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IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2023 Issue: 08 Volume: 124

Published: 29.08.2023 <http://T-Science.org>

Issue

Article



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ENGLISH NEOLOGISMS IN CONTEMPORARY RUSSIAN AND UZBEK LANGUAGES AND THEIR REFLECTION IN DOMESTIC LIFE

Abstract: The current article is devoted to the question of modern English neologisms in contemporary Russian and Uzbek languages. These neologisms have been looked at and analyzed through the prism of different aspects and spheres of life. Relevant and proper examples have been given and analyzed by the author.

Key words: neologisms, neology, realia, fashion neologisms, patterns, translation methods, neography.

Language: English

Citation: Dautova, M. M. (2023). English neologisms in contemporary Russian and Uzbek languages and their reflection in domestic life. *ISJ Theoretical & Applied Science*, 08 (124), 284-287.

Soi: <http://s-o-i.org/1.1/TAS-08-124-30> **Doi:**  <https://dx.doi.org/10.15863/TAS.2023.08.124.30>

Scopus ASCC: 1203.

Introduction

Neologisms in the field of fashion allow you to fix new words in the minds of native speakers as some kind of clichés, which subsequently - to manipulate people's minds, control the psychology of consumers of fashion products. Neologisms in the field of fashion are interesting in that they reveal the culture of the people - native speakers, indicate their tastes, preferences, aspirations and expectations. The subject classes in the general category of "fashion" are constantly expanding as a result of the emergence of new names for objects and new knowledge about the way they are produced, as well as for whom these objects are intended, about the public attitude towards them and their buyers. They are of great importance simultaneously from the conceptual, cultural and linguistic points of view.

In Uzbek historiography, there are few works of scientists devoted to the study of neologisms and the specifics of their translation, in particular, O.S. Akhmedov [11] pointed out the importance of creating a bilingual (English-Uzbek) dictionary of neologisms, D.M. Zaitaeva showed that the author's neologism should be perceived as a normal linguistic phenomenon, and the absence of a word in the dictionary cannot serve as an obstacle to its translation [17], S.Kh. Nurtaev showed that the most productive word-formation method for new words is

contamination, as well as compounding and affixation [23].

Analysis of Subject Matters

In Russian historiography, the difficulties of translating English neologisms in the field of fashion are studied comprehensively and systematically; many monographs, scientific articles and other studies have been written on this topic. Let us highlight the works of I.S. Alekseeva [12], T.G. Dobrosklonskaya [14], N.M. Zhutovskaya and M.V. Kugubaeva [16], V.N. Komissarov [19], O.G. Lebedeva [21], A.A. Svitsova, O.S. Rubleva and others. They reflect the nature and essence of English neologisms, show their national cultural characteristics and ways of translating into Russian. Scientific article by T.A. Efremova and E.V. Nikolaeva is devoted to the aspect of the translation of neologisms based on the articles of modern fashion magazines. The authors consider neologisms in the field of fashion, ways to translate them, and also determine strategies and approaches to translation in order to eliminate errors that can lead to a misunderstanding of the meaning of the original text [15].

In Western historiography, the problem of translating neologisms is also being actively studied. In particular, the works of scientists

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U. Lehmann [5], P.A. Newmark [7] and J.-F. Sablayrolles [10] deserve special attention in this regard, since they analyze the emergence of certain neologisms in the field of fashion and the change in their meanings over time in a historical retrospective, which allows translators in the media to take these transformations into account in their work.

In general, the formation of neology as a special theoretical field of lexicology took place in the second half of the 20th century. At that time, it was developed by the valuable scientific works of A.A. Bragina, R.A. Budagova, E.V. Rosen, N.I. Feldman, G.O. Vinokura, V.G. Gack and other scientists.

French linguists played a major role in the development of the theory of neology. Starting with the classic works of A. Darmsteter [2], the French linguistic school has been developing the theory and practice of neology (A. Rey [9], P. Gilbert [4], L. Deroy [3], Corbeil [1]). In 1960-1970, the number of French neologisms increased significantly, so dictionaries and reference books began to appear one after another, and French linguistics received a new impetus for development within the framework of neology. In France, since 1971, the magazine *La Banque des mots* began to be published regularly, which is devoted to the problems of neologisms and terminology.

The key problem of French neology was the definition of clear criteria for distinguishing neologisms from other types of innovations: xenisms (loanwords reflecting the life of other peoples), hapaxes (individual author's expressions), ephemeralisms (words reflecting transient phenomena), occasionalisms, etc. However, the signs of different categories of innovations are not clearly developed.

P. Hilbert touched upon an important theoretical problem of neology in his *Dictionnaire des mots nouveaux* (Dictionary of New Words) - the question of a functional criterion in highlighting certain categories of innovations. He believed that, taking into account this criterion, not every morphologically new word should be included in the dictionary of neologisms. If we are talking about a single author's use, then the word should be attributed to the peripheral zone of neology, therefore, it should not be in the dictionary of neologisms either. However, a word that has been present in the language for a long time, even if its meaning remains the same, can enter the dictionary of neologisms when it changes or expands the scope, it turns out to be more famous. In this respect, the positions of the French and Russian neologists coincide. P. Hilbert paid much attention to the influence of socio-political realities on the flow of innovations in the language, as well as to the problem of the suppression of the French language by English and others.

Due to the different understanding of the main categories of neology, the lack of specific differences

between similar concepts: potential word, individual author's formation, neologism, etc., there was a terminological ambiguity in the designation of these phenomena, which is observed in various scientific works. In particular, one term (for example, "occasional") can denote different concepts, and the same phenomenon can have many designations.

Due to these circumstances, the question of creating a general theory of neology and neography currently remains open. An important stage of this work is the generalization and systematization of the experience accumulated in the world linguistic science on this issue. Without its consideration and comprehension, the further development of modern science is not possible. A deeper analysis of the specifics of the functioning of new words needs to refer to the definition of the concept of "neologism".

Each approach has its own definition. In particular, the stylistic approach uses the interpretation of neologism as a word, the novelty of which can be determined by studying its new stylistic application. These can be lexemes that are often used in everyday life, but come from jargon. According to the denotative approach, neologisms are words called for the purpose of nominating new objects, concepts and phenomena, which, due to this circumstance, acquire new denotative meanings. At the same time, the structural approach implies the interpretation of neologisms as words that have a fundamentally new linguistic and sound form and structure. Within the framework of the etymological approach, this term means a word that already exists in the language and has acquired a new meaning. The lexicographic approach assumes that the main indicator of neologism is the fact that a new lexeme is not fixed in dictionaries. Neologisms are words that are new lexical units in each historical period that have not yet had time to replenish the active vocabulary, and therefore they may not be understood.

In order to consider the functions and methods of translation of English neologisms, it seems appropriate to consider the features of the approaches to translation by Y. Nida and A. Neubert [8]. The latter draws attention to such a translation criterion as pragmatic adequacy, its condition being the identity of the communicative effect of the original and the translation. In other words, the reaction of the recipient of the translation should be similar to the reaction of the recipient of the original. In this regard, given the existing cultural differences between the original and translated texts, the translator should use certain pragmatic adaptations. Y. Nida believes that the number of changes should be kept to a minimum. Scholars encourage the idea of using different footnotes, footnotes, and cultural commentaries.

When translating neologisms, it is important to take into account that realities, being the subject of material and spiritual cultures, convey life and mental images belonging to a certain society, and they do not

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have equivalents in other cultures, therefore, there are no lexemes that designate them. In this regard, the translation of realities into another language becomes a rather difficult task, which includes the transfer of the conceptual content of these lexical units and the alignment of their functional and stylistic characteristics in order to achieve an equivalent impact of a certain text on the reader.

Being a part of background knowledge, realities are of considerable interest in the study of the interaction of language and culture. L.S. Barkhudarov believes that the main problem of transferring realities is that the lexemes of the source language (SL) do not coincide with the lexemes of the target language (TL)[13]. The researcher combines the types of semantic relations in FL and TL into 3 groups:

1. Full compliance.
2. Partial compliance.
3. Lack of compliance.

Neologisms belong to the category of words of realities, therefore, for their translation, we propose to use the same methods as for the translation of realities. Each of the numerous languages is characterized by the presence in them of realities that express a pronounced national flavor. G.D. Tomakhin believes that the comparison of different languages and cultures provides us with the opportunity to determine such features of the use of realia as:

1. A specific realia is characteristic only for one language community, that is, it does not exist in another language.

2. Realia can be inherent in two language communities, but in one of them it has an additional meaning.

3. In different societies, such functions are implemented by different realities.

4. In different societies, similar realities differ in shades of their meanings, for example, cuckoo's call - "cuckoo's call" in the popular beliefs of Americans - this is a prediction for an unmarried girl about how many years she has left before the wedding, in Russian predictions, cuckoo says how many years left to live.

The translator, before proceeding directly to work, must familiarize himself, feel the new reality in the original work, determine its place, which it occupies in the context, how the author uses and presents it, and what means he uses in order to convey to the reader's consciousness its semantic and connotative content.

Paradoxically, as a rule, the better the author writes in the original, the more he deserves recognition, the lower the level of quality of translation of his texts into other languages. In essence, his genius is manifested in elusive ephemeral images that are unique in each language and affect the deepest meanings of the culture of the people.

In our further studies, we will present a complete classification of all ways of conveying realities, which is based on the classification of V.N. Komissarov [20]

(for more details on transcription, transliteration and tracing were discussed above as the most widespread ways of translating neologisms).

Analysis and results

According to linguists V.V. Alimov and Yu.V. Artemyeva, who studied the problems of translating English sentences, the translator of journalistic texts acts as a co-author of the work he translates. A significant contribution to the development of the translation of literary texts was made by I.A. Kashkin, having created a "realistic theory of translation", taking into account the need for translation, including complex syntactic constructions. At the heart of his scientific theory was the concept of "overtex", which implies a deep penetration by the translator into the content written in the original text.

The translator tries to ensure the equivalence and adequacy of the translation of neologisms, which in translation practice are distinguished as general and particular. Adequate translation is endowed with a deeper meaning than equivalence and implies a high-quality translation that can provide sufficient completeness of interlingual communication in certain conditions.

Modern methods and strategies for translating English neologisms allows us to conclude that the functions of translating neologisms are to adequately transfer from English into Russian their meaning, emotional coloring and other features that allow the recipient to perceive the message as it was intended by its author in English.

The translation of neologisms is a difficult task, since it involves the use of a creative approach due to the lack of analogues in the target language. However, in the theory of translation there are many techniques for solving translation problems. You can apply analogy, stylization, clarification, approximation, transliteration, transcription, etc.

In general, the translation of neologisms is one of the most difficult, since it can achieve only a partial solution of the task. At the same time, many specialized techniques have been developed in translation theory to assist the translator in such a difficult task, in particular, conceptual cooperation with the original author, analogy, stylization, clarification, approximation, etc. can be used. At the same time, such a quality of a translator as creativity is especially welcome in cases where a translation that is as close to the original as possible is not required. At the same time, we systematized the translation strategies presented by linguists in the scientific literature and identified the most frequently used of them in order to show how effectively they can be used further in the dissertation research to ensure high-quality translation of neologisms in the field of fashion in the materials of the English-language media.

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