



## NEWSPAPERS AS ESSENTIAL FACTOR OF NEOLOGISM FORMATION

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### Annotation

At the moment all the languages are experiencing a “neological boom,” which is associated with radical changes in contemporary world. The theory of neology in world studies has not yet been finalized as an independent area of lexicology. It appeared and began to develop intensively at the end of the twentieth century. At present, we are talking about the development of two system disciplines – the lexicology of neologisms (neology) and the lexicography of neologisms (neography).

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In all languages, including English and Uzbek, new words appear, which, as is known, can be formed in their native language, or borrowed from another language. The regular appearance of neologisms in the mass media is an integral process, an integral feature of newspaper articles, because they imply something modern, new, and cover the current problems and issues of modern man's life. One of the most popular areas of the emergence and accumulation of neologisms is certainly the youth press.

Mass media influence all spheres and institutions of society, including politics, economics, education, religion. The media are the most effective link between the population and public institutions and also perform a number of functions, such as: informational, educational, organizational, pedagogical, cultural, etc.

The media, of course, influence the education of young people, and the formation and functioning of public consciousness. After all, everything that happens in the world every day, important events and incidents are interpreted by the media and broadcast to the masses with their help.

The popular American journalist Douglas Cater nominated the modern media as the "fourth" (after the legislative, executive and judicial) branch of government, and representatives of the Russian media expect more: “The current idea of the media as





the ‘fourth power’ is wrong. In fact, in fact, this is the ‘first power’, because it provides power over minds, forms consciousness. In a more practical aspect, the reputations of politicians, victories and defeats in elections, even the choice of social development programs depend on them”.

It should be noted that most often neologisms come from colloquial speech, and this penetration of elements of live colloquial vocabulary into newspaper speech is one of the distinctive features of the process of forming a newspaper language. However, neologisms become widespread if they help the newspaper to perform the functions of information and influence on the reader in the best way. Sometimes neologisms have a touch of ease, and sometimes familiarity, which deviates from the stylistic norms of the literary language. But, on the other hand, neologism can be a bright stylistic means of language, have expression.

It is also necessary to consider the main characteristics of mass communication, one of them is the impersonality (virtuality) of the sender and recipient. The sender is not familiar with the recipient and vice versa. Also, an important characteristic is the orientation to the average human standard, that is, the text should be understandable to the mass audience: the author's text should have the proper effect on the maximum number of recipients (readers). Therefore, the author needs to do hard work, which consists in choosing between stereotypical and “clichéd” vocabulary and innovative forms, ideas and new formations.

Considering the newspaper language in more depth, it should be noted that the newspaper is among the main mass media. It is this fact that characterizes not only its main function - informative, but also the scope of public life and the topics covered in it.

The profession obliges a journalist to use all the possibilities of the national language. The difference from the writer is that he needs the sharpness of the syllable, which allows him to shock the reader, to win his attention. Therefore, now there is an increased fascination with the so-called linguistic exoticism, an immeasurable mass of new barbarisms, neologisms, words of youth slang, sometimes even criminal, the creation of new newspaper techniques, exposure to fashion and linguistic innovations. In addition to the informative function, newspaper speech also has the functions of influence and aesthetic.

The desire for expression makes it necessary to turn to word-formation models that have a completely different stylistic nature, for this reason they seem “fresh” and expressive in the field of newspaper and journalistic style, but at the same time they undergo the following changes:





- acquisition of newspaper-journalistic style coloring, thereby losing their “individuality”;
- turning into a newspaper stamp, that is, they lose the expression of novelty, which often happens with neologisms.

Yu.G. Volkov mentioned that in publicistic speech there is an increasing shift from strict presentation of the material to simpler colloquial speech with a minimum of terms and the use of metaphors.

Thus, it can be concluded that newspaper materials are a favorable ground for the birth of neologisms. It is a well-known fact that the newspaper text, as a representative of the journalistic style, is continuously enriched with neologically colored units both in terms of their creation and in terms of maintaining the neological coloring of already existing words that are part of common language or author's neologisms. Of course, this is due to the mobility, mobility and constant instability of the journalistic style.

Thus, the result of the interaction of two opposite criteria, such as the desire for expression and the presence of certain standards and stamps, is the author's search for ways to give a stylistically neutral text an unusual coloring.

In the Uzbek printed newspapers, we can find a lot of examples of neologisms. For instance, the word combination “Yoshlar kovorking markazi” (youth co-working center) was used in the newspaper Xalq so'zi. When speaking about the presidential decree about the formation of such centers they mentioned this combination. In general, as it was in the case of English newspapers, new words and phrases are usually introduced in mass media, as it reflects the spoken language.

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