

THE PRAGMATIC FUNCTION OF NEOLOGISMS IN MEDIA TEXTS

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Abstract: *This article examines the pragmatic function of neologisms in media texts. The aim of the study is to identify how newly formed lexical units, recent borrowings, blends, abbreviations, hashtags and semantic innovations operate not only as naming devices but also as communicative tools that influence audience perception, express evaluation and construct social meanings. The research is based on descriptive, pragmalinguistic, discourse-analytical and comparative methods. Media neologisms such as digitalization, clickbait, infodemic, deepfake, influencer, fact-checking, doomscrolling, greenwashing, hashtag, repost and their Uzbek media equivalents are analyzed as units that perform attention-attracting, evaluative, persuasive, ideological, identity-forming and economy-of-expression functions. The results show that neologisms in media discourse are closely connected with social change, technological development and cultural globalization. They help journalists, bloggers and media authors present new realities quickly, frame events emotionally and adapt messages to the expectations of modern audiences. The article concludes that neologisms are an important part of media pragmatics because they combine lexical innovation with communicative intention, public evaluation and cultural interpretation.*

Keywords: *neologism, media text, pragmatics, media discourse, communication, evaluation, linguistic innovation, digital discourse, borrowing, speech influence.*

Annotatsiya: *Ushbu maqolada media matnlarda neologizmlarning pragmatik funksiyasi tahlil qilinadi. Tadqiqotning maqsadi yangi paydo boʻlgan leksik birliklar, zamonaviy oʻzlashmalar, qisqartmalar, aralash soʻzlar, xeshteglar va semantik yangilanishlarning faqat nomlash vositasi emas, balki auditoriya idrokiga taʼsir etuvchi, baholash munosabatini bildiruvchi va ijtimoiy maʼno hosil qiluvchi kommunikativ birliklar sifatidagi vazifasini aniqlashdan iborat. Maqolada tavsifiy, pragmalinguistik, diskursiv va qiyosiy-tahliliy metodlardan foydalanildi. Raqamlashtirish, clickbait, infodemiya, deepfake, influencer, fact-checking, doomscrolling, greenwashing, hashtag, repost kabi neologizmlar va ularning oʻzbek media matnlaridagi muqobillari eʼtiborni jalb qilish, baholash, taʼsir oʻtkazish, mafkuraviy ramkalash, identifikatsiya va nutqiy ixchamlik vazifalari jihatidan oʻrganildi. Natijalar shuni koʻrsatadiki, media neologizmlari ijtimoiy oʻzgarish, texnologik taraqqiyot va globallashuv bilan bevosita bogʻliqdir.*

Kalit soʻzlar: *neologizm, media matn, pragmatika, media diskurs, kommunikatsiya, baholash, lisoniy yangilanish, raqamli diskurs, oʻzlashma, nutqiy taʼsir.*

Аннотация: *В статье анализируется прагматическая функция неологизмов в медиатекстах. Цель исследования состоит в выявлении того, как новые лексические единицы, современные заимствования, аббревиатуры, смешанные образования, хештеги и семантические инновации функционируют не только как средства номинации, но и как коммуникативные инструменты, воздействующие на восприятие аудитории, выражающие оценку и формирующие социальные смыслы. В исследовании применяются описательный, прагмалингвистический, дискурсивный и сравнительно-аналитический методы. Неологизмы типа*

digitalization, clickbait, infodemic, deepfake, influencer, fact-checking, doomscrolling, greenwashing, hashtag, repost и их узбекские медиаварианты рассматриваются с точки зрения привлечения внимания, оценки, убеждения, идеологического фрейминга, идентификации и речевой экономии. Результаты показывают, что неологизмы в медиадискурсе тесно связаны с социальными изменениями, технологическим развитием и культурной глобализацией.

Ключевые слова: *неологизм, медиатекст, прагматика, медиадискурс, коммуникация, оценка, языковая инновация, цифровой дискурс, заимствование, речевое воздействие.*

INTRODUCTION

Language changes most visibly when society changes. Every new social event, technological invention, political process or cultural habit requires a name, and media texts are among the first spaces where such new names become public. Newspapers, online portals, television scripts, blogs, advertisements and social network posts constantly introduce and circulate new lexical units. These new words are usually called neologisms. In media communication, however, a neologism is not merely a lexical novelty. It is also a pragmatic instrument because it helps the author attract attention, evaluate an event, influence an audience and create a particular image of social reality.

The importance of neologisms in media texts is connected with the speed of modern communication. A media author often has to describe a new object or process in a short headline, caption or post. Therefore, compact lexical innovations such as clickbait, deepfake, fact-checking, livestream, influencer, greenwashing, doomscrolling or infodemic become convenient tools for expressing complex information briefly. In Uzbek

media discourse, similar processes are seen in words and expressions such as onlayn, blogger, kontent, feyk xabar, xeshteg, layk, repost, strim, trend and raqamlashtirish. These units show how global vocabulary enters local communication and receives new pragmatic meanings in concrete contexts.

The topicality of the present research is determined by the fact that neologisms are actively used in media discourse, but their pragmatic functions are not always sufficiently explained. Many studies define neologisms from the viewpoint of word formation or lexical enrichment, while media pragmatics requires attention to the communicative purpose of such units. A neologism in a headline may create novelty; in an advertisement it may increase persuasion; in a political text it may frame an event ideologically; in a social media post it may signal group identity. Thus, the same lexical innovation can perform different pragmatic tasks depending on the discourse situation.

The aim of this article is to analyze the pragmatic function of neologisms in media texts. The objectives of the study are to describe the main types of media neologisms, to classify their communicative functions, to show their role in influencing audience interpretation and to explain their cultural relevance in modern media discourse. The object of the research is neologisms used in contemporary media texts. The subject of the research is their pragmatic function, namely their ability to express evaluation, persuasion, emotional attitude, social identity, linguistic economy and ideological framing.

The hypothesis of the article is that media neologisms become pragmatically significant when they move beyond their nominative function and begin to regulate the relationship between the author, the message and the audience. In other words, a neologism does not only

name a new phenomenon; it also tells the reader how to understand, evaluate and emotionally react to that phenomenon. This makes neologisms important for both linguistic research and media literacy.

LITERATURE REVIEW AND METHODS

The study of neologisms has a long tradition in lexicology and word-formation theory. Scholars such as Algeo, Bauer, Crystal, Plag and Yule have shown that new words appear through derivation, compounding, blending, abbreviation, borrowing, semantic shift and conversion. In modern media discourse, these processes are intensified by technological innovation, global cultural exchange and the rapid circulation of information through digital platforms. As a result, neologisms become visible indicators of social and communicative change.

From the viewpoint of pragmatics, the meaning of a lexical unit depends not only on its dictionary definition but also on the context in which it is used. Pragmatics studies speaker intention, contextual meaning, presupposition, implicature, politeness, evaluation and speech influence. For this reason, media neologisms should be studied not only as new words but also as discourse units. A neologism may contain implicit evaluation, ideological orientation or emotional colouring. For example, greenwashing does not neutrally describe ecological communication; it evaluates it as deceptive. Similarly, clickbait does not simply name an online headline; it criticizes its manipulative function.

Media discourse studies also provide an important theoretical basis for this article. Media texts are created for public communication and are usually oriented toward influence. They organize facts, select lexical means and guide the audience's interpretation. Fairclough's approach to media discourse shows that language is connected with power and ideology, while Crystal's works on internet language demonstrate how

digital communication accelerates lexical change. These views help explain why neologisms are especially productive in the media sphere.

The methodological basis of the article includes descriptive, pragmalinguistic, discourse-analytical and comparative methods. The descriptive method is used to identify the structural types of neologisms. The pragmalinguistic method helps determine the communicative intentions expressed by these units. The discourse-analytical method is used to examine the function of neologisms in headlines, news leads, advertising slogans and social media posts. The comparative method allows the article to consider both English-language and Uzbek-language media examples, especially borrowings and adapted forms.

The research material consists of widely used media neologisms observed in contemporary media communication. The examples are selected as illustrative units that are common in news discourse, digital journalism, advertising and social networks. Particular attention is paid to such units as digitalization, clickbait, deepfake, infodemic, influencer, fact-checking, livestream, greenwashing, doomscrolling, hashtag, repost, onlayn, blogger, kontent, feyk xabar, xeshteg and trend. These units are analyzed according to their communicative purpose rather than only their formal structure.

The study follows an IMRAD structure. The introduction explains the relevance and aim of the research. The literature review and methods section presents theoretical foundations and analytical procedures. The results and discussion section classifies pragmatic functions and interprets their role in media texts. The conclusion summarizes the main findings and suggests further research directions.

RESULTS AND DISCUSSION

The analysis shows that neologisms in media texts perform several interconnected pragmatic functions. The most important of them are nominative, attention-attracting, evaluative, persuasive, ideological, identity-forming, expressive and economy-of-expression functions. These functions often overlap. One neologism may name a new phenomenon, attract the reader's attention and express a negative or positive evaluation at the same time.

1. Nominative and informative function

The first function of media neologisms is nominative. New phenomena require new names. Technological and social realities such as deepfake, livestream, influencer, podcast, chatbot, cryptocurrency and digitalization entered media texts because existing vocabulary was not sufficient to describe them briefly. In Uzbek media discourse, many of these units are borrowed or adapted: blogger, strim, podkast, kriptoalyuta, raqamlashtirish, onlayn xizmat and kontent. Their main pragmatic role is to make new realities recognizable for the audience.

However, even the nominative function is not purely neutral. When a media outlet chooses a neologism instead of a longer explanation, it assumes that the audience belongs to a modern communicative environment and can understand the new lexical code. Thus, the use of neologisms indirectly constructs a technologically competent reader. This is especially visible in digital media, where terms like xeshteg, layk, repost and trend are used without explanation because they are treated as part of everyday media literacy.

2. Attention-attracting function

A central pragmatic function of neologisms in media texts is attracting attention. Media communication is competitive: headlines, posts and advertisements must gain the audience's interest within a very

short time. Neologisms often appear unusual, expressive or modern, and this novelty makes them attractive. Words such as doomscrolling, clickbait, cancel culture or infodemic immediately create a sense of urgency and relevance. They invite the reader to enter the text because the lexical form itself suggests that the topic is new and socially significant.

In online journalism, attention-attracting neologisms are especially common in headlines. The headline must both inform and persuade the reader to click. For example, clickbait itself has become a metalinguistic neologism that criticizes manipulative headlines while simultaneously describing a typical feature of internet media. In Uzbek online media, forms such as shov-shuvli kontent, trenddagi mavzu, feyk xabar and viral video perform similar attention-oriented functions. They make the text appear timely and emotionally charged.

3. Evaluative and expressive function

Neologisms often carry evaluation. They do not only describe an event but also express the author's attitude toward it. Greenwashing, for instance, evaluates a company's ecological claims as false or manipulative. Deepfake usually has a negative pragmatic colouring because it is associated with deception and information risk. Infodemic presents excessive information as a threat similar to an epidemic. Such units guide the reader's interpretation before a detailed argument begins.

In media texts, evaluative neologisms can intensify emotional impact. They help create a positive or negative image of a person, organization, event or practice. For example, influencer may be neutral in one context but ironic or critical in another. Startup may signal innovation and progress, while fake news or feyk xabar signals

unreliability and danger. Thus, the pragmatic meaning of neologisms depends on the media context, the author's intention and the audience's background knowledge.

Expressive neologisms are also common in youth-oriented media and social networks. They may be playful, ironic or emotionally intensified. Such units create a conversational tone and reduce the distance between the author and the audience. This function is important because modern media increasingly combines information with entertainment and personal evaluation.

4. Persuasive and advertising function

Neologisms are widely used in advertising and promotional media because they create an impression of innovation. Words such as smart, eco, bio, nano, premium, online, digital and super-app often function as persuasive markers. Even when they provide limited factual information, they produce a positive pragmatic effect by associating the product or service with modernity, convenience, ecological responsibility or technological progress.

In Uzbek media advertising, hybrid expressions such as smart xizmat, onlayn to'lov, eco mahsulot, premium kontent and raqamli yechim show how borrowed elements become part of persuasive discourse. Their pragmatic function is to increase trust, attract consumers and position the advertised object as modern. In this sense, neologisms participate in the creation of commercial value. They are not only lexical signs but also marketing tools.

5. Ideological and framing function

Media neologisms can frame social and political events. Framing means that language presents reality from a particular viewpoint. For example, the word migrant may have different pragmatic effects

depending on whether it is combined with crisis, flow, integration or labour. New compounds and labels can simplify complex realities and direct public opinion. In the same way, terms such as cancel culture, culture war, post-truth and disinformation are not neutral: they organize public debate and define positions within that debate.

The ideological function of neologisms is especially strong when a new word becomes a label for a social group or phenomenon. Once a label is repeated in media discourse, it may influence how audiences understand the issue. For this reason, media neologisms can be powerful tools of social categorization. They can include or exclude, legitimize or delegitimize, normalize or problematize certain practices.

6. Identity-forming function

Neologisms also function as markers of identity. The use of digital neologisms may show that the speaker belongs to a certain generation, profession, community or online culture. Words such as meme, vlog, stream, hashtag, repost and follower are signs of participation in digital communication. In Uzbek youth media, forms such as layk bosish, komment yozish, trendga chiqish and kontent yaratish indicate a specific media identity connected with social networks.

This function is pragmatic because it regulates social relations. By choosing a certain neologism, a media author can sound modern, expert, ironic, informal or close to the audience. Conversely, avoiding neologisms may create a more traditional or formal tone. Thus, lexical innovation becomes a strategy for constructing the author's public image.

7. Economy-of-expression function

Another important pragmatic function is economy of expression. Media texts value brevity because headlines, captions and social media posts have limited space and compete for attention. A single neologism

may replace a long explanatory phrase. For example, deepfake is shorter than 'a digitally manipulated video or audio file created with artificial intelligence'; doomscrolling is shorter than 'the habit of continuously reading negative online news'; greenwashing is shorter than 'the practice of presenting an organization as environmentally responsible while its real actions are not'.

This economy is especially useful in headlines. A compact neologism allows the media author to present a complex idea in a memorable form. At the same time, excessive economy may create misunderstanding if the audience does not know the meaning of the word. Therefore, the pragmatic success of a neologism depends on shared knowledge between the author and the audience.

Table 1. Main pragmatic functions of neologisms in media texts

Function	Typical examples	Communicative purpose	Pragmatic effect
Nominative	deepfake, podcast, chatbot, raqamlashtirish	Naming a new phenomenon	Makes new realities understandable
Attention-attracting	clickbait, viral, trend, shovshuvli kontent	Increasing reader interest	Creates novelty and urgency
Evaluative	greenwashing, fake news, infodemic	Expressing approval or criticism	Frames the object positively or negatively
Persuasive	smart service, eco product, premium content	Promoting a product or idea	Associates the message with innovation
Identity-forming	hashtag, repost, follower, blogger	Indexing group or digital identity	Shows belonging to a media community

Economy of expression	doomscrolling, livestream, fact-checking	Compressing complex meanings	Saves space and increases memorability
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8. Structural sources of media neologisms

The pragmatic effect of a neologism is often connected with its structure. Borrowings usually signal internationalization and technological modernity. Blends are expressive and memorable. Abbreviations increase speed and informality. Compounds create semantic clarity. Hashtag formations connect a text with digital circulation and collective participation. In Uzbek media discourse, borrowing and hybridization are especially productive because many digital and technological concepts enter through English or Russian.

For example, blogger is an adapted borrowing, while feyk xabar is a hybrid expression combining an English-origin element with an Uzbek word. Raqamlashtirish is a native derivational formation that serves as an equivalent of digitalization. Xeshteg and repost are adapted to Uzbek phonetic and graphic norms but retain their global digital meaning. Such examples show that neologisms participate in both lexical modernization and cultural adaptation.

Table 2. Structural types and pragmatic potential of media neologisms

Structural type	English examples	Uzbek media examples	Pragmatic potential
Borrowing/adaptation	blogger, trend, stream	bloger, trend, strim	Modernity, global orientation
Compounding	fake news, fact-checking	feyk xabar, faktcheking	Clarity and topicality
Blending	infodemic, netiquette	infodemiya, netiket	Expressiveness and memorability
Affixation	digitalization, viralization	raqamlashtirish	Process naming and institutional style

Hashtagization	#MeToo, #StayHome	#uydaqoling, #tanlov	Mobilization and visibility
Semantic shift	cloud, platform, follower	platforma, kuzatuvchi	New meaning in digital context

9. Media neologisms and audience interpretation

The pragmatic force of media neologisms becomes clear in audience interpretation. A reader usually does not process a neologism as an isolated lexical item. The reader connects it with social knowledge, previous media experience and emotional associations. For example, the word deepfake activates ideas of deception, artificial intelligence and information security. The word influencer activates ideas of social media popularity, advertising and lifestyle. The word infodemic activates ideas of information overload and public anxiety.

This associative power allows neologisms to work as cognitive shortcuts. They quickly evoke a whole set of meanings. In this respect, neologisms are efficient but also risky. They may simplify complex realities and encourage stereotyped thinking. Therefore, media literacy requires attention to the pragmatic load of new words. Readers should ask not only what a neologism means but also why it is used and what attitude it promotes.

The analysis also shows that the pragmatic interpretation of neologisms may vary across cultures. A borrowed neologism can sound prestigious in one context, unnecessary in another and ironic in a third. In Uzbek media texts, English-origin neologisms often create a modern and global tone, but excessive use may be perceived as artificial or distant from the audience. Thus, the communicative success of a neologism depends on balance: it should be new enough to attract attention but familiar enough to be understood.

10. Discussion

The findings confirm that the pragmatic function of neologisms in media texts is multidimensional. Neologisms simultaneously reflect reality and construct reality. They appear because society needs new words, but once they enter media discourse, they influence how social phenomena are perceived. This dual nature makes them significant for linguistics, journalism, communication studies and cultural research.

The most important feature of media neologisms is their dependence on context. A word such as viral can be positive in advertising, neutral in technological description and negative in health communication. Likewise, trend may suggest popularity, fashion, pressure or superficiality depending on the discourse situation. This confirms that pragmatic meaning is not fixed inside the word; it is produced through interaction between word, context, author and audience.

The discussion also shows that neologisms are closely connected with evaluation. Media texts rarely use new words without a communicative purpose. Even when they appear to be neutral, they can signal modernity, urgency or ideological positioning. Therefore, the analysis of media neologisms should include not only their origin and word-formation structure but also their social and pragmatic effect.

CONCLUSION

The article has analyzed the pragmatic function of neologisms in media texts. The study shows that neologisms are not only lexical innovations but also important communicative tools. They name new realities, attract attention, express evaluation, persuade the audience, frame events ideologically, form social identity and make media messages more compact and memorable.

The main conclusion is that media neologisms become pragmatically significant when they guide audience interpretation. A neologism may

present an event as dangerous, innovative, fashionable, deceptive, progressive or socially urgent. This means that neologisms participate in the construction of public opinion. Their pragmatic value is especially visible in headlines, advertising, political discourse, digital journalism and social media communication.

The research also demonstrates that English-origin neologisms and their Uzbek media equivalents are actively used in contemporary communication. Words such as clickbait, deepfake, influencer, hashtag, repost, blogger, kontent, trend and feyk xabar show the interaction between global media language and local linguistic practice. These units contribute to the modernization of vocabulary, but their effective use requires consideration of audience competence and cultural appropriateness.

Further research may focus on corpus-based analysis of neologisms in specific Uzbek and English media outlets, comparative study of neologisms in political and advertising discourse, or the role of social networks in spreading new lexical units. Such studies would help clarify how language innovation reflects and shapes social communication in the digital age.

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