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Study of Cultural Aspects of Neologisms

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Abstract

The article deals with the problems of the formation of new words in a language have been relevant in linguistics since its inception, but there is still no consensus on the understanding of neologism in the proper linguistic sense. The article emphasizes national specific of neologisms through their space, realize those categories that representatives of people thinking, and boundaries in which they are placed in order to perceive and analyze the world around them.

Key Words: *neologisms, linguistics, linguaculturological, approach, lexical units.*

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Introduction. The problem of "language and man", as well as "language and culture" is currently acquiring time of increasing relevance. Adequate study of the language becomes possible on the condition of contacting the person - the creator of the language, and such an approach is possible only on a specific national-linguistic material. The development of the language proceeds under the sign of its continuous improvement and enrichment of functionality, which is especially evident in the lexical level in the constant dual process of archaization - updating the vocabulary of the language [1].

a) the presence of a new sack reference in the semantics of the unit (manifestation of the cultural component in the denotative and connotative meanings of neologism);

b) Sphere consumption of the unit (fixation of the unit in a certain language), clarifying the criteria of the linguoculturological approach in neologism.

The dominance of a certain sphere is an indicator of its significance for the lexicon and value for the corresponding society. In English, the identified conceptual areas include "society and man", "man and culture", "technology and science", "economy and business", "social policy", "computer technology and the Internet", "economics", "ecology and the environment". The extralinguistic factors of the generation of new words, along with the emergence of new realities and scientific and technological progress, include: globalization, the development of the Internet, the spread of

anthropocentrism as a way of world perception, the assertion of political correctness and tolerance in language practice, the compression of time; to intralinguistic - tendencies towards language economy, greater expressiveness, systematization of vocabulary, unification of sign means of expression; conversion and change in the stylistic fixation of the unit [6]. Extralinguistic factors, and in particular globalization, to a decisive extent determine the change in the vocabulary of the language. The conditions for the generation of neologisms, the scope of their functioning in the language, the types of new words and the number of borrowings among them are largely determined by the ecology of the language. In particular, in the Dutch language there is an active displacement of French borrowings by English neologisms, which is accompanied by a change in the phonetic form, as well as an expansion of lexico-semantic variants of units [5].

Vivid evidence of the development of the language is the process of the emergence of neologisms, driven by changes in objective reality, since society always trying to find means to name new realities [4]. With the help of vocabulary, a person carries out the representation of objects of reality. Words as nominative units of language store knowledge about reality, sufficient to identify the real or ideal entities. Due to the massive increase in neologisms in a number of national languages, researchers pay more attention to the problem of typology of speech and language innovations. Addressing this issue is a natural stage

in the development of any science, including neology [5]. Classification of a certain class of phenomena allows to identify it, the most important features, similarities and differences of its constituent elements, and links between them. In our study, typology of a new vocabulary, we also have the opportunity to define a subclass of neologisms, which most obviously expresses the connection between language and culture and contains the largest number of units with national cultural component.

The new vocabulary reflects all the changes in the political, economic, social, cultural, spiritual fields, which is included in the general concept of cultural space. Following G.V. Komarov, we understand cultural space as a set of socio-economic and cultural-historical conditions for the existence of a language as a means of communication of a separate language community. Linguistic space is “a complex of phenomena, factors and parameters, determining the specifics and essential characteristics of a particular language as a systemic education functioning in speech in the real conditions of cultural space” [3]. The modern approach to the study of a language, and in particular its vocabulary, involves the analysis of vocabulary as components of a linguistic space in terms of cultural space. It is a combination and relationship that provides a new dimension to language learning. Language is an integral system, a mechanism, form and function are interconnected when creating a common meaning, in connection with which the division into levels and

aspects is inappropriate. This unity of language is associated with the development of language itself and the level of language proficiency of its speakers. Form and function of language are caused by the presence of different concepts in the human mind: on the reflection of an objectively existing picture, a situation of communication, but refracted in the mind by introducing "individual modus components", removing "self-evident information links for the author and recipient" and other modifications. For the speaker, all the components, in view of the fact that they have a direct impact on the "general communicative meaning of the sentence-statement and speaker's strategy" [2], although not always verbalized, are equivalent. The word is not only equivalent, but also most accessible and effective weapon of politicians. What politicians say and how they say is of theoretical and practical interest. In a broad sense, the totality of communicative practices in a political context is a political discourse. «Language reflects power structures – and language has an impact on power structures. Language can be seen as an indicator of social and therefore political situations – and language can also be seen as a driving force directed at changing politics and society. Language is an in-put as well as an out-put factor of political systems. It influences politics – and is influenced by politics.... Language can be used by totalitarian regimes, and it can be used as a means of resistance against these regimes» [5]. Politics had a special influence on the life of society. From political situation in the country and relations with other states and peoples

directly depends on the place of the country in the international arena, which is reflected in English political neologisms.

Classification according to the way neologisms, the language allows to identify the following categories of neologisms:

1. Morphological neologisms or neologisms created from morphemes according to word-formation models that exist in this language system. In English, examples of morphological neologisms can be serving units hands-on 'practical' (model noun + pretext); earthday 'earth day' (composition, model noun + noun). In Dutch, this category can be illustrated with examples: 'hardware store, do it yourself' (multicomponent word formation); sofinummer 'number social insurance' (short for social-fiscaal nummer).

2. Phraseological neologisms - Phraseological innovations

include new phraseological units becoming active in usage of native speakers. These units can both denote a new phenomenon, as well as redefine what is already known. However, their number, compared to neologisms of other types, much less. As noted by E.M. Vereshchagin and V.G. Kostomarov, this is explained by the fact that in the phraseology of the latest time there was a transition "from individual word usage to mass" [1, 7]. Phraseological neologisms differ from the neologisms of the previous category in their syntactic phrase form. So, in English, the category of phraseological innovations can be attributing the expression stop the arms race, 'stop the arms race', which

became a term of newspaper style, political discourse, and then the part of the literary language after the end of the Cold War. Another example of phraseological neologism is the phrase friendly fire 'friendly fire', which appeared back in the 70s. for designations of erroneous firing or strike on own forces. But, precisely during the war in Iraq in 1991, the compiler of the dictionary emphasizes neologisms of J. Ayto, this term gained popularity [1, 6]. Indeed, in the future, this phrase is most often occurring in the context of the Gulf War. The phrase football widow 'football widow' is also a phraseological neologism and denotes a woman who loses her husband, a football fan, for a while football match (by analogy with the phraseological unit of the Russian language 'straw widow').

The first group of neologisms we are considering includes both lexical and grammar that denoting people belong to a particular party or adhering to certain political views, and the nomination of the "first" people of the United States of America. It is believed that studies of the peculiarities of the use of proper names in structure of this or that society allow us to assert that the units of the specified types, being cultural dominants, help to reveal the features, characteristic features of a particular nation, a particular type of linguistic personality [1]. Speaking of the name as a national and social sign, one should keep in mind the presence of fields in onomastics - a certain sphere of correlation of the name. In speech boundary is determined with the help of extralinguistic knowledge, which is necessary for the correct use

and understanding of names. The extralinguistic aspect of the meaning of the name includes the special conditions for the existence of the name in society, and cultural and historical associations, and the degree of fame of the object and its name. The national name field contributes to a more accurate perception of names, more their clear correlation with a certain language subsystem. So, for example, the recent elections in the USA led to the creation of new units, among which, for our particular group, the following can be distinguished:

- Trumpalist – a person supporting Donald Trump as candidate to President of the USA.
- Trumper – a person who is a supporter of politician Donald Trump.
- Blairism – the political ideology of the former leader of the Labour Party and Prime Minister Tony Blair.
- Putinism is the political ideology of Vladimir Putin.

It should be noted that in our study, we do not distinguish separately neologisms of national variants of the English language (American, Australian, British, Canadian English, etc.). According to our opinion, variability does not significantly affect the semantics of new words of English due to its leading role in the world, as well as the processes of globalization. In English, the conceptual spheres in which, on the basis of the analyzed material, the largest concentration was revealed neologisms are presented in descending order as follows:

1. Society and the individual. As the analyzed factual material showed, this

conceptual sphere is verbalized by the neologisms of the literary language, naming a person, his life stages, image and style of life, relationships, health, education, processes and outcomes of urbanization.

2. Man and culture. As the sample of factual material showed, the second neologization is a category of human cultural activity as forms of mastering reality. We refer to the concept of "culture" as material as well as spiritual aspects of this phenomenon. Following E.M.Vereshchagin and V.G. Kostomarov material culture we call "the totality of material, visible, observable works of labor person". Neologisms, as a rule, characterize the products of labor, create at the present time, and do not create by previous generations. By spiritual culture we mean "production, distribution and consumption of spiritual values; creation process spiritual wealth of society" [1, 3, 4].

Conclusions. Summing up of all what has just been said, it should be stressed:

New vocabulary is the most important material for embodied by means of language concepts, as it reflects the characteristic features of the worldview of the people. Neologism due to its ability not only to reflect, but also to "absorb" the culture of native speakers of the language to which it belongs in recent decades, became a powerful linguistic and social mediator serving to enrich both the language itself and the social environment as a whole.

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