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ПРОБЛЕМА ИНТЕРНЕТ-НЕОЛОГИЗМОВ

THE PROBLEM OF INTERNET-NEOLOGISMS

INTERNET-NEOLOGIZMLAR MUAMMOSI

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Annotatsiya

Ushbu maqoladagi asosiy tadqiqot mavzusi Internet neologizmlarining zamonaviy tilga ta'sirini, xususan, ularning onlayn muloqot va ijtimoiy tarmoqlar va forumlar kabi platformalarda paydo bo'lishini tahlil qilishdir. Maqola ularning ijodiy va norasmiy tabiatini, jumladan, qisqartmalar va Internet memlarini o'rganadi. Ushbu neologizmlar ko'pincha zamonaviy ijtimoiy hodisalarni qamrab oladi. Ularning umumiy tilga integratsiyalashuvi ularning keng qo'llanilishi, madaniy ahamiyati va lug'at boyligini boyitib, global til muloqotiga hissa qo'shadigan internet media muhitining qo'llab-quvvatlanishi bilan bog'liq. Tadqiqotda til me'yorlarining potentsial beqarorligi hamda til me'yorlari va tendentsiyalarini avlodlar o'rtasida tushunish kabi masalalar ko'rib chiqiladi. Maqolada ta'kidlanishicha, Internet neologizmlari tilning moslashuvi va uning raqamli asrdagi dinamik evolyutsiyasini ta'kidlaydi.

Аннотация

Основной темой исследования данной статьи является анализ влияния интернет-неологизмов на современный язык, в особенности их появление в онлайн-коммуникации и платформах, таких как социальные сети и форумы. Она исследует их творческую и неформальную природу, включая аббревиатуры и Интернет-мемы. Эти неологизмы часто инкапсулируют современные социальные явления. Их интеграция в язык в целом обусловлена широким использованием, культурной значимостью и поддержкой медиасреды Интернета, что обогащает словарный запас и способствует глобальной языковой коммуникации. Исследование анализирует проблемы, которые включают потенциальную нестабильность языковых норм и понимание языковых норм и тенденций между поколениями. В статье подчеркивается, что интернет-неологизмы подчеркивают адаптивность языка и его динамическую эволюцию в цифровую эпоху.

Abstract

The article delves into the influence of internet neologisms on modern language, highlighting their emergence from online interactions and platforms like social media and forums. It explores their creative, and informal nature, including abbreviations and Internet-memes. These neologisms often encapsulate contemporary social phenomena. Their integration into mainstream language is driven by widespread usage, cultural relevance, and media endorsement, enriching vocabulary and fostering global communication. The research analyzes challenges which include potential instability in linguistic norms and generational divides in terms of understanding language norms. The article highlights that internet neologisms underscore language's adaptability and dynamic evolution in the digital age.

Kalit so'zlar. Internet tili, ijtimoiy tarmoq, Internet, neologizm, Internet-neologizm, abbreviatura, mem.

Ключевые слова. Интернет-язык, социальные сети, Интернет, неологизм, интернет-неологизм, аббревиатура, мем.

Key words. Internet language, social media, Internet, neologism, Internet-neologism, abbreviation, meme.

INTRODUCTION

The digital age has profoundly influenced how language evolves, with internet neologisms emerging as a key component. These new words, phrases, and expressions, often born out of online interactions, reflect the dynamic and fast-paced nature of internet culture. The adaptation of internet neologisms into mainstream language involves several mechanisms, driven by the interplay of technology, culture, and communication. This article explores the processes by which internet neologisms are integrated into everyday language, their dissemination, and their impact on linguistic norms. It also analyzes positive impact of Internet language and its neologisms on language in general, which is especially obvious today, in a global, digital world.

MATERIALS AND METHODS

The research employed multiple methodologies, including pragmatic, sociolinguistic, psycholinguistic, and stylistic approaches, alongside syntactic, semantic, and discourse analyses. A contemporary approach to studying Internet language examines various neologisms in online communication, such as memes, abbreviations, and slang, within the context of the Internet. This approach reflects the realities of social networks, blogs, and other technology-driven Internet services, incorporating slang terms and words derived from these platforms' terminologies. It focuses on direct verbal communication within discursive Internet environments such as social networks, blogs, forums, and chats.

RESULTS

Neologisms, as a rule, are viewed as new words. This explanation, is, nevertheless, vague. Some scholars, e.g., N. Shansky views neologisms as new and significant words that haven't entered one language's vocabulary completely. [8, 327] Others, e.g. Yu. Karaulova, highlight the fact that neologisms are words that were created and used once in a certain text or speech. [5, 703] This determination is important because it shows initially unique character of a neologism. It can be undoubtedly applied to the Internet, as most new words and concepts occur in it owing to new IT developments, as well as Internet-mediated communication.

Internet neologisms typically originate from various online platforms, including social media, forums, and chat rooms. All these communication scenarios are included in discursive environment outlined by the Internet, its communicative and technical features and other linguapragmatic aspects and are conceptualized as parts of Internet language. [1, 11-16] These aspects, especially young age of Internet users and informal communication create opportunities for creation of informal neologisms. They can emerge from memes, viral content, subcultures, and specific online communities. These neologisms often reflect the culture, humor, and values of their place of origin. For instance, words like "selfie" (a photograph that one has taken of oneself) and "hashtag" (a word or phrase preceded by a hash sign, used on social media to identify messages on a specific topic) emerged from social media platforms like Instagram and Twitter.

The characteristics of internet neologisms include brevity, creativity, and playfulness. They often involve wordplay, abbreviations, acronyms, and portmanteaux. For example, "FOMO" (Fear Of Missing Out) and "YOLO" (You Only Live Once) are acronyms that encapsulate complex social phenomena in concise terms. Word abbreviations and shortening are very distinct characteristic of Internet neologisms, and may include abbreviation itself (ASAP (as soon as possible)), and inclusion of numbers (2nite (tonight), b4 (before)). [4] Additionally, internet neologisms can be highly context-dependent, with meanings that evolve or shift over time as they are used in different contexts. It is also interesting to note that certain Internet abbreviations can manifest linguapragmatic objectives, expressing modality and non-verbal reaction: for example, AFAIK (as far as I know), IDC (I don't care), JK (just kidding). These cannot be called complete neologisms, as most of these phrases exist outside the discursive limits of the Internet, but their abbreviation can be determined as a novelty in Internet discourse. [3, 93-97]

The adaptation of internet neologisms into mainstream language follows several key mechanisms:

For an internet neologism to gain traction, it must achieve widespread usage. This often occurs through viral content, where a word or phrase is rapidly disseminated across various online platforms. Memes, challenges, and trends contribute significantly to this process. As more people use the neologism, it becomes more recognizable and accepted.

The adoption of neologisms by mainstream media and celebrities can significantly accelerate their integration into everyday language. When journalists, influencers, and public figures use these terms, they reach a broader audience and lend legitimacy to the new words.

Neologisms that capture significant cultural or social phenomena are more likely to be adopted. Words that describe new technologies, behaviors, or societal trends resonate more and fill lexical gaps in the language. For instance, "ghosting" (the act of suddenly ceasing all communication with someone) has become widely recognized due to its relevance to modern dating culture.

Lexicographical authorities, such as the Oxford English Dictionary (OED) and Merriam-Webster, play a crucial role in formalizing neologisms. When these institutions add a neologism to

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their dictionaries, it gains a level of official recognition and validation, further promoting its use in formal and informal contexts.

The dissemination of internet neologisms is facilitated by the interconnectedness of digital communication. Social media platforms, blogs, vlogs, and online publications act as conduits for the rapid spread of new words. The participatory nature of the internet allows users to create, modify, and share neologisms, leading to a dynamic and collaborative process of linguistic evolution.

The impact of internet neologisms on language is multifaceted. They reflect contemporary social and cultural dynamics, encapsulating the zeitgeist of the digital age. Furthermore, they contribute to the enrichment of the language by introducing new concepts and expressions. However, the rapid turnover of internet trends means that some neologisms may be short-lived, while others achieve enduring usage.

The integration of internet neologisms into mainstream language has several linguistic and social implications:

Internet neologisms contribute to the natural evolution of language, demonstrating its adaptability and responsiveness to new experiences and technologies. They illustrate how language is a living entity that evolves with society.

The rapid introduction of neologisms challenges traditional notions of linguistic standardization. While some view this fluidity as enriching, others express concerns about the potential erosion of linguistic norms and the stability of language.

Neologisms often highlight generational and cultural differences in language use. Younger generations, more immersed in digital culture, may adopt and understand these terms more readily than older generations, potentially leading to communication gaps. Moreover, certain lexemes that were born in the Internet discourse, being no longer neologisms, have entered the stage of becoming obsolete due to the disappearance of realities related to it, for instance, such outdated concepts as "dial up", "Netscape" etc. Internet language in general is known for its drastic changes in popularity of certain words. [2, 482-486]

The use of internet neologisms can serve as markers of identity and belonging within specific online communities and subcultures. They foster a sense of inclusivity and shared understanding among users.

Internet neologisms, have several positive effects on language. These effects contribute to the evolution, richness, and adaptability of language in a rapidly changing digital age.

Internet neologisms add new words to the language, expanding the vocabulary and providing speakers with more tools to express themselves. This enrichment allows for more precise and nuanced communication.

The internet fosters creativity, and this is reflected in the neologisms it generates. Words like "selfie," "blogosphere," and "emoji" illustrate how new concepts and phenomena can be encapsulated in creative ways, enhancing expressive capabilities.

Internet neologisms capture and reflect contemporary social and cultural phenomena. They offer linguistic markers, allowing language to evolve in tandem with societal changes. For example, terms like "ghosting" and "catfishing" describe behaviors specific to modern online interactions.

These neologisms serve as linguistic snapshots of current trends, documenting the evolution of language and culture over time. They provide valuable insights into the ways people communicate and interact in the digital age.

Language must constantly adapt to new technologies, behaviors, and experiences. Internet neologisms demonstrate the flexibility and adaptability of language, showcasing its ability to incorporate and respond to innovations and changes in society.

Many internet neologisms involve puns, portmanteaux, and other forms of wordplay, stimulating linguistic creativity. This playfulness enriches language by encouraging speakers to think outside the box and experiment with new forms of expression.

The internet connects people from diverse linguistic backgrounds, and neologisms often transcend language barriers. Terms like "meme" and "viral" are widely understood across different languages, facilitating global communication and fostering a shared online culture.

Neologisms can create a sense of belonging and community among internet users. Shared language fosters inclusivity and strengthens bonds within online communities, enhancing social cohesion.

Many internet neologisms are concise and efficient, allowing for clear and quick communication. Acronyms like "LOL" (laugh out loud) and "FOMO" (fear of missing out) convey complex ideas succinctly, improving the efficiency of online interactions.

By coining new terms for emerging concepts and phenomena, internet neologisms reduce ambiguity and enhance clarity. This precision in language helps users communicate more effectively and understand each other better.

Internet neologisms affect the language in general as well. Many internet neologisms eventually enter mainstream language, influencing everyday speech and writing. This integration demonstrates the dynamic nature of language and its ability to evolve with societal changes.

The adoption of internet neologisms by mainstream media and literature enriches these fields, making them more reflective of contemporary life. Journalists, writers, and creators often incorporate these terms to stay relevant and relatable.

The internet democratizes language creation, allowing ordinary users to coin and popularize new terms. This grassroots development contrasts with traditional top-down approaches to language evolution, making the process more inclusive and participatory.

Internet neologisms often emerge from diverse communities and subcultures, giving voice to marginalized groups. This empowerment through language allows for greater representation and inclusivity in the linguistic landscape.

It is clear that besides new meanings added to existing words through the context of the Internet [6, 626-629], it itself serves as a platform of creation of completely new terms that are born because of its content and aspects of communication online itself. What makes these neologisms even more effective is the fact that they are adapted not only in its root language, e.g., English, but also in other languages, including Russian. [7, 381-386]

DISCUSSION

Internet neologisms positively impact language by enriching vocabulary, reflecting contemporary culture, fostering linguistic adaptability, bridging communication gaps, enhancing efficiency, influencing mainstream language, and democratizing language development. These new words and expressions showcase the dynamic and evolving nature of language in the digital age, highlighting its ability to adapt to new contexts and embrace creativity. As internet neologisms continue to emerge and integrate into everyday speech, they will undoubtedly play a crucial role in shaping the future of communication.

The adaptation of internet neologisms into everyday language is a testament to the dynamic nature of linguistic evolution in the digital age. Driven by widespread usage, media endorsement, cultural relevance, and lexicographical recognition, these new words and expressions reflect the vibrancy and creativity of internet culture. As they disseminate through interconnected digital platforms, internet neologisms enrich the language, encapsulating contemporary social phenomena and contributing to the ongoing evolution of communication. While they may challenge traditional linguistic norms and highlight generational divides, they ultimately underscore the adaptability and fluidity of human language in response to a rapidly changing world.

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