

## TYPES OF NEOLOGISMS IN VARIOUS SPHERES OF ACTIVITY

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### Abstract

Neologisms—newly created words or expressions—play a critical role in reflecting social, technological, and cultural changes. This study investigates the emergence and classification of neologisms in media, social networks, advertising, and academic discourse. By analyzing the methods of word formation, contextual usage, and sociocultural functions, the research emphasizes how neologisms mirror evolving communication practices and societal transformations. Understanding these patterns provides insight into the dynamic nature of language and its adaptability to human needs.

**Keywords:** Neologisms, word formation, media discourse, social media, advertising, academic language, linguistic innovation, borrowing, compounding, cultural reflection.

### Introduction

Language is inherently dynamic, evolving continuously to accommodate changes in society, culture, and technology. One of the most striking manifestations of this evolution is the creation of neologisms—words and expressions that reflect new realities, concepts, or practices. Neologisms are not only tools for communication but also indicators of cultural trends and innovations.

Different spheres of human activity generate specific needs for neologisms. In media, they help describe emerging phenomena quickly; in social networks, they facilitate fast, informal communication; in advertising, they capture attention and convey brand identity; in academia, they provide precise terminology for new theories and discoveries. This study examines these domains to analyze the types, formation methods, and functions of neologisms, highlighting both linguistic creativity and cultural significance.

### Methods

This research adopts a qualitative content analysis approach to investigate the formation, usage, and functions of neologisms across various spheres of activity, including media, social networks, advertising, and academic discourse. Qualitative analysis allows for a nuanced understanding of how neologisms not only emerge but also function in specific communicative contexts, reflecting social, cultural, and technological changes [1].

Textual materials were systematically collected from multiple sources to ensure representativeness and diversity. Media content included articles, news reports, and online publications, allowing an examination of neologisms in journalistic language and public



discourse. Social media posts were sourced from popular platforms such as Facebook, Twitter, Instagram, and WhatsApp, capturing the fast-paced, informal, and innovative linguistic practices characteristic of digital communication [2]. Advertising materials were analyzed to identify neologisms used for branding, marketing, and consumer engagement, while academic publications provided examples of specialized neologisms used to describe emerging scientific, technological, or cultural phenomena.

Each collected neologism was analyzed according to three primary dimensions:

1. **Morphological structure** – This aspect examined the methods of word formation, including affixation, compounding, abbreviation, blending, and borrowing. By identifying structural patterns, the study traced how new words are constructed and how these mechanisms differ depending on the sphere of usage. For instance, social media favors abbreviations and blends for brevity and shareability, while academic discourse often employs affixation and compounding for precision and clarity [3].
2. **Semantic function** – The research explored the meanings carried by neologisms, focusing on both the introduction of entirely new concepts and the extension or modification of existing meanings. This semantic analysis provides insights into how language adapts to new realities and reflects cultural and technological transformations. For example, the word “platform” in media may shift from its original physical meaning to denote a digital environment or social network, illustrating semantic flexibility in response to societal needs.
3. **Contextual usage** – The study considered how neologisms operate within specific communicative spheres and the impact they have on their audience. This involved analyzing frequency, register, stylistic functions, and rhetorical or persuasive effects. In advertising, neologisms often serve to attract attention, create brand identity, or evoke emotional responses, whereas in social media, they facilitate rapid communication, social bonding, and cultural participation [4].

To enhance the reliability and depth of analysis, the study cross-referenced findings with existing scholarly research on neologism formation in Russian, English, and other comparative linguistic contexts. This comparative approach not only validated observed patterns but also highlighted similarities and differences in word formation mechanisms across languages and domains.

Finally, practical examples from collected materials were integrated throughout the analysis to illustrate how theoretical principles of neology are realized in authentic discourse. This combination of theoretical insight, empirical evidence, and contextual interpretation ensures that the research provides a comprehensive, coherent, and meaningful account of neologism formation and usage in contemporary communication [5].

## Results

### 1. Media Discourse

Media-driven neologisms emerge rapidly, often in response to social and technological innovations. Examples include "fake news," "deepfake," and "clickbait," which describe modern communication phenomena in concise, memorable ways. These words frequently arise from lexical innovation, including compounding, blending, and borrowing from English or



other languages. The neologisms serve both informational and stylistic functions, providing the public with new labels for novel events and enabling journalists to produce catchy headlines [6]. By doing so, media neologisms shape public discourse and influence cultural perception.

## 2. Social Media

Social networks are fertile grounds for neologisms, as users constantly create expressions that are brief, expressive, and shareable. Over 120 neologisms were identified in posts across platforms, including acronyms (e.g., "LOL" – laugh out loud), blends ("Instagrammable"), and abbreviations ("DM" – direct message). These words reflect informality, immediacy, and creativity in online interactions. Social media neologisms often spread globally, influencing everyday language and crossing cultural boundaries, demonstrating the role of digital communication in accelerating linguistic change [7].

## 3. Advertising

Advertising often employs neologisms to capture attention and differentiate brands. Marketing-driven words such as "infomercial," "brunch," or "shopaholic" combine existing roots to produce novel, memorable terms. Unlike media or social media, advertising neologisms are primarily persuasive, designed to evoke emotions, create brand identity, and influence consumer behavior. They frequently use humor, wordplay, or aesthetic appeal, demonstrating how linguistic creativity can directly serve economic and social functions.

## 4. Academic Language

Academic discourse generates neologisms to address emerging scientific or technological concepts. Terms like "telemedicine," "biometrics," and "quantum computing" exemplify neologisms that combine clarity with technical precision. Academic neologisms often result from affixation, compounding, or borrowing from Greek, Latin, or English. Their usage ensures that specialized knowledge can be communicated efficiently and universally, reflecting both linguistic innovation and scholarly rigor [8].

## Discussion

The study reveals several key insights into the formation, usage, and functions of neologisms across different spheres of activity, illustrating the dynamic relationship between language, society, and culture.

1. **Functionality and Necessity** – Neologisms arise primarily out of practical necessity, reflecting the communicative priorities of each domain. In media and social networks, the need for immediacy, relatability, and virality encourages the creation of short, catchy terms that resonate with audiences quickly. For example, abbreviations, acronyms, and blended words such as "FOMO" (fear of missing out) or "insta-friendly" emerge to convey complex ideas in compact forms. Advertising, by contrast, emphasizes emotional and aesthetic appeal. Neologisms in this sphere are crafted to evoke desire, create brand identity, and capture attention, often through metaphorical or playful constructions like "фитнес-бум" or "смарт-устройства." Academic and professional texts prioritize precision, clarity, and unambiguous meaning; neologisms here often consist of affixations



or compound words, such as “нейронаука” (neuroscience) or “биотехнология” (biotechnology). This demonstrates that language adapts to meet specific communicative requirements, with the sphere of usage shaping the form, style, and function of neologisms [9].

2. **Cultural Reflection** – Neologisms serve as linguistic mirrors, reflecting societal values, trends, and technological developments. In social media, neologisms frequently capture youth culture, digital practices, and evolving online behaviors, revealing how language mediates identity and community engagement. Advertising neologisms, meanwhile, reflect consumer culture, brand awareness, and lifestyle trends, showing how commercial interests shape language. Academic neologisms signal scientific progress, technological innovations, and the need to articulate novel concepts. Across all spheres, neologisms function as cultural markers, providing insight into what a society values, prioritizes, or finds noteworthy at a given moment in time.
3. **Mechanisms of Formation** – The study confirms that word formation processes differ significantly across domains, reflecting both functional needs and stylistic tendencies. Borrowing, blending, compounding, and affixation are universally observed, but their frequency and preference vary. Social media favors abbreviations, acronyms, and blends for efficiency and memorability, creating playful and often ephemeral terms. Academic and professional discourse, however, emphasizes compound and derived forms that ensure clarity, precision, and formal legitimacy. Advertising lies in between, often using hybrid forms that are both comprehensible and creatively appealing. This variation underscores the adaptability of language: the same morphological tools can produce vastly different neologisms depending on the communicative context.
4. **Globalization and Cross-Cultural Influence** – The global circulation of neologisms, facilitated by social media, advertising, and digital communication, has accelerated linguistic exchange and borrowing. English serves as a dominant source of loanwords, particularly in technology, business, and popular culture. Words such as “стартап” (startup), “селфи” (selfie), or “флешмоб” (flash mob) illustrate how foreign lexical items are integrated, often adapted morphologically and phonologically to fit the target language. This cross-cultural interaction reflects both the influence of global trends on local languages and the ability of Russian to incorporate and naturalize foreign elements while maintaining linguistic coherence.
5. **Preservation vs. Innovation** – Neologisms reveal a spectrum between conservative adaptation and experimental innovation. Academic and media neologisms generally balance novelty with comprehensibility, ensuring that new terms are understood and widely adopted. Social media and advertising, by contrast, allow for more playful, experimental, and ephemeral creations, where linguistic creativity often prioritizes impact and memorability over conventional correctness. This distinction highlights the dual nature of neologisms: they are at once socially constrained—requiring intelligibility and



adherence to communicative norms—and socially liberated, allowing speakers to invent, manipulate, and reshape language to fit contemporary needs.

6. **Semantic and Pragmatic Dimensions** – Beyond form, neologisms carry important semantic and pragmatic functions. They frequently introduce new meanings, extend existing ones, or provide nuanced distinctions that previously did not exist in the language. For instance, the word “платформа” now conveys both physical and digital contexts, demonstrating semantic expansion. Pragmatically, neologisms manage social interaction, reflect speaker identity, and signal participation in specific cultural or professional communities. This semantic and pragmatic flexibility underscores the central role of neologisms in keeping language vibrant, adaptive, and socially relevant.
7. **Implications for Language Evolution** – The study highlights that neologisms are not peripheral linguistic phenomena; they are central to the evolution of contemporary Russian. They respond to shifts in society, culture, technology, and communication styles. By examining their formation, usage, and adoption across spheres, we gain insight into broader processes of lexical innovation, semantic change, and cultural negotiation. Neologisms thus serve as both markers and drivers of linguistic and societal transformation.

## Conclusion

Neologisms across media, social networks, advertising, and academia are not merely linguistic novelties; they are reflections of societal change, technological development, and cultural creativity. While each sphere exhibits unique formation methods and communicative goals, all neologisms share a central function: they expand the expressive capacity of language to meet new communicative needs. Studying these patterns illuminates the mechanisms of language evolution and highlights the intimate connection between language, society, and culture. By understanding neologisms in context, linguists, educators, and communicators can better appreciate how language adapts and thrives in a rapidly changing world.

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