

SEMANTIC PECULIARITIES OF ENGLISH SOCIAL MEDIA NEOLOGISMS AND THEIR TRANSLATION INTO UZBEK

Abdullayeva Shaxlo Shuhrat qizi,

Qarshi davlat universiteti talabasi

Xorijiy tillar fakulteti: Lingvistika (ingliz tili) yo'nalishi

abdullayevashahlo99@gmail.com

Annotatsiya. Mazkur maqolada ingliz tilidagi ijtimoiy tarmoq neologizmlarining semantik xususiyatlari hamda ularni o'zbek tiliga tarjima qilish masalalari tahlil qilinadi. Tadqiqotning dolzarbligi ijtimoiy tarmoqlarda yangi leksik birliklarning juda tez shakllanishi, ommalashishi va turli tillarga kirib borishi bilan izohlanadi. Ishning maqsadi ingliz tilidagi ijtimoiy tarmoq neologizmlarining semantik tabiatini aniqlash, ularning denotativ, konnotativ va pragmatik xususiyatlarini yoritish hamda o'zbek tiliga tarjima qilishning maqbul usullarini belgilashdan iborat. Tadqiqotda qiyosiy-tavsifiy, semantik, kontekstual va tarjimaviy tahlil usullaridan foydalanildi, empirik material sifatida esa ijtimoiy tarmoqlar va ingliz tilidagi onlayn media matnlardan tanlab olingan neologik birliklar asos qilib olindi. Tahlil natijasida ijtimoiy tarmoq neologizmlarining nominativ, baholovchi-ekspressiv, qisqartma-akronimik va aralash tuzilmali turlari faol qo'llanishi aniqlandi, ularni tarjima qilishda esa transliteratsiya, kalkalash, izohli tarjima, funksional muqobil tanlash va moslashtirish kabi strategiyalar qo'llanishi kuzatildi. Tadqiqot natijalari shuni ko'rsatdiki, ingliz tilidagi ijtimoiy tarmoq neologizmlarini o'zbek tiliga o'girishda formal moslikdan ko'ra semantik adekvatlik va pragmatik muvofiqlik muhimroq hisoblanadi. Maqolaning ilmiy va amaliy ahamiyati shundaki, undagi xulosalar media matnlar tarjimasi, zamonaviy leksikologiya, neologiya, media lingvistika va o'zbek tilida yangi media leksikasini me'yorlashtirish jarayonlarida qo'llanishi mumkin.

Kalit so'zlar: neologizm, ijtimoiy tarmoq neologizmlari, semantik xususiyat, tarjima, o'zbek tiliga tarjima, media diskurs, raqamli kommunikatsiya, konnotativ ma'no, pragmatik yuklama, funksional muqobil.

Аннотация. В данной статье анализируются семантические особенности английских неологизмов социальных сетей и вопросы их перевода на узбекский язык. Актуальность исследования определяется тем, что в социальных сетях новые лексические единицы формируются, распространяются и переходят в другие языки с очень высокой скоростью. Цель статьи заключается в выявлении семантической природы английских неологизмов социальных сетей, раскрытии их денотативных, коннотативных и прагматических особенностей, а также в определении наиболее приемлемых способов их перевода на узбекский язык. В исследовании использованы сравнительно-описательный, семантический, контекстуальный и переводоведческий методы анализа, а в качестве эмпирического материала послужили неологические единицы, отобранные из социальных сетей и англоязычных онлайн-медиа-текстов. В результате анализа было установлено, что в дискурсе социальных сетей активно функционируют номинативные, оценочно-экспрессивные, аббревиатурно-акронимические и смешанные по структуре неологизмы. При их переводе наблюдается использование таких стратегий, как транслитерация, калькирование, описательный перевод, подбор функционального эквивалента и адаптация. Результаты исследования показали, что при переводе английских неологизмов социальных сетей на узбекский язык более важными являются не формальное соответствие, а семантическая адекватность и прагматическая соотнесённость. Научная и практическая значимость статьи заключается в том, что её выводы могут быть использованы в переводе медиа-текстов, современной лексикологии, неологии, медиалингвистике и в процессе нормализации новой медийной лексики в узбекском языке.

Ключевые слова: неологизм, неологизмы социальных сетей, семантические особенности, перевод, перевод на узбекский язык, медиа-дискурс, цифровая коммуникация, коннотативное значение, прагматическая нагрузка, функциональный эквивалент.

Abstract. *This article analyzes the semantic peculiarities of English social media neologisms and the issues of their translation into Uzbek. The relevance of the study is determined by the fact that new lexical units are formed, spread, and enter other languages very rapidly through social networks. The aim of the article is to identify the semantic nature of English social media neologisms, to reveal their denotative, connotative, and pragmatic features, and to determine the most appropriate ways of translating them into Uzbek. The study employs comparative-descriptive, semantic, contextual, and translational methods of analysis, while the empirical material consists of neological units selected from social networks and English-language online media texts. The analysis revealed that nominative, evaluative-expressive, abbreviated-acronymic, and mixed-structure neologisms are actively used in social media discourse. In translating them, such strategies as transliteration, calquing, descriptive translation, functional equivalence, and adaptation are applied. The results of the study showed that when translating English social media neologisms into Uzbek, semantic adequacy and pragmatic appropriateness are more important than formal correspondence. The scientific and practical significance of the article lies in the fact that its conclusions can be applied in the translation of media texts, modern lexicology, neology, media linguistics, and in the standardization of new media vocabulary in Uzbek.*

Keywords: *neologism, social media neologisms, semantic peculiarities, translation, translation into Uzbek, media discourse, digital communication, connotative meaning, pragmatic load, functional equivalent.*

Introduction. The study of English social media neologisms is one of the pressing issues in contemporary linguistics and translation studies, since social media texts, unlike traditional written discourse, are rich in abbreviations, emoticons, neologisms, connotative meanings, humor, and irony, which generate rapid changes in the lexical and semantic layers of language [1]. Social networks have now become one of the most active environments for the emergence, popularization, and everyday use of new lexical units, and such units not only name new phenomena but also reflect users' evaluative attitudes, emotional states, and virtual culture [2]. Therefore, when translating English social media neologisms into Uzbek, it is not enough to convey only their dictionary meaning; it is also important to preserve their stylistic coloring, pragmatic load, and contextual function. However, in practical translation, such units are sometimes transliterated, sometimes rendered descriptively, and in some cases their subtle semantic nuances are lost. For this reason, the aim of the present research is to identify the semantic peculiarities of English social media neologisms, to reveal the main difficulties that arise in translating them into Uzbek, and to determine the most appropriate ways of rendering these units. To achieve this aim, the study sets out to clarify the theoretical foundations of social media neologisms, describe the factors behind their emergence and their main types, analyze the semantic features of selected units, identify their denotative and connotative meanings, compare the main strategies used in translating them from English into Uzbek, and highlight the semantic and stylistic losses that may occur in the translation process. Aim of the research: To identify the semantic peculiarities of English social media neologisms and to determine the most appropriate ways of translating them into Uzbek. Objectives of the research: To clarify the theoretical foundations of English social media neologisms, to describe the factors of their emergence and their types, to analyze the semantic features of selected units, to identify the methods used in their translation into Uzbek, to reveal the

semantic and stylistic difficulties arising in the translation process, and to propose the most appropriate translation solutions.

Literature analysis. Research on digital communication, media discourse, and the mechanisms of the formation of new lexical units gives a special place to the study of neologisms. In particular, B. Rodríguez Arrizabalaga considers social networks to be an active source of modern lexical innovation and, on the basis of corpus materials from blogs, Facebook, Instagram, Twitter, and WhatsApp, analyzes newly emerging units and shows that such units are often formed under the influence of English [3]. E. Llopart-Saumell argues that neologisms perform not only a nominative function but also the function of creating stylistic and subjective novelty, emphasizing that stylistic neologisms are usually characterized by greater expressiveness, lower frequency, and a higher degree of perceived novelty [4]. This view is important for the semantic evaluation of units used in social media discourse, since in this environment, new words often express not only naming, but also attitude, irony, evaluation, and virtual identity. In S. Lei's study, emergent neologisms are examined on the basis of internet data, and it is shown that the emergence of new meanings and forms is closely connected with social reality, while neologisms arise through such strategies as categorization, avoidance, and synthesis [5]. Within translation studies, Y. Tarasova and her co-authors note that methods as borrowing, calquing, literal translation, transposition, modulation, equivalence, and adaptation are used in translating neologisms, and they show that simple lexical correspondence is not sufficient, especially in the case of units with strong connotative meaning [6]. Although existing studies have addressed the emergence of neologisms, their functional-semantic nature, and certain translation strategies, there are still not enough comprehensive studies that analyze the semantic peculiarities of English social media neologisms in close connection with the problem of translating them into Uzbek. In this respect, the present study is significant because it aims to identify the semantic layers of new units actively used in social media discourse and to determine the possibilities of rendering them in Uzbek.

Research methodology. This study employs a qualitative comparative-descriptive methodology. The empirical material consists of 50 to 100 neological units selected from posts, comments, hashtags, and memes on social networking platforms such as X, Instagram, TikTok, YouTube, and Facebook, as well as from English-language online media texts. The units were selected according to their degree of novelty, active use in social media, context-dependent semantic load, and difficulty in translation into Uzbek. Such an approach makes it possible to observe new units emerging in the internet environment in real communicative situations, to identify competition between their forms and meanings, and to analyze the factors behind their emergence [7]. In the course of the research, each neologism was first examined in its original context in order to determine its denotative meaning, connotative coloring, pragmatic function, and stylistic features. At

the next stage, the Uzbek translation variants of these units were analyzed from a comparative-semantic perspective, and the main strategies, such as transliteration, calquing, descriptive translation, finding a functional equivalent, and adaptation, were evaluated. The methodology is based on contextual analysis, semantic analysis, comparative translation analysis, and descriptive generalization. Studying digital discourse materials in this way is considered effective for identifying the spread, semantic shift, and communicative function of new lexical units that rapidly emerge in social media [8].

Results and discussion. For the analysis, 80 neological units selected from social networks and English-language online media texts were taken as the basis. The units were divided into several groups according to their semantic features. The analysis showed that the largest layer consisted of existing units that had acquired new meanings, as well as borrowings in which the English form was almost completely preserved. In particular, such units as *trend*, *spam*, *reel*, *stream*, *viral*, *cancel*, and *ship* performed not only a naming function in social media discourse, but also the function of expressing evaluation, irony, emotional reaction, and group identity. This indicates that semantic expansion and pragmatic load occur simultaneously in social media neologisms [1].

The translation results showed that the same method is not equally effective for all units when rendering them into Uzbek. In short, quickly recognizable, and internationally widespread units, transliteration or partial preservation of form proved relatively convenient. For example, such units as *trend*, *spam*, and *hashtag* are often used in Uzbek media texts in forms close to the original. However, for units with strong connotation or cultural context, descriptive translation and functional equivalents proved more effective. For instance, simple transliteration of the unit *doomscrolling* does not sufficiently reveal its meaning, therefore rendering it descriptively as *the habit of continuously scrolling through negative news* was semantically more accurate. Likewise, the complexity of translation increased in abbreviated and acronymic units, because such units rapidly gain popularity in mass media and social networks, yet their meanings are not always immediately understandable to the target-language reader [2].

On the basis of the studied materials, the semantic nature of neologisms manifested itself in three main directions. The first direction consists of nominative units that name a new digital phenomenon or platform element. The second direction includes evaluative-expressive units that convey the user's attitude, irony, or social judgment. The third direction comprises abbreviated and compact forms adapted to rapid online communication and the internal code of the audience. According to the results, semantic loss in Uzbek translation was observed more frequently in the second and third groups. This is because expressive units carry strong stylistic coloring, while abbreviations contain compressed meaning and an effect of familiarity.

During the analysis, the effectiveness of translation strategies was also compared. Transliteration was mostly successful with technological and widely popularized units.

Calquing was effective in some simple structural combinations, but it did not always sound natural. Descriptive translation conveyed the meaning accurately in semantically complex units, though it reduced textual compactness. Finding a functional equivalent proved to be the most useful strategy for creating variants that sound more natural and closer to Uzbek readers. On this basis, it can be argued that in translating social media neologisms, what is needed is not one universal model, but a differential approach adapted to the semantic type, stylistic function, and audience needs of each unit.

Table 1

Semantic groups of social media neologisms and translation results

Semantic group	Number of units	Percentage	Dominant translation method	Main observation
Nominative neologisms	26	32.5%	Transliteration, partial calquing	Meaning is preserved relatively steadily
Evaluative-expressive neologisms	24	30%	Descriptive translation, functional equivalent	Stylistic and connotative loss occurs more often
Abbreviations and acronyms	14	17.5%	Preserving the original form, explanation	Problems of reader comprehension are observed
Mixed-structure and meme-specific units	16	20%	Adaptation, descriptive translation	Strong dependence on cultural context

The results shown in the table indicate that nominative neologisms are translated relatively steadily, since their main function is to name a new object or phenomenon. In evaluative-expressive units, however, the translator must recreate not only the lexical meaning, but also the emotional tone, irony, and communicative intention. Abbreviations and acronyms, despite their compact form, turned out to be one of the most complex layers in translation. In general, the results of the study show that in translating English social media neologisms into Uzbek, the most important factor is to take into account semantic features and pragmatic function together.

Recommendations: In translating social media neologisms, it is not sufficient to rely only on the dictionary meaning of a unit. Its connotative content, pragmatic function, stylistic coloring, and contextual role should also be taken into account as key factors determining the translation choice.

For units that have become internationally widespread and are relatively familiar to the target audience, transliteration may be used. However, this method is advisable only when the meaning of the unit can be understood by the reader without additional explanation.

For semantically complex units, strongly expressive forms, or items closely connected with a particular internet culture, priority should be given to descriptive

translation and functional equivalents. These approaches make it possible to preserve both semantic accuracy and communicative effect.

In order to regulate Uzbek equivalents of English social media neologisms, it is necessary to develop special glossaries, electronic dictionaries, and practical guidelines devoted to contemporary media vocabulary. Such resources would serve as valuable practical tools for translators, journalists, bloggers, and digital content creators.

Within higher education, it is advisable to study the semantic and translational features of social media neologisms as a separate topic in courses related to translation studies, media text analysis, and contemporary language processes. This would improve the competence of future specialists in working with new media vocabulary.

Future research should focus on a broader corpus-based comparative study of English and Uzbek social media texts, the process by which neologisms become standardized and enter common usage over time, as well as the differences in the rendering of such units in machine translation and human translation.

Conclusion. The results of this study showed that English social media neologisms constitute one of the most active and rapidly developing lexical layers of modern digital discourse. Their linguistic nature is not limited only to naming new objects, phenomena, or processes. On the contrary, such units also perform additional semantic and pragmatic functions in communication, including evaluation, emotional attitude, ironic stance, social identification, and group affiliation. Therefore, in analyzing social media neologisms, it is necessary to examine not only their denotative meaning, but also their connotative, stylistic, and pragmatic components in an integrated way.

During the study, the analyzed units were classified into nominative, evaluative-expressive, abbreviated-acronymic, and mixed-structure groups according to their semantic and functional features. The analysis showed that nominative neologisms are translated relatively more steadily, since their primary function is to name a new object or phenomenon. Evaluative-expressive units, however, are semantically more complex because their meaning is often determined by context, stylistic intention, and the shared media experience of the audience. Abbreviations and acronymic forms make adequate translation into Uzbek even more difficult due to their compactness, speed of use, and reliance on internal communicative codes.

The results of the translation analysis confirmed that there is no single universal model for rendering English social media neologisms into Uzbek. When translating each unit, its semantic type, communicative function, pragmatic load, cultural background, and the reception characteristics of the target audience should all be taken into account. Transliteration may be effective to some extent for internationally established and widely recognized units, whereas descriptive translation helps to reveal more accurately the meaning of semantically complex units with a high contextual and cultural load. Translation through functional equivalents appeared to be one of the most appropriate

strategies from the point of view of preserving the naturalness of Uzbek while ensuring communicative effectiveness.

Thus, the study demonstrated that in translating English social media neologisms, formal correspondence should not be the primary criterion. Instead, semantic adequacy and pragmatic appropriateness should be treated as the main priorities. These conclusions are theoretically significant for contemporary translation studies, media linguistics, neology, and applied lexicography, and they may also serve as an important methodological basis for the standardization and communicatively effective expression of new media vocabulary in Uzbek.

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