

CONVERSION IN CREATING NEOLOGISM AND ITS ROLE IN THE NEWSPAPER STYLE

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Annotation: To begin with, we must define the term "new" precisely. A neologism remains new until speakers start using it automatically without thinking, as there is no clear answer to the question of neologisms that would delineate the time boundaries. However, it is impossible to predict which neologisms will survive and which ones will become obsolete. I haven't yet given an explanation for why neologisms are invented, or why they enter and leave the linguistic world. The current inquiry sought to examine the analysis of neologism creation and its significance in newspaper style; additionally, the traits of neologisms and their effect on individuals are described. Some neologisms are theoretically explained with significant examples.

Key words: Acronyms, clipping, blends, loan words, prototype, apheresis, apocope, irretainer, headline, mass media, sonnet

КОНВЕРСИЯ СОЗДАНИИ НЕОЛОГИЗМА И ЕЕ РОЛЬ В ПУБЛИЦИСТИЧЕСКОМ СТИЛЕ

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Аннотация: прежде всего, мы должны точно определить термин «новое». Неологизм остается новым до тех пор, пока говорящие не начинают его использовать автоматически, не задумываясь, так как нет однозначного ответа на вопрос о неологизмах, который очерчивал бы временные границы. Однако невозможно предсказать, какие неологизмы выживут, а какие устареют. Я еще не дала объяснения тому, почему изобретаются неологизмы или почему они входят и покидают лингвистический мир. Текущее исследование было направлено на изучение анализа создания неологизма и его значения в газетном стиле; дополнительно описываются черты неологизмов и их влияние на индивидов. Некоторые неологизмы теоретически объясняются значимыми примерами.

Ключевые слова: Акронимы, вырезки, бленды, заимствования, прототип, афerez, апокопа, иррейнер, заголовок, СМИ, сонет

According to Filipe and Earmark’s investigations, the main motivations are to define and characterize a new reality, such as to represent new discoveries and advancements in science, culture, and technology, as well as changes in the political climate and social trends. Neologisms demonstrate that language is a dynamic structure, which I would like to demonstrate primarily in terms of its capacity to reflect the state of the world at any given time. Language can be used to describe not only previously known facts, but can also be used to give existing words new meanings and create new word forms. In fact, how it is applied in real-world circumstances has an impact on how people think, act, and feel among other things.

A very helpful component of neologism, newspaper language's properties, its background and importance will be discussed in the theoretical portion. Understanding how vocabulary usage, content, and stylistic differences between tabloids and broadsheets differ is crucial. Following that, neologisms will be described.

History development of neologisms

With the rapid advancement of the technology, the social media and mass media are also developed. Therefore, the percentage of the usage of neologisms are also increased. Generally, nowadays mostly youngsters and teenagers are using these kinds of words. The priority of research on neologisms on the pages of online publications today is defined by the large number of its use. On the one hand, it is a favorably thing that shows integration into European society. On the other hand, using a lot of neologisms in the contexts of the mass media without giving their definition leads to understand in a wrong way of the material. Not everyone understands the meaning of these kind of words in the context. Having analyzed a great deal of works on the neologism, it can be written that, it is very essential for modern journalists to keep stability in the usage of different new verbal means and various analogs. And also, mass media plays a very great role in informing the neologisms to the population. Furthermore, the research examines the pragmatic, functional, stylistic, structural, and semantic characteristics of media neologisms in contemporary American English. With a focus on their representative role in mass media, the analysis is based on the analytical method to examining neologisms. The authors define classification criteria for neologisms as well as selection criteria. The study addresses to the enological paradigm for defining vocabulary surplus, which emphasize the standardization, graphical form, semantics, stylistic function, and production of neologisms.

The word neologism is the first asserted in English in 1772, borrowed from French neologism (1734). In an academic literature, there is no professional enologist, because the research of such things (cultural or ethnic vernacular, for example) are interdisciplinary. Additionally, I want to emphasize what is the origin of the word neologism: the word neologism was itself a brand-new coinage in the latter half of the 18th century, when English speakers borrowed the French term neologism. The word’s roots are old, ultimately tracing back to ancient Greek *naos*, meaning “new”, and *logos*, meaning “word”. Neologisms pass through three stages: creation, trial and establishment the new word is added to common

language as a “ protologism” , which is utilized only by a short audience. [1]

The term "neologism" designates a relatively new or isolated term, word, or phrase that may go through the process of entering common usage but that has not yet been fully accepted into language. It refers to a newly formed word that accommodates the usage of a language at a specific time. They tend to be significantly impacted by societal changes, particularly those related to culture and technology, as well as more recently by the quick development of internet-based communication. But given their widespread use, they appear to be quickly and generally accepted in social networking sites all over the world (Facebook, Twitter, Instagram and WhatsApp).

Today, everyone is affected by social networking sites since they facilitate and speed up communication, strengthen bonds, and encourage commercial initiatives. The goal of this study was to examine and contrast instances from the four most popular social networks in order to test the hypothesis that neologisms produced by

various morphological processes are overused in internet-based communication. Neologism usage on social networking sites is quite prevalent, according to the analysis's findings. Evidently, new terms are continually being added to the language to express emerging ideas and technologies and what they signify to us. On the other hand, as older terms lose their cultural value, they grow more archaic and continue to lose use. Given the impact that digital technology has had on society at large, it should come as no surprise that lexicographers have discovered that science and technology are currently the most frequent suppliers of neologisms.

In the media, advertising and technical fields, neologisms are commonly created as a "reaction to a particular need», such as the requirement to coin the (now lexicalized) neologism. PC (Personal Computer) emerged as soon as the common consumer could purchase a computer. Neologisms occur in fields other than linguistics are frequently directly related to a particular author, work, time period, or event (psychiatry, theology, etc.). Naturally, neologisms show something new while reflecting the essence of the concept in many scientific disciplines. They are particularly helpful in identifying fresh discoveries, emerging phenomena or historical concepts that have been reinterpreted in a contemporary context.

Some critics compared language change generally to the process of decay and saw neologism in literature as akin to the ongoing creation and introduction of new lexical units. Thus, the term "neologism" was solely used negatively and was criticized for both linguistic and aesthetic reasons. This neologism's earlier connotation and the mindset it expresses are still relevant today. However, it was clear that the language of literary expression should not be completely confined even in the second half of the 18th century. Neology, which implied that new words entering a language were acceptable and correct, thus given to the negative neologism.

An issue that is historically contingent is whether a word an archaism or a neologism. A word might only be acknowledged as a neologism or treated as an archaic idea by taking into account a specific time in a language's social history. In their respective eras, terms like "cable television" (1966), "CD-ROM" (1988), "flashback" (1966), "environment" (1972), "hip-hop" (1985), or "pia colada" (1967) were all widely known. Regarding neologisms and their age, there are many diverse points of view. Identifying

¹ Agnes, M. E. (2003). Webster' s new world dictionary. New York: Simon & Schuster.

the precise moment, a new term turns into a neologism is the key challenge. [2]

Some academics contend that a speaker must believe that a word is a neologism in order to give that designation, while others contend that the word must be older than 25 years. Language studies, the many elements of speech as well as the roles that words play in sentences. However, there is no agreed-upon classification scheme for neologisms, therefore the issue has not been resolved in linguistics yet. Additionally, different classifications take into account various neologism-related factors. Furthermore, neologisms, which are developed every day and are fast spreading within the English lexicon, stand for innovation in all languages. They frequently use conventional word building techniques like affixation and compounding, as will be revealed in the study. Additionally, there are numerous instances of affixation. In addition to, neologisms can be created through mixing (e.g., "Spanglish," "Language," and "vodkatini") and acronymization (e.g., "RAM," or "random access memory"). Neologisms are occasionally created through conversion (e.g., "to network" (v.), "to nurse"). [3]

English news has become a crucial part of English learning, with neologism providing a special set for English findings due to its diverse sources and concise structure. Not only does neologism encourage the development of news English and English, but it also represents culture and society. Knowledge of the characteristics of neologisms in News English not only helps learners understand the formation of English words and world news, but it also improves their cross-cultural skills in communication.

Moreover, many linguists believe that neologisms become popular through mass media, the Internet or word of mouth, particularly among younger people. Almost every word in a language was a neologism at some point in its history, though most of these ceased to be so over time and acceptance. Neologisms are frequently accepted as part of the language. At times, however they vanish from common usage. Many factors determine whether or not a neologism remains in the language, the most important of which is public acceptance. Acceptance by linguistic experts and incorporation into dictionaries also play a role, as does whether the occurrence described by a neologism is still current and thus requires a descriptor. It is strange for a word to enter prevalent use if it bears no resemblance to another word or words in any discernible way. (However, in some cases, strange new words prosper because the idea behind them is truly notable or exciting). When a word or phrase is no longer considered "new," it is no longer considered a neologism. However, it may take decades for a neologism to become old. People have different opinions on how old a word must be to be considered no longer a neologism; cultural acceptance is potentially more important than time in this context.

The importance of neologisms in newspaper style

If we come to brief explanations of the importance of neologisms in newspaper style, there are so many ideas, facts, examples about it. In this section, the essence of neologisms will be discussed and explained with different kind of approaches.

Neologisms refer us that language is not something placed in stone, however the whole body of work, subject, to adjustment additions and change. As new words are invented, as slang becomes

² A, P. W. (2014). English roots and how to use them to decipher their derivatives. Fujiang: Fujiang Publishing House.

³ Calderon, G. (2019). (No): Euston 96. Restored: euston96.com.

acceptable and the advancement of technologies new and modern words must fill in the gaps in language. This is also innovative ways of creating words, new concepts and new ideas. Furthermore, this helps to full the main idea with various type of neologisms, for instance creation of neologisms is also different and eye-catching. Besides, neologisms can be utilized in poetry sphere for poetic effect in many ways, bringing the language to the foreground, because poet is produced a figure that is not already a portion of the language.

Clearly, a few neologisms are completely novel, others are taken from commonly utilized words, expressions, figures of speech and changed. For illustration, somebody might combine a prefix and addition in another way, instead of making an unused prefix and an unused postfix. Some of the time neologisms are used once and after that never utilized once more, such as an exceptionally perused sonnet or story. But, in a few cases, journalists like William Shakespeare have coined modern words that have since made their way into numerous regular discussions. Some of these words include “blushing,” “amazement,” and “cold-blooded”.

An addition to this, for poetic effect in many ways, bringing the language to the foreground because poet is produced a figure that is not already a portion of the language. There is an example for the poetry.

Black Ice
(Katy Aisenberg)

She took everything as a sign.
She said they were portents,
the date, the day, the yellow dress,
his lucky blue tie. The stop lights.
No 7 bus and, of course, the stars.

It is straightforwardly self-evident that the foremost viable way of imply neologisms is by utilizing them in a daily paper fashion. Since of the reality that, instead of other ways of explaining the implications of neologisms, the most perfect way is including them into articles, daily papers or magazines, as an incredible numerous of virtuoso individuals studied them. It is a fact that famous writers, such as Butterfingers, Doormst, Freelance already used them in newspaper style because of intending to add new coined words or phrases can improve the language's range of vocabulary. One after another, the usage of neologisms in newspaper style can help to broaden horizon and understand subjects in a different way.

Furthermore, some newspapers are used neologisms in order to bring intelligence, smart to the article early. Getting people's attention to headlines is not challenging, because creating new words, slangs, the combination of words also can help to make author's article feel special, such as education and entertainment can create new neologism detainer. Another example is [entertain and irritate] will be a new word which is retainer. These are quite amazing, useful for utilizing not only in newspaper style, but also in daily life due to the fact that in Britain and the USA neologisms are more common because of different cultures, books and the development of technology. The importance of neologisms was given with the help of Shakespeare books which could cover nearly 2000 neologisms that today they are common words. It is clear that after using neologisms in daily conversation again and again, they will be common words so that dictionaries can be multiplied. In this section, given more and more examples for the usage of neologisms in different areas like poems, mass media articles, daily conversation with some tables and

poems to explain how to work neologisms.

To put it a nutshell, in communication the creation of coined word and its importance is highly attentively because technological items, new phrases, new disasters, diseases demand an appropriate name for themselves. Consequently, neologisms are created to indicate a new term or another cultures' phrases. From this chapter's unit it is clear that neologism is a dynamic way of evaluating language year by year, century by century.

The formation of neologisms in News English

There are some types of formation of neologisms in News English. They are: acronyms, clipping and blends. The etymology of acronyms is the Greek roots – acr, which indicate "height, top, or tip," and -onym, which imply "name," combine to make the term acronym. With attestations for the German form Akronym dating back to 1921. An acronym is a type of abbreviation that is used as a word and it is created from the basic parts of a phrase or word. Compared to the full collection of letters, acronyms are more compact, attractive and fascinating words. It is a known fact that the first letter or letters of each word in a sentence is typically used to create acronyms. Some of them are read aloud as words (such as OPEC), while others are read aloud as letters (such as the UK). [4]

It is often used to abbreviate long and frequently referenced names of organizations such as AIIB (Asian Infrastructure Investment Bank) and WTO (World Tourism Organization). The public employ it in their daily social and cultural life. DINS (double income no sex), Kippers (kids in parents' pockets eroding retirement savings), and DWY (driving while yakking) are all the examples of acronyms, to name just a few. Business and industry also are prolific coiners of acronyms. Examples include B2B (business to business), CFO (chief financial officer), BAM (bric and mortar), and BRICs (Brazil, Russia, India, and China). The rapid development of science and technology is another driving force in its usage, since new inventions and concepts demand shorter neologisms. Examples are, TMT (technology, media, telecommunications), UMPC (ultra-mobile personal computer), and VBIED (vehicle-borne improvised explosive device), etc. To show plurals of acronyms, basically include an “s” without a punctuation: “She was dependent to finding unused MP3s”. The single special case is in case the term being pluralized has periods in it. In this case, utilize a punctuation and an “s” for clarity: “At slightest a dozen M.D.’s appeared up without charge sushi». After that, acronyms are given uncertain articles based on how they’re articulated, not how they’re spelled: “a URL” (sounded as “yu”); “an HTTP protocol” (sounded as “aitch”); “an MS application” (sounded as “em”). [5]

Every acronym should be explained before being used in the text because many readers may not be familiar with the word. The abbreviation must be placed in parentheses after the entire term the first time it is used. After then, you can continue to use the acronym. The complete term should only be capitalized when used as the introduction to an acronym if it is a proper noun (such as the name of an organization). However, no need to explain some acronyms like well-known countries the USA, the UK,

⁴ Cimat, J. (2016). Types of neologisms. (No): How to write well. Restored: comoesificarbien.com.

⁵ Liberman, Anatoly (2008), Analytic Dictionary of English Etymology, University of Minnesota Press

PRC, UAE and another famous organization, such as NATO, NASA, UNICEF and so on. [6]

Another word formation in mass media is clipping which is a word-formation technique that involves breaking a word down into its component pieces. The most typical type is apocope, in which the prototype's beginning is kept. Decaf (decaffeinated), vert (vertical), techie (technician), and sig (signature) are some examples. Apheresis or final cutting preserves the prototype's last component. Examples include: varsity (university), net (Internet) and coon (raccoon). In syncope, the center portion of the word is missing: math (mathematics) and specifications (spectacles). [7]

A blend word or portmanteau is a word composed of parts of two (or more) other words, the meaning of which combines the meanings of the two other words, for example: Breakfast + Lunch= Brunch. Morning meal+midday meal= Mid-morning meal. This combination has given rise to the term brunch as well as a new definition of a mid-morning meal. A blend (also known as a blend word, lexical blend, portmanteau, or portmanteau word) is a word formed from parts of two or more other words in linguistics. Blends of two or more words can be classified according to one of three criteria: morphotactic, nonphonological, or morphosemantic. [8]

Morphotactic categorization

Blends can be divided into two types morpho tactically: total and partial.

Total blends

Each of the words that comprise the blend is reduced to a mere splinter in a total blend.

Some linguists restrict blends to these (perhaps with additional conditions): for example, Ingo Plag defines "proper blends" as total blends that are semantically coordinate, with the remainder being "shortened compounds."

Partial blends

A partial blend combines one entire word with a splinter from another.

Some linguists do not consider these to be blends.

Morphological categorization

Blends are classified as overlapping or non-overlapping phonologically.

Overlapping blends

Overlapping blends are those in which the consonants, vowels, or even syllables of the ingredients overlap to some degree. Different types of overlap exist. These are also referred to as haplogenic blends.

⁶ Massrura, Mostafa (2013), "Trendy Blends: A New Addition to English Lexicon", International Journal of Language and Linguistics, 1 (4), 147-154.

⁷ <https://www.news-medical.net/condition/Coronavirus-Disease-COVID-19>

⁸ Lieber, Rochelle (2009), *Introducing Morphology*, English Department, University of New Hampshire, Cambridge University Press

Blends Word List

r-blends

br		cr		dr		fr	
brace	bridge	crab	crumb	drab	drug	frail	fry
Brad	bright	crack	crunch	draft	drum	frame	frying
braid	brim	cradle	crust	drag	dry	frank	
brain	bring	craft	cry	dragon		freak	
braise	brisk	crane		drain		freckles	
brake	broad	crash		drake		free	
bran	brail	crawl		drank		freeze	
branch	broke	crayon		drape		freight	
brand	branco	crazy		draw		fresh	
brass	bronze	creek		dread		Friday	
brat	brood	creep		dream		friend	
brave	brook	crib		dress		fright	
brawl	broom	cricket		drew		frill	
bray	broth	cried		drift		fringe	
bread	brother	croak		drill		frizz	
break	brought	crook		drink		frog	
breath	brown	crop		drip		from	
breeze	browse	cross		drive		front	
brew	bruise	crow		droop		frost	
brick	brush	crowd		drop		frozen	
bride		crown		drove		fruit	

TABLE 1

Non-overlapping blends

Non-overlapping blends (also known as substitution blends) have no phonological or orthographic overlap: Calexico, California + Mexico.

Morphosemantic classification

Blends are classified into two types morphologically: attributive and coordinate.

Attributive blends

Attributive blends (also known as syntactic or telescope blends) have one head component and one accusative ingredient. A porta-light is a portable light, not a light emitting or portable light; light is the head. A snobject is a snobbery-satisfying object, not an objective or another type of snob; the head is the

object. As with (conventional, non-blend) attributive compounds (for example, bathroom is a type of room, not a type of bath), English accusative blends are mostly head-final and mostly endocentric. Fruitopia, as an example of an exocentric attributive blend, may figuratively transport the customer to a fruity utopia (rather than a utopian fruit); but even so, it is a drink, not a utopia. [⁹]

Coordinate blends

Coordinate blends (also known as associative or portmanteau blends) are two-headed words that combine two words of equal status. Brunch is thus neither a breakfasty lunch nor a lunchtime breakfast, but rather a breakfast-lunch hybrid; Oxbridge refers to both Oxford and Cambridge universities. This, too, is a (traditional, non-blend) compound: an actor-director is both an actor and a board member.

In this part I want to emphasize the usage of blended words in newspaper style. Each new blended word should be accounted before using them in the context. Because most new readers cannot understand the meaning of the blended terms. After giving some explanation to this kind of words you can proceed to utilize them. But there are some blended words which everyone understands in a clear way. For instance, the most common beginning consonant blends include: bl, br, cl, cr, dr, fr, tr, fl, gl, gr, pl, pr, sl, sm, sp and st.

All in all, in newspaper style it is very essential to utilize blended words and clipping words. Because their role in mass media is in a high place, because of using blended and clipping words the reader understands that the writer and its theme is present-day, and without no hesitation it represents the work of writer. Not everyone can use these kinds of terms, only the person, who investigated on them, can understand the meaning of words and can use them in any kinds of contexts.

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⁹ <http://www.merriam-webster.com/dictionary/neologism>