



# Dynamics And Statics of Neologisms in The Modern Russian Language on The Example of Mass Media

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**ABSTRACT**

The pragmatic functions of neologisms in modern media are analyzed and considered, certain connections between pragmatics and active nomination processes are comprehended, the functioning of Russian neologisms in journalistic texts in a combination of stylistic and pragmatic aspects is described. It is proved that the authors of journalistic texts use neologisms as a communicative strategy to achieve their communicative goals. Neologisms can perform various functions, in particular, nominative, but to a greater extent they are able to express the subjective assessment of the author. The emergence of a new word is closely related to the social need for a particular lexical unit.

**Keywords:**

pragmatics; stylistics; neologisms; mass media.

Recently, in linguistics, the predominant emphasis has been placed on the functional and pragmatic aspect of new words and meanings, taking into account human factors. Linguistic pragmatics is a relatively new direction of modern linguistics. The term "pragmatics" (from the Greek – deeds, actions) was introduced into the scientific field by the American scientist C.W. Morris (English, S.W. Marris) in the 30s of the twentieth century in the work "Foundations of the Theory of Signs" ("Foundations of the Theory of Signs")

A certain connection is established between pragmatics and active nomination processes. At the same time, pragmatics is understood as a science that "studies language from the point of

view of the person using it in terms of the choice of language units, restrictions on their use in social society and the effect of influencing communication participants." Meanwhile, any semantic novelty gives rise to pragmatic novelty, has a bright pragmatic function. Unlike traditional linguistics, pragmatics "uses" language not only as a means of creating and expressing thoughts, but also as a stimulus to the thought of the reader / listener, as the implementation of purposeful communicative goals, depending on specific speech situations. In this regard, the analysis of neologisms in the aspect of the theory of pragmatics is of particular importance. From a pragmatic point of view, in the analysis of a

communicative act, those categories are used that are necessary to characterize and evaluate any action: subject, goal, method, means, result, condition, success, etc. In other words, the problem of choosing a language unit and the purpose of their use in communication are emphasized by pragmatics. For linguopragmatics, the main issue is the study of connotation, i.e., the study of additional information hidden under the text. In At present, the pragmatics of the new word is of particular importance in the speech of the speaker and the perceiver. On the one hand, the intensification of modern journalism contributes to the development of pragmatics, since most of the pragmatically marked units turn out to be journalistically marked. On the other hand, the interests of pragmatics in the biological characteristics of communicants (their personal relationships, their psychological state) allow journalism to reflect the success of language units not only from the point of view of the addressee, but also from the point of view of the listener / readers of this speech. The point is that pragmatics considers language more dynamically: communicants regulate their ways of expressing themselves to change the situation. The use of neologisms in modern media and a pragmatic analysis of their functions shows that new words perform several functions. The nominative function is the primary new cognition, since new words appear as a result of the designation of new concepts, phenomena, objects mastered by society. Neologisms enrich the vocabulary, fill in the gaps in the vocabulary. There are many such examples. For example, new borrowed words denoting political, economic and cultural concepts, social realities are constantly pouring into the Russian language. Consequently, the appearance of neologisms in the media is due to the need to realize the opinion about the realities of the surrounding reality that is in demand for expression. In this case, it can be argued that the use of neologisms in the media binds the narrative to modernity. The nominative function as the main function is performed by most neologisms that serve to denote new concepts, for example, in the field

of technology modernization: in the field of computer science (website, laptop, flash drive, file, blog, monitor); in the field of economics (marketing, barter, manager); in the field of politics (briefing, impeachment, ombudsman, congressman, parliament (politics), in the field of linguistics (categorization, conceptualization, representation, anthropocentrism). Along with the use of individual new words, new stable phrases have appeared that perform a nominative function, for example, "go to the Internet", "enter the Internet", "climb sites", "climb the site". Such stable combinations of words are stylistically neutral, their task is to name a new reality. However, it is impossible Say "walk around the site" or "run around the site." It should be noted that this function is the main one only in the texts of information genres, when using a new word in analytical and artistic and journalistic genres, where the personality of the author and his attitude to the reported are more manifested, the nominative function fades into the background. The point is that when new words realize special pragmatic goals, serve as stylistically marked, the nominative function is inferior to other functions, being secondary. Of particular importance is the function of attracting the attention of the addressee. The media are the defining channel of education and the basis of public opinion, so the effectiveness of the media is inextricably linked with taking into account the perception of a particular audience. For the successful implementation of the goals of their activities, the media take into account the needs, interests, motives, attitudes and corresponding characteristics of the addressee. In this case, active methods are used for the audience, i.e., lexical, morphological, syntactic, stylistic, which have specific goals and are the result of the communicative process. The use of neologisms is one of the most effective lexical ways to attract the attention of the addressee. For example, new words of foreign origin become frequently used, even more convenient than the corresponding words in Russian language, since they carry a colorful contrasting shade that attracts the attention of readers. For example, the phrase PR - public

relations - PR: PR activity, PR agency, PR - impact, black. In the early 1990s, according to the newspaper and journalistic strategy of raising readability, new borrowed words and phrases become the names of newspaper and television headlines and permanent rubles such as Beau Monde, Know-how, Epicenter, Force Majeure, Crime, Resonance, Monitor, Exclusive, Hit Conveyor, Presentation, Happening, Press Club, etc. Traditionally, lexical borrowing in Russian linguistics refers to the transition of lexical units from one language to another as a result of language contacts. Attention is drawn to terminological borrowing, which includes not only the transition of terms from one language to another, but also terminological elements. In this regard, Russian linguistic terminology is of interest, which is a genetically heterogeneous set and system of linguistic terms, which include national, foreign and units created on the basis of Greco-Latin roots and affixes [4]. Being borrowed, many Russian linguistic terms were once neologisms, now they have become part of the active vocabulary: voice, case, participle, noun, bilingualism, occasionalism. Relatively new are terms such as anthropocentrism, narrative, discourse, hypertext, metatext, etc. According to the concept of economy of linguistic means, which was formulated by the French linguist A. Martinet, language change is a compromise between the needs of communication and a person's desire to minimize communication efforts. He notes that the constant contradiction between a person's communication needs and his desire to minimize his mental and physical efforts can be considered decisive in changing the language system. Thus, due to the principle of language economy in written and oral communication in the journalistic sphere, a large number of new language units appear and are used.

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