

LOCALIZATION OF NEOLOGISMS IN THE UZBEK LANGUAGE - ADOPTION AND NATIONAL CHARACTERISTICS OF NEOLOGISMS IN THE TECHNOLOGICAL FIELD

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Abstract: This article analyzes the formation, mutual influence, and lexicographic interpretation of neologisms in English and Uzbek languages through synchronic and diachronic approaches. It examines the borrowing of English words into Uzbek (e.g., "selfi," "trend," "influencer") under the influence of globalization and socio-cultural changes, as well as their localization processes. The principles of incorporating neologisms into English dictionaries (e.g., OALD, Cambridge Dictionary) and Uzbek sources like the Explanatory Dictionary of the Uzbek Language are also explored. The article investigates the semantic and contextual evolution of modern concepts such as project-based learning, linguocultural studies, hybrid learning, cloud computing, AI, and cancel culture. It concludes with recommendations for enhancing the interpretation of neologisms through bilingual dictionaries and the development of online lexicographic resources. The study is of significant value for researchers in linguistics, lexicography, and intercultural communication.

Keywords: neologisms, lexicography, linguistic borrowing, localization, English-Uzbek interaction, globalization, synchronic analysis, diachronic analysis, linguocultural studies, project-based learning.

The adoption of technological neologisms in the Uzbek language is often carried out while retaining the original form from English, but this process is closely tied to adaptation to the local speech culture. For example, words like "selfie," "online," and "dastur" (program) have been adopted as international terms, yet their usage reflects morphological and semantic features specific to the Uzbek language's lexicon. The word "dastur," which previously referred to a plan or project, now denotes computer programs in technical contexts.

In the cultural and social context, the emergence of neologisms reflects the development of cultural and social life, leading to the formation of new words in the Uzbek language. For example, terms like "blogger," "trend," and "influencer" are tied to social media activities and play a significant role in expressing modern social relationships. These neologisms demonstrate the Uzbek language's alignment with global trends and enrich its lexical resources.

The mutual influence of neologisms in English and Uzbek languages - Processes of linguistic borrowing and localization show that the influx of neologisms from English into Uzbek is shaped by globalization and international communication. For instance, words like "like," "chat," and "trend" are directly

adopted into Uzbek usage. These words undergo phonetic and semantic adaptation, becoming localized through expressions like "trendda bo'lish" (being on trend) in Uzbek.

In the process of localizing borrowed words, the Uzbek language strives to preserve its national cultural characteristics. For example, the word "selfi" retains its global meaning but has taken on a style that reflects national identity within Uzbek social life. This process highlights the adaptability of local culture to global linguistic trends.

Lexicographic interpretation of neologisms in English and Uzbek languages - The inclusion of neologisms in English dictionaries shows that English lexicography has been enriched in recent years by incorporating new neologisms. Prominent dictionaries, such as the "Oxford Advanced Learner's Dictionary" (OALD) and the "Cambridge Dictionary", maintain their relevance by quickly adding neologisms. For instance, the latest edition of the OALD includes over 1,200 new words and terms, such as "doomscrolling" (endlessly browsing negative news on social media) and "hybrid working" (a hybrid work arrangement), which reflect pressing contemporary phenomena.

When incorporating neologisms into dictionaries, the following factors are crucial: ****Universality of meaning**** - the word must be widely recognized across broad social strata. For example, the word "emoji" was quickly added to dictionaries as a globally used neologism.

****Connotative meaning**** - A neologism should reflect significant social or cultural changes in its meaning. For instance, "cancel culture" was included to represent new trends in cultural interactions.

The inclusion of neologisms in Uzbek dictionaries - Uzbek dictionaries have also been enriched with new neologisms during the independence era. This process is particularly evident in works like the "Explanatory Dictionary of the Uzbek Language" (2013) and other modern publications. Since independence, over 5,000 new terms have been added to dictionaries, including technological and social words such as "onlayn" (online), "mobil" (mobile), and "elektron hukumat" (e-government).

The process of incorporating neologisms into Uzbek dictionaries involves the following factors:

Local characteristics - Neologisms borrowed from English are included in a localized form. For example, the word "selfi" has been adapted to Uzbek pronunciation and spelling for inclusion in dictionaries.

Consistent interpretation of terms - Theoretical approaches specific to the Uzbek language are applied when explaining new technological concepts. For instance, the term "blokcheyn" (blockchain) is defined with technical explanations.

Principles for improving the lexicographic interpretation of neologisms - Enhancing the representation of neologisms in lexicography can be achieved through the following principles:

Creating bilingual dictionaries - English-Uzbek and Uzbek-English dictionaries that include neologisms meet users' needs. For example, the word

"influencer" is explained in Uzbek as "ta'sir ko'rsatuvchi shaxs" (a person who influences).

Short-term publications and online dictionaries - Modern neologisms often require rapid integration. Therefore, online dictionaries and mobile applications play a crucial role in popularizing new words.

Contextual meaning explanations - Explaining the connotative and denotative meanings of neologisms within their context enhances the scholarly and practical value of dictionaries. For example, the word "streaming" is interpreted not only as a technological term but also as a component of contemporary culture.

Analysis based on a synchronic approach

- Metaphorical extension: Cloud computing (bulutli hisoblash) – a technological concept referring to data storage on servers.

- Abbreviations: AI (Artificial Intelligence), IoT (Internet of Things).

- Lexical interference: In Uzbek, terms like nusxa-ko'chirish (copy-paste) have been adapted instead of direct borrowing.

Project-based learning – Widely used today as one of the modern educational methods.

Linguocultural studies – A field connecting language and culture, developed in the 2020s.

Innovative pedagogy – A concept representing new teaching methods.

Academic mobility – A neologism denoting international educational exchange.

Hybrid learning – A model combining online and offline education.

Cloud computing – A system for data storage and processing based on cloud technologies.

Artificial Intelligence (AI) – A term describing machines performing tasks akin to human thinking.

Internet of Things (IoT) – The concept of various devices interconnected and functioning via the internet.

Freemium – A business model offering free services with paid premium features.

Cancel culture – The phenomenon of publicly rejecting an individual or company deemed unacceptable on social media.

Analysis based on a diachronic approach

- Evolution process: Older words have acquired new meanings (e.g., chiroq → LED chiroq).

- Linguistic contact phenomenon: English words are adapted in Uzbekistan either phonetically or semantically (e.g., market → bozor, manager → menejer).

- Project-based learning: Previously referred to as practical teaching methodology.

- Linguocultural studies: Earlier known as linguistics and cultural studies.

- Innovative pedagogy: Previously associated with modern teaching methods.

- Academic mobility: Formerly described as collaboration programs with foreign universities.

- Hybrid learning: Earlier termed combined education.

Usage in texts: - Cloud computing: "Cloud computing is the delivery of computing services over the internet, allowing for flexible resources and economies of scale."

The term emerged in the 1990s in the IT sector but gained widespread use after 2006.

- Artificial Intelligence (AI): "Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think and learn." The concept originated in 1956 but has rapidly evolved in the last decade.

- Internet of Things (IoT): "The Internet of Things (IoT) describes the network of physical objects embedded with sensors and software for connecting and exchanging data with other devices over the internet." Coined by Kevin Ashton in 1999, it saw rapid development post-2010.

- Freemium: "The 'freemium' model offers basic services for free while charging a premium for advanced features." Emerging in the early 2000s, it is now common in mobile gaming.

- Cancel culture: "Cancel culture refers to the practice of withdrawing support for public figures or companies after they have done or said something considered objectionable or offensive." The term appeared in the 2000s but gained prominence on social media between 2017 and 2020.

These examples illustrate how each neologism is used in context. A synchronic approach provides insight into their current usage and semantics, while a diachronic approach allows for studying their historical development and transformation.

Conclusion: Neologisms in English and Uzbek significantly contribute to expanding lexical richness. In English, neologisms evolve as an integral part of global communication due to its worldwide influence, while in Uzbek, this process harmonizes with preserving local characteristics and national identity. Continued lexicographic research and the creation of bilingual dictionaries will enhance the practical interpretation of neologisms in the future.

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