

RESEARCH OF NEOLOGISMS IN INTERNET (IT) DISCOURSE

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ABSTRACT

Modern communication serves as a nominative term for neologisms in discourse in our daily lives, as a term specific to modern speech style. As the field of science develops day by day, the search for new information in the use of modern wireless means of communication usually serves as a methodological task for neologisms. The ways in which neologisms arise are diverse, they are formed by creating a new word based on the existing lexical structure and grammatical rules of the language, as well as by applying one of the lexical meanings of an existing word in a new sense and by taking a word from another language.

Keywords: *neologism, assimilation word, lexicon, language enrichment, cluster system, field of science.*

АННОТАЦИЯ

Современная коммуникация служит номинативным термином для неологизмов в дискурсе нашей повседневной жизни, как термин, характерный для современного речевого стиля. Поскольку область науки развивается день ото дня, поиск новой информации при использовании современных беспроводных средств связи обычно служит методологической задачей для неологизмов. Способы возникновения неологизмов разнообразны, они образуются путем создания нового слова на основе существующей лексической структуры и грамматических правил языка, а также путем применения одного из лексических значений существующего слова в новом значении и посредством взятие слова из другого языка.

Ключевые слова: *неологизм, ассимиляционное слово, лексика, языковое обогащение, кластерная система, область науки.*

INTRODUCTION

First of all, let's look at the term neologism (Greek neos - new, logos - word) - words that express the development of society, new things and concepts that have emerged with the demands of life. The novelty of neologisms is felt only when they first appear: over time, they lose their 'novelty' feature and usually become active words. Mac has been on the internet and communication network for several years, which is new for the Uzbek language, including hype, VIP, zoom, PR, The words mouse (direction-setting device), rating (calculated data), feedback (comment), selfie

(self-portrait) are now becoming common words. In addition to general neologisms in language, there are also individual methodological neologisms. Such neologisms are created by the authors on the basis of a methodological requirement in a particular context.

MATERIAL AND METHODS

In recent years, the flow of new words coming from abroad through the Internet discourse, social networks and the media has increased even more. As neologisms serve to enrich the language, they have their own positive and negative characteristics. Freedom of speech in blogs sometimes leads to confusion and confusion in their use in speech: some believe that new words adorn speech, while others try to justify their creativity. In addition, some bloggers use the word in their articles without fully understanding its meaning, resulting in misleading the public. True, this process may be almost imperceptible in the context of scientific and artistic discourse. But given the regular use of social networks by most members of society, it is not difficult to imagine that in the near future there will be a wide gap between the language of the media and literary language, the decline of the

In recent times, it has become popular to interpret PR in a symbolic way, such as white, gray, yellow, green, red, and black. For example, white PR aims to organize positively targeted information by officially registered media outlets and promote it in an optimistic spirit. It is important that media representatives, activists with their own blogs on social networks, have sufficient knowledge and skills to bring such new concepts into speech.

Another neologism on a social topic is the word VIP (VIP). The word is derived from English and is an abbreviation of the words "Very Important Person". Because the abbreviation is a word, it is written in capital letters regardless of where it comes from in the sentence, but in recent times there have been cases when this has not been followed. The word VIP, as mentioned above, originally meant "very important person", "high-ranking person" and meant people who enjoyed certain privileges. The entry of this word into our lives dates back to the early days of the cellular system and was used in the sense of a tariff that gave unlimited minutes. Later, in addition to this meaning, a new sema "abundance" appeared. For example, water vip, kitchen vip, money vip. The meaning of "plentiful" is almost disconnected from the original meaning of the word VIP, and in Uzbek there are many words that can express this meaning, such as bisyar, much, serob. Accordingly, the forcible use of

elements of another language instead of the rational use of the opportunity available in language is not so correct.

Another neologism on a social topic is that the word hype is derived from the English word hype, which means “to make noise”, “to make a noise”, and it can be observed that it is used in this sense in Uzbek social networking materials. Given the fact that in English the word is pronounced as hype, in Uzbek it is expedient to say and write as hype on the basis of phonetic principles.

The word chaos (Greek chaos - disorder) can also be added to the neologisms observed on social networks. Etymologically, chaos gives rise to the concept of eternal infinite space in Greek mythology. According to him, it is a primordial chaotic mixture of elements, as if all beings came from this mixture. It is used in a figurative sense to mean extreme chaos.

For example: chaos in the room, chaos at work, chaos in the streets and equipment, chaos in the movement of people, chaos in the mind (confusion). Another neologism on a social theme - career (Italian carriera - running, way of life, field Latin carrus - carriage, carriage) mastered the Uzbek language through Russian and is used in the sense of successful development, promotion in official, social, scientific and other activities. This term can be used as a synonym for the words prestige, prestige, career, which exist in the Uzbek language. The word trend, which has recently come in from English, is also frequently mentioned mostly in oral speech. The word in English has such meanings as inclination, direction, incentive, fashion, style, style. In the Uzbek language, it can be seen that it is used in the sense of being more fashionable. A number of actively used neologisms can also be found in the field of art. One of them is the word hit. Its original source is in English (hit - blow; hit, blow; success) and is used in the sense of a popular work of musician, performer, as well as a popular musical work that took the first place in the hit parade. In the broadest sense, it can be understood in the sense of anything that is popular, that is, something that everyone likes, that is, the object called a hit does not have to be an exact work.

RESULT AND DISCUSSION:

It is a bit difficult to understand the meaning of the word gadget as a whole, because the phone itself is considered a gadget in relation to a person, or auxiliary applications such as calculators, clocks, weather on computers and phones can also be called gadgets. Nowadays, more unique technical innovations (smart glasses, smart lenses, smart locks, smart pens, smart bracelets, etc.) are considered as gadgets.

Another term that is actively used in science is the word creative. The term is applied to individuals in various fields (such as art, education, manufacturing) who are interested in moving away from traditional ways of working, who come up with new ideas, and who are creative.

Those looking for easy ways to make money on the internet have already introduced another new term - the word totalizator - into their vocabulary. The word totalizator is derived from the French word “totalisateur”, which means “calculation”, “completion”. It is a unique risk-based game played over the internet and is a form of gambling. It predicts the outcome of a sporting event and bets on the winning side. As a result, the money spent is recouped with a surplus or lost altogether. One of the most popular video apps created in the last 4-5 years, especially among young people, is Tik-Tok. Named in English (tick-tock - the sound of some old clocks), the app is a multimedia app for iOS (iPhone Operating System) and Android, designed to create and share short videos (15 seconds to 1 minute). The app was first introduced in September 2016 in China under the name Douyin. By 2017, ByteDance had released it under the name Tik-Tok for markets outside of China. On social networks, it is possible to observe that this program is written in several different forms: TikTok, Tik-Tok, Tik Tok, Tik Tok. It would be more accurate to write it in a Tik-Tok way closer to the original form of origin. It should also be noted that in such cases, in most cases, there may be misconduct and prejudice that negatively affect the scientific potential and education of young people, so it is advisable to use such programs only when necessary and consciously.

The word chatter (English chatter) is one of the most active terms in the exchange of virtual information. Short and succinct ideas are usually written for quick information exchange. Online chat is not only in written form, but also in audio and video formats. The hashtag (hashtag: hash - grid (#) sign and tag - tag), one of the neologisms of the Internet, is used in the sense of a keyword or phrases used to make it easier to find relevant messages on blogs and social networks. Like many English words beginning with the letter H (such as hype hit, hacker), this word is also written on social networks under the influence of the Russian language with the letter x. The spelling of such words should be widely observed, especially in the creation of polygraphic (paper) and electronic dictionaries, based on clear criteria. In particular, the above English hashtag word can be taken as a hashtag or hashtag based on a formal or phonetic principle.

As a result of the process of globalization, a number of economic neologisms can be found in the Uzbek language. The word bonus (Latin English bonus - reward),

which is popular in the field of economics, as well as a term specific to computer games, is used in Uzbek in different senses:

- 1) money added to salary as a reward for good work;
- 2) conveniences provided in computer games after several stages;
- 3) Gifts given by the seller to the customer as an incentive for purchase.

One of the most popular terms in the field of economics is the word broker (English broker - broker, broker, broker). The word is used in the sense of an individual or firm that acts as an intermediary (broker) in the conclusion of transactions on stock, commodity, currency exchanges. Brokers usually operate on behalf of the client and at his expense. The word dealer has also recently become one of the key terms in the economy. The term, derived from the English word dealer (trader, agent), was introduced into Uzbek through Russian. Typically, such agents operate in the dealer networks of product manufacturing firms. A significant proportion of neologisms that appear in language are based on abbreviations of existing words.

The word ATM, which is actively used in the economy, in particular in the banking system, is formed in the same way: on the basis of the abbreviation of the Russian word bankovskiy automat. It refers to an electronic cash transfer device that is connected to a customer's bank account via a computer system. A significant part of the neologisms spread not only in Uzbekistan, but all over the world are food neologisms. In particular, the word pizza can be interpreted as a word specific to this topic. Pizza (Italian: pizza - pie) - a dish in which the dough is spread thinly, stuffed with products such as tomato sauce, cheese, meat, mushrooms, onions, olives, and then baked in the oven at high temperature.

CONCLUSION

The term Uzbek is derived from Russian. But it can be witnessed that it is written in different forms on advertising banners, fronts and menus: pizza, pizza, pizza. This is also a case of spelling neglect. It is not clear in which language the word lavash originated, another dish that means a thin dough of white dough - bread. Some sources associate it with the Armenian word lawš - (thin flat bread). Today, in many countries, it is used in the sense of fast food, which is a variety of products wrapped in a thin dough. It seems that after the independence of our country, most of the incoming words are English words. But we can observe that a significant part of these words is assimilated under the influence of the Russian language. There are several specific reasons for this. Uzbek intellectuals, including those with high

scientific potential, observe world events in Russian. The use of foreign languages, especially by pro-government elites, is more related to the Russian language phenomenon. The influence of the Russian language is also high, such as the fact that people educated in Russian at school think in accordance with the nature of the language, use ready-made Russian templates when working with international documents, prepare innovative projects using the Internet. It is understood that extralim.

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