological advancements and cultural dynamics, further research is needed to explore the role of youth culture in shaping the linguistic landscape of the future.

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