

NEOLOGISMS IN THE MODERN WORLD: LANGUAGE THAT CHANGES REALITY

Sultanova Zulfiya Rashidovna

Master of Asia International University

Annotation: Neologisms, or newly coined words and expressions, are a reflection of the evolving social, technological, and cultural landscape. This study explores the impact of neologisms on language and reality, emphasizing their role in shaping public discourse, identity, and societal norms. Through an analysis of linguistic theories and contemporary examples, this research highlights how neologisms influence human perception, communication, and cultural adaptation in an era of rapid change. In addition, the article discusses the difficulties associated with the understanding and standardization of neologisms, emphasizing their importance in linguistic research.

Key words: neologisms, modern English language, media, Internet communication, word development, language evolution, digital discourse.

Introduction

Language is a dynamic and evolving system that adapts to societal transformations. Neologisms emerge as a linguistic response to advancements in science, technology, politics, and cultural shifts. This study aims to investigate the creation, dissemination, and impact of neologisms in the modern world. By understanding how new words shape perceptions and interactions, we can gain insight into the power of language to influence reality.

Mass media and Internet communication play a key role in the dissemination of new lexical units, accelerating their integration into the language. This article examines the main characteristics of neologisms, with an emphasis on their creation, use and influence on modern language. The study analyzes examples from news platforms, social networks and digital communications to identify the linguistic mechanisms involved in the formation of neologisms and their rapid dissemination. The results show that neologisms reflect cultural and technological transformations, acting as markers of social change and innovation. In addition, the article discusses the difficulties associated with understanding and standardizing neologisms, emphasizing their significance in linguistic studies.

Definition of neologisms

Neologisms arise from diverse sources such as technological innovations (e.g., "cryptocurrency"), social movements (e.g., "woke"), and global events (e.g., "pandemic fatigue"). Borrowing, blending, and affixation are common mechanisms through which new words are formed.

According to Shmelev, neologisms are new words or expressions that appear in a language to denote new phenomena, objects, concepts, or to update linguistic means of expression. A neologism retains its status as long as its novelty is felt by native speakers.

Shmelev identified several types of neologisms:

- Lexical neologisms: completely new words created to denote new phenomena (influencer - a person whose opinion is important for a large number of people,

“opinion leader”; selfie - a type of self-portrait that consists of capturing oneself with a camera).

- Semantic neologisms: existing words that have acquired a new meaning (mouse – in the meaning of a computer mouse).
- Phraseological neologisms: new stable expressions created in the language (green energy).
- Stylistic neologisms: words created for artistic expressiveness that may not be included in the active vocabulary.

Shmelev emphasized that the status of a neologism is temporary – over time, a word can become a common element of language. Neologisms arise to reflect changes in society and serve as indicators of cultural and scientific processes. A word ceases to be a neologism if it is actively used and perceived as habitual.

Shmelev pointed out that neologisms can appear for the following reasons:

- The emergence of new phenomena and concepts (for example, fashion blogger).
- The need to clarify meanings or express new shades of meaning.
- Language fashion and the desire to update vocabulary.

Shmelev considered neologisms as an important tool used in fiction, journalism and colloquial speech to attract attention, enhance expressiveness and create a stylistic effect.

Shmelev noted that neologisms actively arise in science, technology, politics, culture, as well as in colloquial and literary speech.

Examples of neologisms according to Shmelev’s classification:

- Lexical neologisms: gadget, iPhone, blogger.
- Semantic neologisms: cloud (meaning cloud technologies), platform (meaning digital platform).
- Phraseological neologisms: Artificial Intelligence - artificial intelligence, green economy - green economy.
- Stylistic neologisms: words created by writers or journalists for emotional effect (staycation - rest at home or nearby instead of traveling, chillax - a combination of chill and relax, meaning complete relaxation).

Shmelev emphasized that the study of neologisms allows one to better understand the development of language and its connection with culture and society.

D. N. Shmelev considered the issues of neologisms and vocabulary renewal in his book “Problems of Semantic Analysis of Lexicon” (1973). In this work, he pays attention to dynamic processes in vocabulary, including the emergence of new words and changes in the meanings of existing ones.

Sources of neologisms

David Crystal, one of the leading contemporary linguists, has extensively studied the impact of the Internet and media on language, including the emergence and spread of neologisms. His works, such as *Language and the Internet* and *Internet Linguistics*, examine in detail how digital communication facilitates language change and the creation of new words.

Crystal argues that the internet and social media play a crucial role in the rapid spread of neologisms. Memes, hashtags, and viral content contribute to the adoption of new terms, which often gain mainstream recognition through digital platforms, for example, selfie, hashtag, unfriend, vlog.

The main sources of neologisms are technology and the Internet: terms related to the IT sphere (for example, blockchain, metaverse, cryptocurrency); social networks: the emergence of abbreviations (lol, brb, fomo), new verbs (for example, to google, to tweet); politics and ecology: terms like Brexit, climate strike, net zero; pop culture: the formation of new expressions through music, cinema, memes (stan, binge-watch, selfie).

According to Crystal, social media (Twitter, TikTok, Instagram) plays a key role in the popularization of neologisms. They allow words to quickly go viral, creating global language trends. Memes and hashtags form the basis for new words and expressions that are adapted to local cultures.

The media and the internet are quick to respond to social, political, and cultural changes by creating terms for new phenomena. For example, words like doomscrolling (reading negative news), covidiot (a person ignoring safety precautions), or cancel culture appear almost immediately after the corresponding situations arise.

The Internet is erasing barriers between different groups of people, which leads to the “democratization” of language. Crystal emphasizes that neologisms are no longer created only by professionals or elites; now any Internet user can enter a new word that will quickly become popular. Abbreviations (LOL, BRB, OMG) and hybrids of words (hangry – hungry and angry, glamping – luxurious camping) often appear on the Internet. This reflects the desire of users to save time and be creative.

Crystal points out that the internet accelerates the adoption of words from other languages. For example, the Japanese emoji has become a global neologism thanks to the popularity of emoticons. In his book “Internet Linguistics,” he writes that digital communication has led to the emergence of entirely new lexical categories, such as emoji and stickers, which can be considered visual neologisms.

In his book, Language and the Internet, he points out that language on the internet adapts quickly, creating temporary neologisms that can disappear as quickly as they appeared (for example, words popular in TikTok trends).

Crystal's research shows how the internet and media have become not only sources but also drivers of neologisms. His work helps us better understand how language adapts in the age of digital globalization.

Features of the functioning of neologisms in the media

The media plays an important role in the creation, dissemination and consolidation of neologisms in the language. In the context of rapid information exchange and the growing influence of digital platforms, the media are becoming a powerful tool for the formation of new lexical units.

The media act as a platform for the active creation of new words that reflect current events, for example, political or economic terms such as Brexit, staycation; technological innovations:

smartphone, metaverse, cryptocurrency; cultural or social trends: woke (socially aware), cancel culture.

Neologisms that originate in the media spread quickly due to their global reach. News, blogs, and social media amplify the reach of new words. For example, the words hashtag and viral gained popularity via the Internet. Videos, audio, articles, and memes help introduce new words into mass usage.

The media adapt neologisms depending on the context - in news, advertising, analytical articles and entertainment content. For example, the political term fake news was popularized by the media, but is actively used in different genres - from news to memes.

Neologisms in the media are often created to attract the attention of the audience. They should be short: clickbait (clickbait headlines), vax (vaccine), bright and memorable: infodemic (information pandemic).

Many neologisms from the media can be misinterpreted (for example, woke is used as a positive or ironic word in different contexts). Some neologisms quickly fall out of use, for example, words that were popular during certain periods (YOLO, planking). Neologisms from the media eventually move into dictionaries and everyday speech. For example, selfie and blog began their journey in the media space and are now common words.

The media not only create neologisms, but also act as their main conduit into the mass consciousness. Thanks to their efficiency and global reach, media platforms accelerate the process of adaptation and popularization of new words, thereby reflecting the dynamics of social and cultural changes.

The role of Internet communication

Internet communication is one of the most important factors influencing the emergence, development and spread of neologisms in modern language. Due to the wide access to information and the interactive nature of the Internet, new words and expressions quickly spread throughout the world, changing traditional mechanisms of vocabulary formation.

Neologisms are frequently employed in advertising and branding to create memorable slogans or product names. Media literacy helps individuals deconstruct the persuasive techniques used in advertising campaigns and understand how neologisms are strategically deployed to capture consumer attention and convey brand messages. For example, brands like Google ("Googling"), Xerox ("Xeroxing"), and Airbnb ("Airbnb-ing") have popularized neologisms derived from their products or services, illustrating the power of language in shaping brand identity and consumer behavior.

The internet enables instant communication, which accelerates the popularization of new words. Trending words go viral through memes, hashtags, and videos, such as Yeet (an expression of emotional uplift). The internet breaks down geographical barriers, allowing neologisms to spread quickly across cultures, such as emoji (a Japanese word), hygge (a Danish concept of coziness).

Internet communication creates new terms related to the digital environment:

- Technological neologisms: streaming, cloud computing, metaverse.
- Network processes: unfriend (remove from friends), retweet (repost on Twitter).

Index: [google scholar](#), [research gate](#), [research bib](#), [zenodo](#), [open aire](#).

https://scholar.google.com/scholar?hl=ru&as_sdt=0%2C5&q=wosjournals.com&btnG

<https://www.researchgate.net/search/publication?q=worldly%20knowledge>

<https://journalseeker.researchbib.com/view/issn/3060-4923>

- Spread of acronyms and abbreviations: LOL (laugh out loud), BRB (be right back).

Any Internet user can create a new word or phrase that will become popular. Unlike traditional written communication, the Internet allows flexible experimentation with language, including simplifications and hybrids.

Internet communication reflects current social and cultural processes, which contributes to the creation of new words, such as cancel culture, woke, influencer. The emergence of Internet movements (e.g. MeToo, CrowdFunding, CrowdSourcing) also contributes to the emergence of related terms.

Online communication encourages the use of visual elements as an alternative to traditional words. Although emojis and memes are not words, they can function as neologisms, conveying complex emotions and ideas. Words are often combined with visual elements, creating new forms of expression (e.g. stickers or GIFs).

Many neologisms in online communication are short-lived. Words associated with memes often fall out of use. Neologisms created on the Internet may be incomprehensible to people from other age or social groups. The Internet facilitates borrowing, but local variations in language may make understanding difficult.

Internet communication has a significant impact on the functioning of neologisms, creating unique conditions for their emergence and dissemination. Thanks to its global reach, interactivity and democratization of language, the Internet is becoming a powerful tool for language changes that reflect the dynamics of modern culture and technology.

Problems and challenges

Neologisms that appear in modern English reflect cultural, technological and social changes, but their appearance is also accompanied by a number of problems and challenges related to their functioning, perception and fixation in the language. In the Internet era, new words appear and disappear at an incredible speed. Many neologisms do not have time to get into dictionaries or be fixed in the language. Words popular on social networks (for example, slang expressions) can quickly go out of use.

The decision to include neologisms in dictionaries is controversial. For example, should temporary words (YOLO, on fleek) be recorded if their relevance is rapidly declining?

Native speakers and learners of English as a foreign language often have difficulty understanding new words such as ghosting (ignoring in communication), doomscrolling (reading negative news).

Some neologisms have multiple meanings, making them difficult to use without context. For example, shade (literally "shadow", but also "criticism" in slang). Some neologisms, especially slang ones, contradict traditional grammar and syntax rules. Contractions such as gonna or wanna are becoming commonplace even in formal speech. The spread of neologisms via the Internet reduces the distinction between formal and informal speech. This can lead to a simplification of the language and a loss of its richness.

English borrows words from other languages (emoji from Japanese, hygge from Danish), which can make them difficult for monolingual speakers to understand. Regional neologisms appear in

different countries, which are not always understood globally. For example, the British bants (jokes) or the Australian arvo (afternoon).

Conclusions

Neologisms serve as markers of linguistic and societal evolution, reflecting contemporary concerns and advancements. Their integration into daily language highlights the adaptability and responsiveness of communication systems. Understanding the mechanisms behind neologisms enables a deeper comprehension of language's role in shaping perceptions and influencing reality. Mass media and the Internet are becoming the main platforms for the creation and dissemination of neologisms, which makes them an important object of study in linguistics. Mass media and Internet communication contribute to their rapid implementation, but at the same time create challenges related to the sustainability, understanding and adaptation of new words.

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