

THE ROLE OF SOCIOLINGUISTIC RESEARCH IN THE ANTHROPOCENTRIC PARADIGM

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Abstract

In the anthropocentric paradigm, language is understood as a human-centered phenomenon that reflects and shapes social reality, cultural values, and individual cognition. This article examines the sociolinguistic aspects of lexical innovation, focusing on the formation, functions, and integration of neologisms in response to societal, technological, and cultural changes. Through examples from Uzbek and English, it analyzes mechanisms such as semantic expansion, internal word-formation, and borrowing. The study combines synchronic and diachronic approaches to demonstrate how neologisms serve as indicators of human adaptation and social development. The findings highlight the strategic importance of sociolinguistic research for understanding language as a dynamic system that balances innovation with communicative efficiency in the era of globalization and digitalization.

Keywords: anthropocentric paradigm, sociolinguistics, neologisms, lexical innovation, semantic expansion, language and society, globalization, digital communication, synchronic-diachronic analysis.

Introduction. Language is far more than a tool for interpersonal communication; it serves as a living repository of national culture, spiritual qualities, and societal values. In the anthropocentric paradigm, which places the human being at the center of linguistic inquiry, lexical changes are of particular importance because they directly mirror human social life, cognitive processes, and cultural evolution. The lexicon, being the most dynamic layer of language, rapidly responds to new realities emerging in social, technological, economic, and cultural spheres.

Sociolinguistic research within this framework explores how individuals and communities create and adopt new lexical units (neologisms) to meet evolving communicative needs. This process reflects the active role of language users in shaping vocabulary while maintaining linguistic efficiency and cultural identity. This article investigates the mechanisms of neologism formation, their sociolinguistic functions, and their significance in contemporary Uzbek and English, emphasizing the interplay between individual creativity and collective norms.

Methods. The research employs descriptive, comparative, synchronic, and diachronic methods within a sociolinguistic and anthropocentric perspective. Data were drawn from explanatory dictionaries, scholarly literature on lexicology, digital corpora, and real-world examples from media and social networks. Theoretical foundations are based on the works of scholars such as S. Romaine, Sh. Rahmatullayev, H. Jackson, and Z.A. Etienne. Sociolinguistic factors, including media influence, globalization, and digital platforms, are analyzed to contextualize lexical innovations.

New concepts are named through three primary strategies:

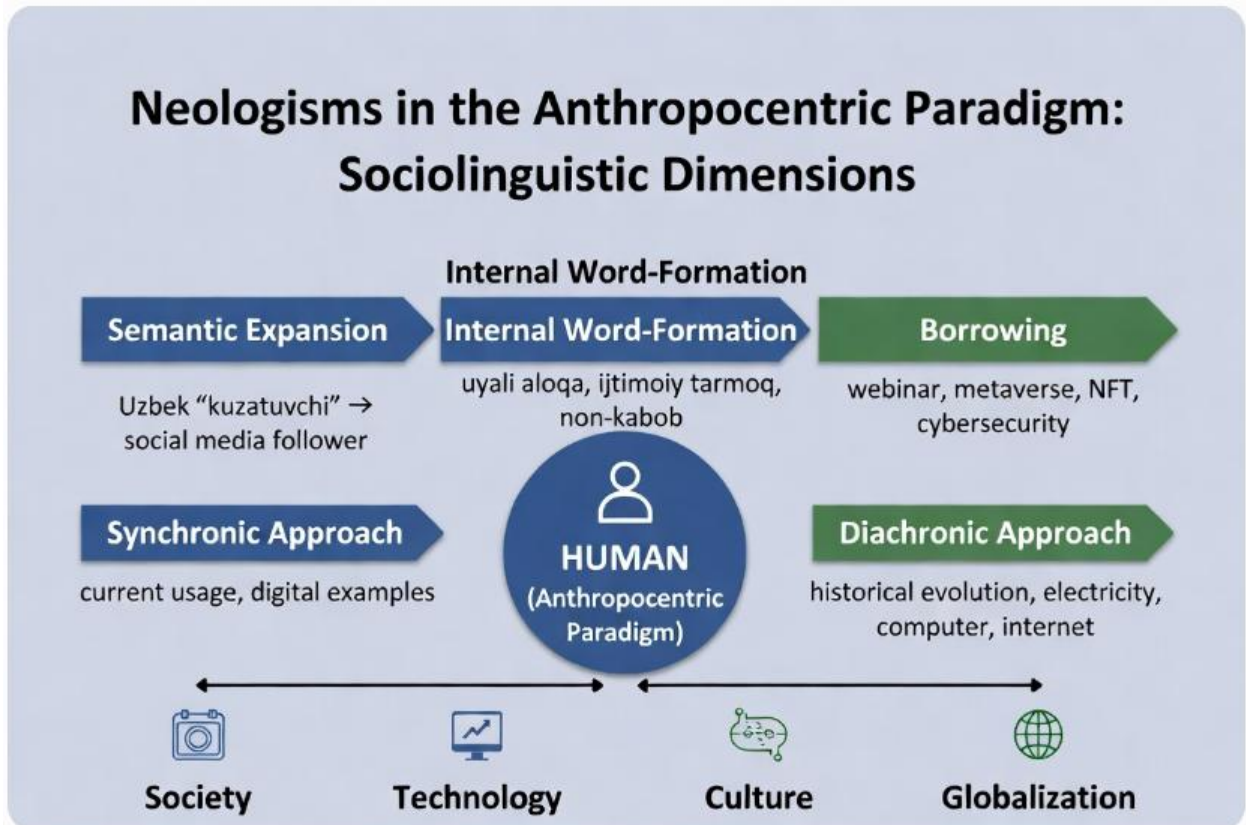
1. Semantic expansion of existing words. For example, the Uzbek word *kuzatuvchi* (observer) has expanded to include the meaning of “social media follower,” reflecting digital communication realities.

2. Internal word-formation using native resources. Examples include *uyali aloqa* (mobile communication), *ijtimoiy tarmoq* (social network), and *non-kabob*.

3. Direct borrowing from other languages, especially English: *webinar*, *blogger*, *android*, *metaverse*, *NFT*, *cybersecurity*.

Neologisms enhance lexical economy (*lakonizm*), allowing concise and expressive communication. They emerge primarily in individual speech and become part of the general lexicon only when accepted by the community and functionally necessary.

Traditional media (television and radio) promoted regulated neologisms, while social networks and the internet have accelerated both positive innovations and occasional unregulated forms (e.g., Uzbek *kuyovsalom* or English *snowflake* in pejorative usage). English, with over 390 million native speakers and approximately 1.53 billion second-language users, leads global neologism production, especially in technology and digital culture.



Synchronic and Diachronic Analysis.

- **Synchronic approach** focuses on current usage. Modern examples include *metaverse* (virtual shared space), *NFT* (non-fungible token), *phishing*, *ransomware*, and *cryptojacking*, which reflect rapid technological and social transformations.

- **Diachronic approach** traces historical development. Words like *electricity* (originally “amber”), *computer* (originally a human calculator), and *internet* have undergone significant semantic shifts over time.

Discussion. Sociolinguistic research in the anthropocentric paradigm reveals language as a human-driven system that continuously adapts to new realities. Neologisms are not random additions but meaningful responses to societal needs, embodying human creativity, cognitive flexibility, and cultural adaptation. Their study highlights the tension between preserving linguistic identity and embracing global influences.

In Uzbek, the balance between native word-formation and borrowing is essential for maintaining linguistic sovereignty. Challenges such as unregulated online innovations underscore the need for normative guidance and linguistic monitoring. In the digital age, accurate understanding of neologisms is crucial for language teaching, translation, machine learning, and artificial intelligence systems.

Ultimately, sociolinguistic inquiry into lexical innovation deepens our understanding of language as a dynamic mirror and instrument of human experience. It reinforces the anthropocentric view that language evolves through human agency and serves as a key

mechanism for expressing and shaping social reality. Future research should integrate corpus linguistics, cognitive approaches, and digital humanities to further explore these processes.

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