



## Linguopragmatic Analysis Of Neologisms Functioning In The Discourse Of Mass Media

**Juraeva Zarina Asalboy kizi**

teacher at the Russian Language Department

and teaching methods of UzSWLU

Tashkent, Uzbekistan

zarina.saidova2000@mail.ru

**Abstract:** This article examines neologisms in the context of media discourse. Neologisms in the media are of particular interest to researchers, as it is in this context that words must be striking and memorable for the audience. The media act as the primary channel for the dissemination and popularization of these neologisms. It is emphasized that evaluative words reveal linguistic identity in the lexical-semantic system.

**Key words:** globalization, neologisms, media discourse, structure, semantics.

In the modern world, where new objects and concepts are constantly emerging in a wide variety of fields, it is critical to provide them with adequate names. This is why neologisms are an integral part of any scientific discipline. Although the field of knowledge is the primary generator of neologisms, the need to create new linguistic units to express and interpret reality arises not only among scientists but also among the general population.

Neology, like no other field of linguistics, is deeply rooted in human worldview and culture. The language system is inherently dynamic and constantly renewed. Without understanding this fundamental variability, it is impossible to comprehend the true dynamics of the linguistic worldview, especially given the cognitive-discursive conditions and factors that contribute to neologization. Language renewal is driven by a dual stimulus: on the one hand, the cognitive and communicative needs of society, and on the other, the internal structural features of language itself.

Thus, one of the primary tasks of modern neology is the development of a cognitive-discursive theory of new words. The formation of new words and the emergence of new meanings are the result of the continuous creative process of human consciousness, an endless cognitive journey determined by the full breadth of human practical and intellectual activity.

Every object and phenomenon is assigned a name. These names, whether universal or generalized, reflect their key characteristics, as if the object's inner essence is revealed through its linguistic designation. Language shapes our perception of the world. Although it is believed that all human nominative activity is based on already known words, human nature manifests itself in selective attention, whereby certain objects stand out from others.

Lexical innovations in the media are of particular interest to researchers, as it is in this sphere that words must be maximally expressive and attract audience attention. Moreover, the media are a key tool for the dissemination and popularization of these innovations.

It is important to note that the media do not passively respond to public demand; on the contrary, they actively shape it, shaping public opinion on a wide range of issues. This influence can be indirectly observed by analyzing the correlation between the topics presented in the press, the choice of specific materials, and the linguistic means used.

It is safe to say that media discourse is a key factor determining the linguistic and cultural situation in society, as it reflects its current state. The media play a significant role in the



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creation of neologisms, and their effectiveness will steadily increase thanks to their constant development and relevance. Through mass communication, people form and substantiate their beliefs and life experiences.

The influence of the media is determined not only by the level of information but also by everyday life and worldview. Mass communication can be viewed as a platform where people create and exchange life experiences, values, and knowledge. Nationally specific neologisms disseminated through this space embody the categories of thought and limitations of perception inherent to members of a particular people.

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