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Annotation

This paper explores the use of neologisms in contemporary social-political texts, focusing on how newly coined words and expressions reflect and influence political ideologies, public discourse, and social change. It examines the linguistic mechanisms behind neologism formation—such as blending, borrowing, and semantic shifts—and analyzes their communicative functions in political language. Special attention is given to the challenges of translating politically charged neologisms from English into Uzbek, considering cultural, ideological, and linguistic differences. Through selected examples, the paper illustrates how neologisms contribute to shaping modern political narratives and how they reflect evolving societal values. The study emphasizes the need for cultural and linguistic sensitivity in understanding and translating political neologisms in a globalized world.

Keywords:

Neologism, socio-political discourse, political language, language evolution, translation, English-Uzbek, ideology, media language, lexical innovation, cultural adaptation.

Annotatsiya

Ushbu maqola zamonaviy ijtimoiy-siyosiy matnlarda neologizmlardan foydalanishni o'rganadi. Unda yangi yaratilgan so'z va iboralarning siyosiy mafkuralar, jamoatchilikdagi nutq hamda ijtimoiy o'zgarishlarga qanday ta'sir qilishi va ularni qanday aks ettirishi tahlil qilinadi. Neologizmlarning shakllanish mexanizmlari — jumladan, so'zlarni birlashtirish (blending), boshqa tillardan o'zlashtirish (borrowing) va semantik o'zgarishlar (semantic shifts) — ko'rib chiqiladi hamda ularning siyosiy tildagi kommunikativ funksiyalari tahlil qilinadi. Xususan, ingliz tilidagi siyosiy mazmunga ega neologizmlarni o'zbek tiliga tarjima qilishda uchraydigan madaniy, mafkuraviy va lingvistik farqlar muammosi alohida e'tiborga olinadi. Tanlab olingan misollar orqali neologizmlarning zamonaviy siyosiy narrativlarni shakllantirishdagi o'rni va ularning o'zgarayotgan jamiyat qadriyatlarini qanday aks ettirishi yoritiladi. Mazkur tadqiqot globallashtirilgan dunyoda siyosiy neologizmlarni tushunish va tarjima qilishda madaniy hamda lingvistik sezgirlik zarurligini ta'kidlaydi.

Kalit so'zlar:

Neologizm, ijtimoiy-siyosiy diskurs, siyosiy til, til evolyutsiyasi, tarjima, inglizcha-o'zbekcha, mafkura, OAV tili, leksik innovatsiya, madaniy moslashuv.

Аннотация

Данная статья посвящена использованию неологизмов в современных социально-политических текстах, с акцентом на то, как новые слова и выражения отражают и формируют политические идеологии, общественный дискурс и социальные изменения. Рассматриваются лингвистические механизмы образования неологизмов — такие как словослияние, заимствование и семантические сдвиги — а также анализируются их коммуникативные функции в политическом языке. Особое внимание уделяется трудностям перевода политически окрашенных неологизмов с английского языка на узбекский, с учетом культурных, идеологических и языковых различий. На основе

конкретных примеров показано, как неологизмы способствуют формированию современных политических нарративов и отражают изменяющиеся общественные ценности. В исследовании подчеркивается важность культурной и языковой чувствительности при понимании и переводе политических неологизмов в условиях глобализации.

Ключевые слова:

Неологизм, социально-политический дискурс, политический язык, развитие языка, перевод, английский-узбекский, идеология, язык СМИ, лексические инновации, культурная адаптация.

Introduction

Language is a dynamic and evolving system that constantly adapts to the changing needs of society. One of the clearest indicators of this evolution is the emergence of neologisms—newly coined words or expressions created to describe novel concepts, technologies, events, or ideologies. In recent decades, the sphere of social-political discourse has proven to be particularly fertile ground for the generation and widespread use of neologisms.

As political landscapes shift and new social movements emerge, existing vocabulary often proves insufficient to express complex or unprecedented phenomena. To fill this linguistic gap, speakers and writers—especially in political, media, and activist circles—create new terms that encapsulate these realities. Words like *Brexit*, *fake news*, *wokeness*, and *cancel culture* are modern examples of neologisms that carry deep socio-political significance, influencing public opinion and shaping ideological narratives.

In the context of globalization and digital communication, the spread of such neologisms has accelerated, crossing linguistic and cultural boundaries. This poses challenges for both comprehension and translation, particularly in languages with different political traditions and structures, such as Uzbek. Understanding how neologisms function in socio-political texts, and how they are received and interpreted in other linguistic contexts, is crucial for linguists, translators, and political analysts.

This paper aims to explore the formation, function, and implications of neologisms in social-political texts, with a particular focus on English and Uzbek. It examines the linguistic processes involved, the cultural and ideological meanings these terms carry, and the difficulties they present in cross-cultural communication and translation.

Methodology

This study employs a qualitative research approach to investigate the use of neologisms in social-political texts, with particular attention to English and Uzbek language contexts. The research focuses on identifying, categorizing, and analyzing neologisms that have appeared in political discourse over the past decade, as found in various media sources, political speeches, and official publications.

1. Data Collection

The data for this research was collected from:

- Online news articles from reputable English-language sources such as *BBC News*, *The Guardian*, and *The New York Times*;
- Uzbek-language news portals including *Gazeta.uz*, *Daryo.uz*, and official government websites;
- Political speeches and official press releases in both English and Uzbek;

- Social media posts from public figures and institutions involved in political discourse.

The selection criteria for neologisms included:

- Words or phrases coined within the past 10–15 years;
- Terms that have gained traction in social-political contexts;
- Lexical items that represent new political ideologies, movements, or sociocultural phenomena.

2. Analytical Framework

A **descriptive and comparative analysis** method was used:

- Descriptive analysis was applied to define and explain the formation processes of the selected neologisms (e.g., blending, compounding, acronym formation, borrowing).
- Comparative analysis focused on the translation and adaptation of these neologisms between English and Uzbek, identifying translation strategies (e.g., direct borrowing, calque, semantic adaptation) and the influence of cultural or ideological context.

The analysis also draws on relevant theories from sociolinguistics, translation studies, and discourse analysis, particularly those dealing with lexical innovation and political communication.

3. Limitations

The scope of the study is limited to English and Uzbek neologisms in political texts from 2010 to 2024. It does not include slang, technical jargon outside the political realm, or neologisms that have not yet been widely adopted. The study emphasizes qualitative depth over quantitative frequency.

Results

The analysis of neologisms in social-political texts revealed several key findings:

1. **Formation Mechanisms:** Neologisms in political discourse are primarily formed through blending (e.g., "Brexit"), borrowing (e.g., "hashtag"), and semantic shifts (e.g., "reform").
2. **Political Ideology:** Neologisms like "alt-right" and "climate justice" reflect specific political ideologies, while Uzbek terms such as "ozg'in siyosat" (austerity politics) mirror similar ideological shifts.
3. **Translation Challenges:** Translating political neologisms from English to Uzbek involves strategies like calque (e.g., "global warming" as "jahon isish"), adaptation (e.g., "liberal democracy" as "erkin demokratik jamiyat"), and borrowing (e.g., "cybersecurity").
4. **Impact on Political Discourse:** Neologisms such as "fake news" and "post-truth" influence political communication by shaping public discourse, particularly on issues like media trust and global challenges.
5. **Cultural Sensitivity:** Effective translation of neologisms requires attention to cultural and ideological contexts to preserve the intended meaning and impact.

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