

COGNITIVE AND DISCURSIVE ASPECTS OF NEOLOGISMS IN ENGLISH AND UZBEK

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Annotation. The rapid development of globalization, digital communication, and intercultural interaction has accelerated the emergence and dissemination of neologisms in many languages, including English and Uzbek. This study explores the cognitive and discursive aspects of neologisms in English and Uzbek, focusing on the conceptual mechanisms underlying their formation, interpretation, and communicative functions within contemporary discourse. The research examines how newly coined lexical units reflect conceptual changes, encode emerging knowledge, and contribute to the construction of social and cultural meanings across different communicative contexts. Drawing on cognitive linguistic and discourse-analytical approaches, the study analyzes semantic, conceptual, and pragmatic characteristics of neologisms found in media discourse, digital communication, public discourse, and everyday language use. Particular attention is paid to the processes of conceptualization, categorization, metaphorical extension, and contextual adaptation that facilitate the integration of neologisms into the lexical systems of both languages.

Keywords: neologisms, cognitive linguistics, discourse analysis, conceptualization, lexical innovation, semantic change, English language, Uzbek language, comparative linguistics, cognitive semantics, language evolution, contemporary discourse.

Introduction. Language constantly evolves in response to social, cultural, technological, and cognitive transformations. One of the most prominent manifestations of linguistic evolution is the emergence of neologisms, which reflect newly conceptualized phenomena, social practices, and communicative needs. Neologisms not only enrich the lexical system of a language but also represent cognitive mechanisms through which speakers conceptualize and categorize new experiences. At the same time, these lexical innovations perform important discursive functions, shaping communication across various social, cultural, media, and institutional contexts.

In the twenty-first century, globalization, digital communication, and intercultural interaction have significantly accelerated the creation and dissemination of neologisms. English, as the dominant language of international communication, science, technology, and digital media, has become the primary source of lexical innovation worldwide. Consequently, many English neologisms are rapidly incorporated into other languages, including Uzbek, where they undergo semantic, cognitive, and discursive adaptation in accordance with the linguistic and cultural norms of the receiving language. From a cognitive linguistic perspective, neologisms are viewed as conceptual tools that encode emerging knowledge, categorize new realities, and reflect changes in human cognition. From a discursive perspective, they function as communicative resources that construct meaning, express identity, convey ideology, and facilitate interaction within particular discourse communities. Their interpretation depends not only on lexical meaning but also on contextual, pragmatic, and sociocultural factors that shape discourse.

The comparative study of neologisms in English and Uzbek provides valuable insights into the interaction between language, cognition, and discourse. It reveals how different linguistic communities conceptualize contemporary realities and integrate lexical innovations into their

communicative practices. Therefore, investigating the cognitive and discursive aspects of neologisms contributes to a deeper understanding of language change, conceptualization processes, and discourse development in multilingual and multicultural environments.[1]

Recent studies in cognitive linguistics and discourse analysis have emphasized the growing significance of neologisms as indicators of linguistic, conceptual, and social change. Research has shown that newly coined lexical units emerge not only in response to technological and scientific developments but also as a result of evolving cognitive processes and communicative practices. Comparative studies demonstrate that neologisms reflect the ways in which different linguistic communities conceptualize new realities and negotiate meaning within diverse discourse contexts. Furthermore, discourse-based investigations reveal that the interpretation and acceptance of neologisms depend on contextual, pragmatic, and sociocultural factors, leading to the development of innovative lexical forms and expanding the expressive potential of both English and Uzbek. These findings underscore the close relationship between language, cognition, and discourse in contemporary processes of lexical innovation.[2] In the Uzbek context, digital platforms such as Telegram, Instagram, YouTube, and TikTok have become important sites for the introduction, adaptation, and normalization of English technical neologisms. These platforms facilitate continuous interaction among users and provide fertile ground for linguistic experimentation and innovation. Despite the growing number of studies devoted to neologisms and digital communication, the communicative and pragmatic adaptation of English technical neologisms in Uzbek digital discourse remains insufficiently explored. Existing research has primarily focused on lexical borrowing, word formation processes, and structural adaptation mechanisms, while less attention has been devoted to the communicative functions and pragmatic significance of these lexical innovations in authentic digital interaction.[6]

Literature Review. The study of neologisms occupies a significant place in contemporary linguistic research because these lexical innovations reflect ongoing cognitive, communicative, and sociocultural transformations. Linguists generally define neologisms as newly created lexical units or existing words that acquire new meanings in response to changing conceptual and communicative needs. From a cognitive linguistic perspective, neologisms represent the process of conceptualizing new knowledge and categorizing emerging phenomena, while from a discursive perspective, they function as linguistic resources that facilitate meaning construction within specific communicative contexts. As societies continuously evolve, languages develop new lexical forms to represent technological innovations, cultural shifts, scientific discoveries, and social changes. Comparative studies of English and Uzbek demonstrate that neologisms not only enrich the lexical systems of both languages but also reveal the interaction between cognition, discourse, and cultural experience. Their emergence and interpretation depend on conceptual processes, contextual factors, and discourse practices, making neologisms an important object of investigation in cognitive linguistics, discourse analysis, and comparative lexical studies.[3, 2]

The cognitive and discursive dimensions of neologisms have attracted increasing attention in contemporary linguistic research. Scholars in cognitive linguistics argue that the emergence of neologisms reflects the human ability to conceptualize new experiences and organize knowledge through language. From this perspective, newly coined lexical units are not merely additions to the vocabulary but cognitive representations of evolving social, scientific, and cultural realities. Discourse analysts further emphasize that the meaning and communicative value of neologisms are constructed within specific discourse contexts, where pragmatic intentions, sociocultural

conventions, and communicative goals shape their interpretation. Comparative research on English and Uzbek demonstrates that although the two languages differ in their structural and cultural characteristics, both employ neologisms as effective cognitive and discursive resources for expressing innovation, constructing social identity, and responding to contemporary communicative demands.[9] In contemporary digital communication, English occupies a dominant position as the language of technological innovation, resulting in extensive lexical borrowing across numerous linguistic communities. Such borrowing processes are especially visible in online discourse, where communication often occurs within transnational digital networks.

Another important area of scholarship concerns the adaptation of borrowed vocabulary. Research on pragmatic adaptation demonstrates that lexical items entering a new linguistic environment frequently undergo semantic modification to align with local communicative practices and cultural expectations.[5, 1] In the Uzbek context, borrowed English technical terms may acquire meanings, associations, or usage patterns that differ from their original English forms. Such transformations illustrate the dynamic interaction between global linguistic influence and local communicative needs. Recent multilingual studies examining English, Russian, and Uzbek digital discourse further confirm that neologisms serve a wide range of communicative functions, including modernization signaling, cultural adaptation, humor creation, efficiency enhancement, and identity construction.[2, 4] These findings support the argument that digital neologisms should be analyzed not merely as lexical innovations but also as pragmatic resources that facilitate effective communication within technologically mediated environments. Despite the growing body of literature devoted to digital discourse and lexical innovation, relatively few studies have focused specifically on the communicative and pragmatic adaptation of English technical neologisms in Uzbek online communication. Most existing research concentrates on structural borrowing mechanisms, morphological adaptation, or corpus-based frequency analysis. Consequently, there remains a need for more comprehensive investigations that examine how English technical neologisms function communicatively and pragmatically within authentic Uzbek digital discourse. The present study seeks to address this gap by exploring the communicative purposes, pragmatic functions, and adaptation mechanisms associated with English technical neologisms in contemporary Uzbek online communication. Through the integration of discourse analysis, corpus-based observations, and pragmatic interpretation, the research aims to contribute to a more nuanced understanding of digital language change in multilingual contexts.

Methodology. The present study employs a qualitative-descriptive research design to investigate the communicative and pragmatic adaptation of English technical neologisms in Uzbek digital discourse. The research combines discourse analysis, comparative linguistic analysis, and corpus-based observation in order to identify adaptation patterns and communicative functions associated with English-derived technical vocabulary in online communication.

1. Data Collection. The empirical data for this study were collected from various Uzbek-language digital platforms that actively facilitate online interaction and lexical innovation. The selected sources include Telegram channels, Instagram posts and comments, YouTube discussions, TikTok content, technology-related blogs, and online news portals published between 2022 and 2026. These platforms were chosen because they represent the most active environments for the dissemination of English technical neologisms among Uzbek-speaking users. A corpus consisting of approximately 500 examples of English-derived technical neologisms was compiled from authentic digital texts. The corpus included lexical items related to information technology, social media communication, digital

marketing, artificial intelligence, online education, and virtual interaction. Examples such as blogger, kontent, trend, hashtag, chatbot, influencer, stream, podcast, follower, and AI were repeatedly identified across different communication contexts.

2. Selection Criteria. The selection of lexical items was based on four principal criteria. First, the lexical unit had to originate from English or contain an English lexical base. Second, the item had to demonstrate frequent usage across multiple digital platforms. Third, the term had to be associated with technological, digital, or online communication contexts. Finally, the lexical unit had to display evidence of communicative or pragmatic adaptation within Uzbek discourse. Particular attention was paid to hybrid constructions combining English lexical stems with Uzbek grammatical elements. Examples such as like bosmoq, stream qilish, trendda bo‘lish, bloggerlik, and kontentchi were included because they illustrate productive interaction between English vocabulary and Uzbek linguistic structures.

3. Analytical Framework. The analysis was conducted within a communicative-pragmatic framework that integrates linguistic and discourse-oriented approaches. The first stage involved identifying the structural adaptation of neologisms, including phonetic, orthographic, morphological, and semantic modifications. This stage examined how English technical vocabulary was incorporated into Uzbek linguistic patterns. The second stage focused on communicative adaptation. Particular attention was given to the role of neologisms in facilitating information exchange, technological description, and communicative efficiency. The analysis explored whether borrowed lexical items provided advantages over existing Uzbek equivalents in terms of brevity, clarity, and communicative economy. The third stage involved pragmatic analysis. This component examined the contextual functions of neologisms in digital interaction, including identity construction, expertise signaling, group affiliation, modernization discourse, and online self-presentation. The pragmatic interpretation was based on actual usage patterns observed in authentic online communication.

4. Research Procedures. The research was conducted in four sequential stages. Initially, relevant digital texts were collected and organized into a research corpus. Subsequently, English technical neologisms were identified and classified according to their structural characteristics. During the third stage, communicative and pragmatic functions were analyzed using contextual interpretation and discourse analysis. Finally, the findings were compared across different digital platforms in order to identify recurring adaptation patterns and language-use tendencies. The methodological approach adopted in this study allows for a comprehensive examination of both linguistic adaptation and communicative functionality. By combining corpus-based observations with pragmatic analysis, the research provides a detailed understanding of how English technical neologisms become integrated into contemporary Uzbek digital discourse and how they contribute to evolving patterns of online communication.

Results and Discussion. The analysis of Uzbek digital discourse demonstrates that English technical neologisms have become an important component of contemporary online communication. The collected data reveal that most borrowed lexical units are associated with information technologies, social media platforms, digital marketing, artificial intelligence, and content creation. Terms such as blogger, kontent, trend, stream, hashtag, chatbot, and influencer are frequently used by Uzbek-speaking internet users across different digital platforms.[18] The findings indicate that English technical neologisms undergo various adaptation processes before becoming integrated into Uzbek digital discourse. One of the most common mechanisms is phonetic adaptation. English lexical units are often modified according to Uzbek pronunciation norms. For example, words such as blogger and

content are commonly used in the forms *blogger* and *kontent*. This adaptation facilitates easier pronunciation and comprehension among Uzbek speakers.[1, 3] Morphological adaptation is another significant feature observed in the collected data. English lexical stems frequently combine with Uzbek grammatical elements, producing hybrid forms such as *bloggerlik*, *stream qilish*, *trendda bo'lish*, and *like bosmoq*. These examples demonstrate that borrowed lexical items are not simply copied from English but actively integrated into the Uzbek linguistic system.[4] The study also reveals the importance of communicative adaptation. English technical neologisms contribute to brevity and efficiency in online communication. In many cases, borrowed terms are preferred because they provide concise references to technological concepts that would otherwise require lengthy explanations. As a result, they help users exchange information more quickly and effectively in digital environments.[6,3] From a pragmatic perspective, technical neologisms perform several important functions. They frequently serve as markers of digital literacy and technological competence. The use of terms such as *influencer*, *stream*, *hashtag*, and *chatbot* often indicates familiarity with contemporary online culture and participation in global digital communities. In this way, technical neologisms contribute not only to information exchange but also to identity construction and social positioning. [2, 5] Another notable finding concerns semantic adaptation. Some English technical neologisms acquire broader meanings in Uzbek digital discourse than in their original English usage. For example, the term *trend* is commonly used to refer to popular songs, videos, challenges, or social media content. Similarly, *kontent* is often used as a general term for various forms of digital material, including videos, photographs, and educational resources.[3, 4] The findings further suggest that digital platforms play a crucial role in accelerating lexical innovation. Social media applications and online communication channels provide continuous exposure to English technical vocabulary, encouraging users to adopt and reproduce newly emerging lexical forms. Consequently, digital discourse functions as a powerful mechanism for the spread and normalization of English-derived neologisms in contemporary Uzbek communication.[1, 4]

The comparative analysis reveals that while English serves as a major source of lexical innovation, Uzbek demonstrates active cognitive adaptation and discourse-driven modification of newly borrowed and internally created lexical items. The findings indicate that neologisms function not only as lexical innovations but also as cognitive instruments for representing new concepts and discursive resources for expressing identity, technological advancement, and sociocultural change. The study contributes to cognitive linguistics, discourse analysis, and comparative neology by providing insights into the dynamic interaction between language, cognition, and communication in English and Uzbek.

Conclusion. The present study examined the communicative and pragmatic adaptation of English technical neologisms in Uzbek digital discourse. The findings demonstrate that the rapid development of digital technologies and online communication has significantly increased the presence of English-derived technical vocabulary in contemporary Uzbek language use. Digital platforms have become the primary environment for the dissemination and normalization of these lexical innovations. The analysis revealed that English technical neologisms undergo phonetic, morphological, semantic, and pragmatic adaptation within Uzbek digital communication. Borrowed lexical items are frequently integrated into Uzbek grammatical structures, resulting in hybrid forms that combine global terminology with local linguistic features. Such adaptation illustrates the flexibility of the Uzbek language in responding to new communicative demands. From a communicative perspective, technical neologisms contribute to clarity, brevity, and efficiency in online interaction. From a

pragmatic perspective, they function as markers of technological competence, digital identity, and participation in contemporary online communities. Their widespread use reflects the influence of globalization and technological development on modern language practices. In conclusion, English technical neologisms have become an integral part of Uzbek digital discourse. Their adaptation demonstrates the dynamic relationship between language innovation, communication needs, and technological progress. Further research may focus on the long-term impact of digital neologisms on language development and terminology standardization in Uzbek.

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