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THE ROLE OF MASS MEDIA IN THE FORMATION AND DISSEMINATION OF NEOLOGISMS

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Abstract: This article examines how the media form and disseminate new words (neologisms) in modern English. The study analyzes texts from television, online news, and social media to identify the structure and functions of new lexical units. The results show that the media, while reflecting language change, play an important role in the normalization and dissemination of neologisms, especially among the younger generation. The study highlights the dominance of English words, abbreviations, and Internet jargon in the media and demonstrates the importance of these texts in language education. The article examines in detail the mechanisms of neologism formation, their social and cultural impact, and the development of language under the influence of digital technologies. The results of the study confirm the active role of the media in language formation and provide suggestions for future research.

Keywords: neologisms, mass media, media discourse, loanwords, youth language, social networks, language evolution, digital technologies, pedagogical value, cultural impact.

РОЛЬ СРЕДСТВ МАССОВОЙ ИНФОРМАЦИИ В ФОРМИРОВАНИИ И РАСПРОСТРАНЕНИИ НЕОЛОГИЧЕСКИХ ИЗУЧЕНИЙ

Аннотация: В данной статье рассматривается, как средства массовой информации формируют и распространяют новые слова (неологизмы) в современном английском языке. Исследование анализирует тексты из телепередач, онлайн-новостей и социальных сетей для выявления структуры и функций новых лексических единиц. Результаты показывают, что СМИ, отражая языковые изменения, играют важную роль в нормализации и распространении неологизмов, особенно среди молодого поколения. Исследование подчеркивает доминирование английских слов, сокращений и интернет-жаргона в СМИ и демонстрирует важность этих текстов в языковом образовании. В статье подробно рассматриваются механизмы формирования неологизмов, их социально-культурное влияние и развитие языка под влиянием цифровых технологий. Результаты исследования подтверждают активную роль СМИ в формировании языка и предлагают направления для будущих исследований.

Ключевые слова: неологизмы, средства массовой информации, медиадискурс, заимствованные слова, язык молодежи, социальные сети, эволюция языка, цифровые технологии, педагогическая ценность, культурное влияние.

NEOLOGIZMLARNING SHAKLLANISHI VA TARQATISHIDA OMMASIV AXBOROT VOSITALARINING ROLI

Annotatsiya: Ushbu maqolada ommaviy axborot vositalarining zamonaviy ingliz tilida yangi so'zlarni (neologizmlarni) qanday shakllantirishi va tarqatishi o'rganiladi. Tadqiqotda yangi leksik birliklarning tuzilishi va funktsiyalarini aniqlash uchun televizion ko'rsatuvlar, onlayn yangiliklar va ijtimoiy tarmoqlardagi matnlar tahlil qilinadi. Natijalar shuni ko'rsatadiki, ommaviy axborot vositalari lingvistik o'zgarishlarni aks ettirish orqali neologizmlarning normallasishi va tarqalishida, ayniqsa yosh avlod orasida muhim rol o'ynaydi. Tadqiqotda inglizcha so'zlar, qisqartmalar va internet jargonlarining ommaviy axborot vositalarida ustunligi ta'kidlangan va ushbu matnlarning til ta'limidagi ahamiyati ko'rsatilgan. Maqolada neologizmlarning shakllanish mexanizmlari, ularning ijtimoiy-madaniy ta'siri va raqamli texnologiyalar ta'sirida til rivojlanishi batafsil ko'rib chiqilgan. Tadqiqot natijalari ommaviy axborot vositalarining tilni shakllantirishdagi faol rolini tasdiqlaydi va kelajakdagi tadqiqotlar uchun yo'llarni taklif qiladi.

Kalit so'zlar: neologizmlar, ommaviy axborot vositalari, ommaviy axborot vositalarida munozara, qarz so'zlar, yoshlar tili, ijtimoiy tarmoqlar, til evolyutsiyasi, raqamli texnologiyalar, pedagogik qiymat, madaniy ta'sir.

Introduction

Language is a constantly changing system that adapts to social, cultural and technological changes. The emergence of neologisms is one of the important signs of this process. Today, the media plays a key role in the creation, dissemination and acceptance by society of new lexical units. Media discourse, reflecting existing realities, simultaneously shapes language trends and introduces new expressions into everyday communication [1; 23].

As digital technologies and social networks develop rapidly, the influence of the media on language change is increasing. Media platforms serve a wide audience and create effective channels for the dissemination of new words and expressions. Therefore, the study of neologisms in media discourse is important for understanding current language processes and their impact on society, especially the younger generation [2;41].

This article provides an in-depth analysis of the role of the media in the formation and dissemination of neologisms. The aim of the research is to determine the impact of neologisms on language and society by studying the origin, structure and functions of neologisms in media texts. The tasks include classifying the types of neologisms, studying the mechanisms of their spread, assessing their importance among young people and demonstrating their pedagogical value.

The relevance of the topic is that although language is changing rapidly in the digital era, the media play an important role in this process. For example, neologisms such as "doomscrolling" (constant reading of bad news) are spreading rapidly on social networks and reflect the psychological state of society. The research is of scientific importance because it connects linguistics and media studies and can be used in language education.

Literature review

Previous studies have shown a strong link between neologisms and social change, technological progress, and globalization. Researchers have argued that the media serve as a

bridge between specialized terminology and common language, spreading new words beyond professional communities [2; 13].

The academic literature has argued that the dominance of English as a global language has led to the influx of many loanwords into the media [3; 58]. Other studies have focused on the stylistic and pragmatic functions of neologisms in media texts. These studies show that neologisms are widely used to attract audiences, create expressive effects, and express novelty [4;12].

However, a deeper analysis of the role of different media platforms in the formation and functional spread of neologisms is needed. For example, Crystal's "Language and the Internet" examines in detail the impact of the Internet on language and analyzes how neologisms appear in digital communication. Yule emphasizes the importance of neologisms in language learning, seeing them as a reflection of social change.

In additional sources, according to Ruzmuratova, she studies the role of neologisms in the media and social networks, considering them an important means of identification and social interaction. A study conducted by Pixel International Conferences shows that neologisms are widespread in social networks due to new products, cultural norms and global events. Examples: "goblin mode" (a state of surprise) and "silent renunciation" (minimum effort at work).

A review of the literature shows that neologisms not only enrich the language, but also form cultural identity. For example, in the journal EnPress Journals, it analyzes the semantic and structural features of neologisms from a psycholinguistic perspective, seeing them as a means of disseminating cultural values.

Methodology

The study is based on qualitative and descriptive analysis, relying on texts from television news, online news portals and social media platforms. The selected texts were studied in order to identify new words, classify their origin, structure and functions. A comparative analysis was carried out to identify differences in the use of neologisms in different types of media.

The research design includes the development of a basic plan for solving the problems, methods of obtaining the necessary information and determining the research ethics. The object of the study is media texts, and the strategy consists of observation, case study and content analysis. The main scientific hypotheses of the study are that the media actively disseminate neologisms and this affects the language of young people [7; 66].

During the data collection process, sources were found using keywords (neologisms, mass media) through scholar.google.com. Mathematical models (statistical distribution) and linguistic analysis were used as analysis methods.

Results

Analysis of media texts shows clear trends in the origin, structure and functionality of neologisms. The most common group is English words related to technology, digital communication and global culture. Titles and broadcast scripts need to be short and memorable, so abbreviations and complex forms are widely used. In social media texts, Internet slang and situational neologisms are widespread, mainly aimed at a young audience. [5;33],[6;91].

Table 1. Types of neologisms in mass media and their characteristics

Neologism type	Example	Media source	Main feature	Function
Loanwords	Streaming, blogger	Online news	English – based	Naming new concepts

Abbreviations	AI, SMM	Tv, headlines	Concise form	Information compression
Blending	Infotainment	Tv shows	Combined forms	Memorability
Internet slang	Hashtag, meme	Social media	Expressive	Audience engagement
Situational	Covid - pass	News portals	Temporary	Event – based reference

The table indicates that loanwords and internet-based neologisms dominate modern media discourse, reflecting globalization and digitalization processes.

Discussion

The results of the study show that the media not only reflect language change, but also play an active role in the formation of lexical innovations. Various media platforms perform specific communicative functions in the dissemination of neologisms. [1;78], [3;66]. Through these platforms, new words and expressions become widespread and play an important role in the process of their adoption and use in society.

Table 2. Functional distribution of neologisms across media platforms

Media type	Neologism form	Target audience	Communicative function	Linguistic effect
Television	Abbreviations	General public	Informative	Standardization
Online news	Loanwords	Youth & adults	Explanation	Lexical enrichment
Social media	Slang, hashtags	Youth	Expressive	Language flexibility
Blogs/vlogs	Blending forms	Active users	Persuasion	Stylistic change
Advertising	Brand neologisms	Consumers	Influence	Manipulation

Research shows that social media platforms play an important role in testing and popularizing new lexical items, especially among young users. These platforms create a space for the emergence of experimental language forms; these forms either disappear or enter standard use. [6;13], [9;91]. From a pedagogical perspective, this highlights the need to include media texts in language teaching, as it helps to develop students' understanding of lexical change and media literacy.

Conclusion

The study highlights the importance of the media in the creation, dissemination and adoption of new words in modern English. Media discourse is an important arena for language innovation, reflecting trends in society and influencing how we use language. The abundance of loanwords, abbreviations and internet slang demonstrates the impact of globalization and digital communication on language. Future research could focus on comparing neologisms in other languages or on studying their impact on education in more depth.

Suggestions: Integrate media texts into language education, develop a system for tracking neologisms, and aim to increase media literacy among young people.

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