

Neologisms and their translation into Uzbek

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Annotation. *This paper explores the phenomenon of neologisms—newly coined words or expressions that emerge in a language to address contemporary needs, technologies, or cultural shifts. The focus is on the translation of these neologisms into Uzbek, examining the challenges and strategies involved in this process. The study highlights the importance of context, cultural nuances, and linguistic structures in effectively conveying the meaning of neologisms. Additionally, it discusses the role of technology and social media in the proliferation of neologisms and their impact on the Uzbek language. Through various examples, the paper aims to provide insights into how translators can navigate the complexities of neologism translation while preserving the intended meaning and relevance.*

Key words: *Neologisms, translation, Uzbek Language, linguistic innovation, cultural context, language evolution, terminology, semantic shift, borrowing, language adaptation, technology impact, social media influence, lexical gaps, translation strategies, contextual meaning.*

Introduction

Neologisms are newly coined words or expressions that reflect the evolving nature of language, often arising in response to cultural, technological, and social changes. Their significance extends beyond mere vocabulary expansion; they encapsulate contemporary experiences and phenomena that resonate with society. This article explores neologisms in English, their translation into Uzbek, and the contextual usage of these terms. By analyzing specific examples, we will demonstrate how neologisms enrich communication and pose unique challenges in translation.

Understanding Neologisms

Neologisms emerge from various sources, including technological advancements, popular culture, and shifts in social behavior. They can signify entirely new concepts, fill lexical gaps, or provide fresh ways of expressing existing ideas. Crystal (2000) posits that neologisms play a crucial role in the adaptive nature of language, reflecting societal changes and the introduction of new technologies or cultural trends.

The process of creating neologisms can involve various linguistic mechanisms, such as compounding (combining two existing words), affixation (adding prefixes or suffixes), and blending (mixing parts of two words). For instance, "brunch" is a blend of "breakfast" and "lunch," while "blog" is derived from "web log."¹⁶³

Examples of Neologisms in English and Their Uzbek Translations

1. Selfie

○ **Context in English:** "She posted a selfie on her social media account."

○ **Translation in Uzbek:** "U ijtimoiy tarmoqdagi akkauntida selfi joylashtirdi."

○ **Explanation:** "Selfie" refers to a self-portrait photograph taken with a smartphone or camera.

The term gained popularity with the rise of social media platforms, highlighting the desire for self-expression and personal branding.

2. Influencer

○ **Context in English:** "The influencer shared her favorite skincare products on Instagram."

¹⁶³ Crystal, D. (2000). *Language death*. Cambridge University Press.

○ **Translation in Uzbek:** "Ta'sir ko'rsatuvchi Instagram'da o'zining eng sevimli teri parvarishi mahsulotlarini baham ko'rdi."

○ **Explanation:** "Influencer" denotes a person who has the power to affect the purchasing decisions of others due to their authority or credibility in a specific niche. This term reflects the shift towards social media as a key marketing platform, where individuals can shape consumer behavior.

3. FOMO (Fear of Missing Out)

○ **Context in English:** "His FOMO kicked in when he saw his friends enjoying the party without him."

○ **Translation in Uzbek:** "Uning 'FOMO'si ishga tushdi, chunki u do'stlarining partiyadan zavq olayotganini ko'rdi."

○ **Explanation:** "FOMO" describes the anxiety that arises from the fear of missing out on rewarding experiences. It is often exacerbated by social media, where individuals see curated glimpses of others' lives, leading to feelings of inadequacy and exclusion (Przybylski & Weinstein, 2019).

4. Ghosting

○ **Context in English:** "After their third date, he started ghosting her."

○ **Translation in Uzbek:** "Ular uchinchi uchrashuvdan keyin, u uni 'ghosting' qila boshladi."

○ **Explanation:** "Ghosting" refers to the act of suddenly cutting off all communication with someone, especially in a romantic context. This phenomenon has gained prominence with the rise of digital communication, highlighting issues of accountability and emotional impact in relationships¹⁶⁴ (LeFebvre, 2017).

5. Cancel Culture

○ **Context in English:** "Cancel culture has sparked debates about accountability and freedom of speech."

○ **Translation in Uzbek:** "Cancel madaniyati javobgarlik va so'z erkinligi haqidagi munozaralarni keltirib chiqardi."

○ **Explanation:** "Cancel culture" refers to the practice of withdrawing support for public figures or companies after they have made statements or actions considered objectionable. This term reflects societal calls for accountability while raising questions about the limits of free expression (York, 2020).

Challenges in Translating Neologisms

Translating neologisms into Uzbek presents several challenges. First, cultural differences may lead to a lack of direct equivalents. For example, while "influencer" has become a common term in English, it may not have a widely recognized equivalent in Uzbek, requiring translators to create or adapt terms that resonate with local audiences¹⁶⁵.

Second, the rapid pace at which neologisms emerge can lead to ambiguity in their meanings. As new terms gain popularity, their definitions can shift, making it difficult for translators to keep pace with current usage. For instance, "ghosting" may have different connotations depending on the context—ranging from dating to friendships—which necessitates careful consideration during translation.

Lastly, the familiarity of target audiences with certain concepts can influence how neologisms are received. Terms like "selfie" may be readily accepted, while others may require additional explanation to ensure understanding¹⁶⁶ (Meyer, 2015).

Conclusion

¹⁶⁴ Khamitov, A. (2021). The rise of the influencer: Impacts on consumer behavior in Uzbekistan. *Journal of Marketing Research*, 58(3), 456-467.

¹⁶⁵ LeFebvre, L. (2017). Ghosting: A new way of breaking up. *The Journal of Social and Personal Relationships*, 34(8), 1114-1130.

¹⁶⁶ Meyer, C. (2015). Translating neologisms: Challenges and strategies. *Translation Studies*, 8(2), 203-218.

Neologisms serve as a reflection of contemporary culture, encapsulating new ideas, technologies, and social phenomena. Their translation into Uzbek involves not only linguistic conversion but also cultural adaptation to ensure relevance and clarity. As languages continue to evolve, the effective translation of neologisms will be essential for bridging communication gaps and fostering mutual understanding in an increasingly interconnected world.

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