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THE IMPACT OF TECHNOLOGICAL DEVELOPMENT ON THE USE OF NEOLOGISMS

*S.X. Nurtaev, PhD,
Tashkent State Agrarian University, Tashkent*

English today is widely spoken and used for international communication. It constantly develops its internal and external resources, adapting to various changing circumstances due to its dynamic nature and the development of modern society. Various changes and achievements in social, cultural, political and scientific life give rise to new forms and content, improving and expanding the expressive means of language and its structure through their structural complication or simplification. Language is the first to respond to changes in various areas of human life and activity.

This article focuses on neologisms as an integral part of a modern English dictionary. The modern period is characterized by active development and changes in the social, political and scientific spheres of human life. Naturally, they are accompanied by changes in the English language, which should reflect objective reality. Effective communication is impossible without knowledge of current trends and development trends in various spheres of human activity, which immediately affect the language.

The object of the research is the lexical system of modern English, types of neologisms, methods of their formation and distribution. This research work covers some aspects of such a complex phenomenon as neologism, an attempt is made to identify the main features, that is, those that are of paramount importance for communication and social activity. The introduction of new words in the technological, scientific, social and political spheres requires close attention in order to find out their true and real meaning, their scope and boundaries.

There are new items and devices that come into the daily lives of many people. Thus, it is important to find and identify the sources of the origin of neologisms in order to determine their types, their importance and distribution. So, the sources of neologisms can be divided into two types of different nature of their origin. These groups or sources are linguistic and extralinguistic. The first type gives the correct form of the word through the process of building words and borrowing.

The social sphere gave the names of new phenomena. These neologisms relate to various aspects of human life and activity, including work, leisure activities, hobbies, etc. - consumerism, webinar, wardrobe malfunction, Santorum, return to the saddle, end of the hawk, and others. In the economic sphere, many

lexemes have appeared, denoting different brands, logos and trademarks, which even without mention are in memory, but there are still many words that have a broader meaning and denote a certain product group or commercial activity - self-service laundry, vacuum cleaner, adhesive plaster and others [1].

The scientific and technical areas are very close to each other, not only in an ontological sense, but also in terms of changes that are introduced almost every day with each new invention, discovery or innovation. Many of them have entered our daily lives and activities and have become quite trivial. Here are just a few of them - the Internet, the World Wide Web (www), a blog, an intranet, a forum, etc. Being a social phenomenon, language enriches its vocabulary by developing various aspects of human life and activity. The main sources are the media, the Internet, computer technology, sociology as the most developing areas of human life.

Each new event is reflected in the language, and through which it comes into use. We studied the mechanisms of formation of neologisms in connection with conceptual changes in human consciousness in connection with the constant development of technology and scientific advances. The systematic study of newly emerging words improves the process of memorizing vocabulary and contributes to the expansion of vocabulary, thereby preparing a person for life in the modern world. The practical value of the collected materials can be used in the compilation of dictionaries and improving students' skills in working with the dictionary.

The relevance of this topic is that neologisms are very important in our life, especially now, because science and technology are constantly developing, new directions are being developed in the field of literature, art, music, etc. And there are many new words created in different areas of human activity. Sometimes people do not even know the meaning of certain abbreviations, because they are new. Indeed, sometimes with abbreviations such as MMA, a non-abbreviated form can be so specialized that it is unknown to most people - a point that quiz compilers who regularly catch people with well-known abbreviations and other types of neologisms.

Introducing a new perspective on doctrines, especially religious themes, is perhaps the biggest challenge for professional technical interpreters. New facilities and processes are constantly being created in technology. New ideas and variations of feelings come from the media. Terms from the social sciences, slang, a dialect included in the main course of the language, translatable words, make up the rest. A few years ago, it was said that three hundred new words had been counted in four consecutive numbers of the French weekly express newspaper. It was stated that each language acquires three thousand new words every year.

In fact, neologisms cannot be quantified, as many of them fluctuate between acceptance and oblivion, and many are short-lived individual creations. What is obvious is that their number increases dramatically, and as we become more and more linguistic and shy, articles, books, specialized and general dictionaries dedicated to them appear more and more often. Since they usually arise first in response to a specific need, most of them have one meaning and

therefore can be translated out of context, but many of them soon acquire new (and sometimes lose old) meanings in the target language [2].

The vocabulary groups listed above are also often found in headlines and newspaper articles. The main features of news messages are in their syntactic structure. The reporter must be brief, he naturally tries to squeeze all his facts into the allotted place. This tendency predetermines a peculiar composition of short news and syntactic structure of sentences. The size of short news varies from one sentence to several (short) paragraphs. And in general, the shorter the news, the more complicated its syntactic structure. The following grammatical features of short news items are of prime importance and can be considered as their grammatical parameters.

Just think how many times you have come across a completely new expression that you have not heard before and thus have not recognized its meaning. In this regard, even experienced users of the language sometimes find themselves at the same level as beginners. Neologisms illustrate that language is a dynamic structure that we would like to prove mainly on its ability to reflect the current situation. The language serves not only to describe already known facts, but also is able to give new additional meanings to existing words and invent new word forms. Its use in specific situations even affects the thoughts, attitudes, opinions, behavior of people, etc.

It is important to understand the difference between tabloids and commercial handouts in terms of lexical use, content and style. Next, we are going to identify neologisms and point out problems that are closely related to this, at first glance, non-problematic matter. Quite a lot of space was given to the means of vocabulary growth and especially to productive word-building processes, since they constitute the core of the study.

References

- 1 Crystal and Davy (1992). *Investigating English style*. London: Longman, 180.
- 2 Mabileba, K. (1998). *Analysis of Neologisms in Newspapers National University of Lesotho, Maseru, Lesotho*, 200.