

GENERAL CHARACTERISTICS OF THE PRAGMATIC AND LINGUO-SEMANTIC FEATURES OF NEOLOGISMS**OMILA ODILOVNA YULDASHEVA**

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ABSTRACT: This article explores the pragmatic and linguo-semantic characteristics of neologisms in contemporary English discourse. The rapid development of technology, globalization, social media, and intercultural communication has significantly accelerated the emergence and dissemination of new lexical units. Neologisms not only enrich the vocabulary of a language but also reflect social values, communicative intentions, and cultural transformations. The study examines the semantic structure, contextual meanings, stylistic functions, and pragmatic impact of neologisms in media and internet discourse. The findings reveal that neologisms serve as dynamic linguistic tools that demonstrate the interaction between language, society, and communication.

Keywords: neologism, pragmatics, linguo-semantics, discourse, lexical innovation, media language, internet communication.

Introduction

Language is a dynamic and evolving system that continuously adapts to social, cultural, technological, and political changes. One of the most significant indicators of linguistic development is the emergence of neologisms. According to Algeo, neologisms are newly created lexical units or existing words that acquire new meanings in response to changing communicative needs [1].

The growth of digital technologies and social networking platforms has intensified the process of lexical innovation. Crystal argues that internet communication has become one of the primary environments for linguistic creativity, facilitating the rapid spread of new words and expressions across different speech communities [8]. Consequently, contemporary English contains numerous neologisms such as *selfie*, *ghosting*, *doomscrolling*, and *cancel culture*, which reflect modern social and technological realities.

The study of neologisms from both linguo-semantic and pragmatic perspectives is particularly relevant because these lexical innovations not only denote new concepts but also convey social attitudes, evaluations, and communicative intentions. Therefore, this article aims to investigate the general characteristics of the pragmatic and linguo-semantic features of neologisms in contemporary English discourse.

Theoretical background of neologisms

Neologisms represent an essential aspect of lexical development and language evolution. Algeo notes that lexical innovation reflects the adaptability of language to new experiences and changing realities [1]. Similarly, emphasizes that successful neologisms emerge when speakers perceive a communicative need for naming new phenomena or expressing novel ideas [15].

Neologisms may be formed through various word-formation processes, including compounding, blending, abbreviation, borrowing, affixation, and semantic extension. For example, the word *brunch* is formed through blending (*breakfast* + *lunch*), while *vlog* combines the elements *video* and *blog*.

Researchers generally distinguish several types of neologisms:

1. Lexical neologisms (entirely new words);
2. Semantic neologisms (new meanings assigned to existing words);
3. Technological neologisms;
4. Socio-cultural neologisms;

5. Stylistic neologisms.

The increasing role of digital communication has accelerated both the creation and dissemination of such lexical innovations [8].

Linguo-semantic features of neologisms and their semantic flexibility

One of the most important linguo-semantic characteristics of neologisms is semantic flexibility. During the initial stages of their development, neologisms often possess unstable meanings that gradually become standardized through repeated use in discourse. According to Yule, lexical meaning is shaped by contextual usage and social acceptance [19].

For example, the term *ghosting* originally referred to supernatural phenomena but has acquired a new meaning associated with abruptly ending interpersonal communication in digital environments.

Polysemy and context dependence

Many neologisms develop multiple meanings depending on the communicative context. This phenomenon illustrates the dynamic nature of semantic change. For instance, the word *viral* traditionally referred to biological viruses but now frequently describes content that spreads rapidly through social media networks [8].

Emotional and evaluative semantics

Neologisms frequently carry emotional and evaluative connotations. Expressions such as *doomscrolling*, *brain rot*, and *clickbait* convey negative assessments of specific behaviors or media practices. Such lexical items function not only as descriptive terms but also as instruments of social evaluation [13].

Semantic compression

Modern communication often favors concise and efficient language. Consequently, many neologisms compress complex meanings into single lexical units. For example, *staycation* combines the concepts of staying at home and taking a vacation. This semantic economy increases communicative efficiency, particularly in digital discourse [15].

Cultural and intertextual meaning

Many contemporary neologisms emerge from internet culture, popular media, and online communities. Their interpretation frequently requires shared cultural knowledge and contextual awareness. As a result, neologisms contribute to the formation of collective identities and discourse communities [8].

Pragmatic features of neologisms

Pragmatics examines how language is used in communication and how meaning depends on context, speaker intention, and social interaction [16]. From this perspective, neologisms possess considerable pragmatic potential.

Expressive function

Neologisms often serve expressive purposes by conveying emotions, humor, irony, or personal attitudes. Internet-based expressions such as *cringe*, *simp*, and *delulu* enable speakers to communicate subjective evaluations effectively. According to Leech, expressive language plays a crucial role in interpersonal communication and attitude formation [13].

Social identification

The use of neologisms frequently signals membership within particular social groups, generations, or online communities. Schiffrin argues that linguistic choices often function as markers of social identity. Consequently, the adoption of specific neologisms may strengthen group solidarity and distinguish speakers from other social groups [18].

Persuasive and manipulative function

Neologisms are widely employed in media and political discourse to influence public opinion. Terms such as *fake news*, *greenwashing*, and *infodemic* illustrate how lexical innovations can frame social issues and shape audience perceptions. Such words often carry ideological implications and persuasive force [6].

Communicative economy

Digital communication encourages brevity and efficiency. Neologisms provide concise alternatives to lengthy descriptions and facilitate rapid information exchange. This pragmatic economy contributes to their popularity in social media discourse [8].

Pragmatic adaptability

Many neologisms initially emerge in informal contexts before gradually entering mainstream media, academic discourse, and professional communication. Their ability to function across various communicative settings demonstrates their pragmatic adaptability [15].

Neologisms in media and internet discourse

The internet and social media have become the primary sources of lexical innovation in contemporary English. According to Crystal, online communication encourages linguistic experimentation and creativity due to its interactive and rapidly evolving nature [8].

Popular examples include:

- *Doomscrolling*
- *Catfishing*
- *Stan*
- *Clickbait*
- *Digital detox*
- *Unfriend*

These expressions spread rapidly through social networks, hashtags, memes, and digital communities. Their widespread adoption demonstrates the close relationship between technological innovation and language change. Furthermore, mass media contributes to the institutionalization of neologisms by incorporating them into journalistic and public discourse [6].

Conclusion

Neologisms represent a significant component of contemporary language development. Their emergence reflects the interaction between language, society, culture, and technology. From a linguo-semantic perspective, neologisms are characterized by semantic flexibility, contextual variability, evaluative meaning, and semantic compression. From a pragmatic perspective, they perform expressive, persuasive, identificational, and communicative functions.

The expansion of digital communication has accelerated the creation and dissemination of neologisms in modern English discourse. Consequently, the study of their pragmatic and linguo-semantic features remains an important area of linguistic research. Future studies may investigate the influence of artificial intelligence, social media platforms, and intercultural communication on the development of new lexical innovations.

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