LEXICAL SEMANTIC FEATURES OF NEOLOGISMS IN MEDIA DISCOURSE

Abdurasulova Jasmina Akhmadjon kizi student of Namangan State University, Faculty of English Philology, group XTA-UE-21

Abstract: In the history of human society, language arose from the need for exchange of communication during the joint work of people. The role of words, which are the smallest unit of language, is important in the process of becoming a speech of any language. Each word has an independent meaning and can be used freely in the structure of sentences and texts. Initially, when the theories of language learning appeared, hypotheses about its structure, structure and origin were studied. This article provides information about the lexical semantic features of neologisms in media discourse and their study.

Key words: linguistics, media discourse, speech, semantic feature, semantic innovation, semantic ambiguity.

Аннотация: В истории человеческого общества язык возник из необходимости обмена сообщениями при совместной работе людей. Роль слов, которые являются мельчайшими единицами языка, важна в процессе становления речи любого языка. Каждое слово имеет самостоятельное значение и может свободно использоваться в структуре предложений и текстов. Первоначально, когда появились теории изучения языка, изучались гипотезы о его структуре, строении и происхождении. В данной статье представлена информация о лексико-семантических особенностях неологизмов в медиадискурсе и их изучении.

Ключевые слова: лингвистика, медиадискурс, речь, семантическая особенность, семантическая новация, семантическая неоднозначность.

Introduction:

The study of language by linguists revealed its other functions. From the last century, a communicative approach to the language began. In addition to its

dictionary meaning, each word is used in other contexts as well. An author who is well aware of these laws can attract and influence his audience with the skill of choosing words. A word has a specific meaning, and a text has a specific content. A reader who knows the meaning of a word understands the meaning of the text. Understanding the meaning and content means understanding the text.

Materials and Methods:

The lexical semantic features of neologisms in media discourse include innovative linguistic features manifested by newly created words and phrases within media communication. Neologisms often appear as a response to social and technological progress, reflecting the nature of language development and its intersection with modern culture. In media discourse, neologisms exhibit several important lexical-semantic features. First, they often introduce semantic innovations that capture new concepts and phenomena that reflect the changing landscape of society, technology, and cultural trends. Second, these neologisms show contextual adaptation, their meanings to specific media platforms, target audiences, and communicative purposes they serve. Their semantic content can also be inherently ambiguous, which contributes to debates about their interpretation and usage. In addition, neologisms in media discourse can undergo semantic bleaching, as a result of which their original meanings change over time. becomes more abstract or less concrete.

They may also undergo semantic expansion, extending their application to cover related concepts or contexts. These lexical-semantic evolutions provide valuable insights into the dynamic nature of language and its response to changes in society. Understanding the lexical-semantic properties of neologisms in media discourse requires careful analysis of their contextual use, semantic flexibility, and socio-cultural impact. By studying these features in detail, researchers and linguists can gain valuable insights into the role of language in reflecting and shaping the modern media landscape. Neologisms are newly coined words or phrases that are

not yet widely used in a language. They often arise in response to new technological developments, social trends, or cultural changes. In the context of media discourse, neologisms play an important role in capturing and expressing new concepts and phenomena.

Results and Discussions:

Some lexical semantic features of neologisms in media discourse include:

1. Semantic innovation: Neologisms often introduce new concepts or ideas, and thus they can have an innovative semantic content that reflects emerging social, technological, or cultural trends.

2. Adaptability to context: Neologisms in media discourse are often adaptable to different contexts and are open to interpretation. Their meanings can be shaped by specific media platforms, target audiences, and the communicative purposes they serve.

3. Semantic ambiguity: neologisms can exhibit varying degrees of semantic ambiguity because their meanings may not be fully defined or standardized. This ambiguity can contribute to debates and discussions about their exact interpretation.

4. Semantic bleaching and expansion: Some neologisms can undergo semantic bleaching, where their original meaning becomes more abstract or less specific over time. Others may experience semantic expansion, expanding their application to include related concepts or contexts.

5. Reflecting social changes: Neologisms often reflect social changes and emerging cultural phenomena. They may encompass changes in values, attitudes, and behaviors that serve as linguistic markers of societal evolution.

Conclusion:

Understanding the lexical semantic features of neologisms in media speech requires careful analysis of their contextual use, semantic flexibility, and socio-cultural impact. Researchers and linguists often study neologisms to understand the dynamic nature of language and its ability to respond to changing social realities.

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