



ISSUES OF TRANSLATING AND ADAPTING NEOLOGISMS FROM ENGLISH INTERNET MEDIA DISCOURSE INTO UZBEK

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Abstract

This article explores the linguistic and translational aspects of lexical neologisms emerging in online mass media discourse under the influence of globalization, technological advancement, and innovation-driven processes. The study examines not only the structural and functional characteristics of neologisms, but also their pragmatic features, arguing that their rapid formation and widespread dissemination constitute a significant indicator of contemporary language development.

The findings of the research demonstrate that such translation techniques as transliteration, transcription, calque, descriptive translation, and substitution with an equivalent lexical unit are widely employed in rendering neologisms into Uzbek. These methods are illustrated through relevant examples, with particular attention paid to the conditions of their application and their relative effectiveness. The study concludes that preserving semantic accuracy, considering cultural context, and ensuring comprehensibility for the target audience are the principal criteria in the translation of neologisms in internet media discourse.

Keywords: Neologism, internet media discourse, pragmatic analysis, translation, adaptation, translation transformations.

INTRODUCTION

In modern linguistics, the study of new words has gained significant scientific and practical importance due to humanity's increasing engagement with new technologies, innovations, and socio-economic developments. These lexical units



not only reflect the demands of the time but have also achieved widespread global dissemination. Therefore, the analysis of neologisms—both from structural-functional and pragmatic perspectives—has become the focus of numerous linguistic studies.

Neologisms related to internet discourse have become an integral part of our daily lives. This, in turn, necessitates a comprehensive linguistic investigation of newly emerging lexical units actively used within internet discourse and their ongoing development.

The aim of this research is to provide a theoretical and practical analysis of neologisms in English online media discourse, as well as to identify the transformations and linguocultural adaptation principles applied in their translation into Uzbek.

The object of the study is the neological lexical units widely used in English and Uzbek online media discourse (online newspapers and news websites from 2015 to 2025) and formed within modern communication processes.

The subject of the research is the formation of neologisms in English and Uzbek online media discourse, as well as the innovative strategies applied in their translation and adaptation into Uzbek.

The research materials include articles from online media discourse between 2015 and 2025, particularly from sources such as The Guardian, The New York Times, The Washington Post, Observer, The Independent, The Times, Financial Times, BBC, CNN, Kun.uz, UzDaily.com, and UzReport.news. The analysis is also based on data obtained from online and interactive dictionaries, including The Unword Dictionary (Unwords.com), Merriam-Webster Dictionary of New Words (Merriam-webster.com), The Rice University Neologisms Database (Neologisms.rice.edu), Word Spy (Wordspy.com), and Urban Dictionary (Urbandictionary.com).

LITERATURE REVIEW

The growing interest in neologisms from a translation studies perspective is обусловлен (explained by) the emergence of new word-formation models, as well as the rapid creation and dissemination of lexical units. This issue has been addressed in the works of such scholars as L.S. Barkhudarov, V.V. Ganin, V.G.



Gak, M.Ya. Tsvilling, V.N. Komissarov, L.L. Nelyubin, V.V. Shubin, Yu.A. Sorokin, and S.M. Rzaeva. Their studies highlight the necessity of a deeper investigation into the challenges of translating neologisms.

In the era of globalization, translation is not merely a linguistic mediation process but also one of the primary forms of intercultural communication. Each language reflects the worldview, values, and mentality of its speakers. Therefore, translation must convey not only words but also the cultural context, historical background, and social meanings embedded within them.

According to L.S. Barkhudarov, “translation is the process of transforming a speech work from one language into another while preserving its content, i.e., meaning.”[2]

In modern translation studies, the concept of linguocultural adaptation plays a crucial role in understanding how meaning and cultural nuances are transferred from one language to another under globalization.

The term “adaptation” can be interpreted in different ways. For instance, V.E. Shchetinkin defines adaptation as “replacing the unfamiliar with the familiar, and the unusual with the customary.”[8] At the same time, V.N. Komissarov interprets adaptation more broadly as a method of achieving communicative equivalence between the source and target texts.[5] From this perspective, N.V. Timko argues that adaptation implies adjusting the source text to the socio-cultural conditions of the target audience, thereby enabling a more accurate representation of objective and social reality.[7]

The American translation theorist and historian Lawrence Venuti acknowledges that any act of translation inherently involves localization, i.e., adaptation. This perspective emphasizes the importance of adaptation in ensuring effective and accurate multilingual communication.[9]

V.V. Alimov interprets translation transformations as practices of restructuring and adapting the text. Neologisms represent one of the most challenging areas for translators, as they emerge rapidly, are not immediately recorded in dictionaries, and often reflect cultural and technological innovations.[1] Scholars such as L.L. Nelyubin, V.S. Vinogradov, and V.N. Komissarov propose various methods for translating neologisms, including transliteration, transcription, calque (loan translation), descriptive translation, and substitution with equivalent



words.[6,3,5] The choice of method depends on the context and meaning of the word.

In interpreting neologisms, translators rely on dictionaries, contextual analysis, word-formation patterns, and usage in internet sources. The primary task is to fully comprehend the original meaning of the neologism and to create an understandable and culturally appropriate equivalent in the Uzbek language.

METHODS

Below, examples are provided to illustrate the translation and adaptation of widely used English neologisms in internet media discourse into Uzbek.

1. Transliteration

English	Uzbek	Description
Bitcoin	Bitkoin	Raqamli valyuta turi
Startup	Startap	Yangi bosqichdagi biznes
Blockchain	Blokcheyn	Ma'lumotlar zanjiri texnologiyasi
Fintech	Fintex	Moliyaviy texnologiyalar

2. Transcription

English	Uzbek	Description
Browser	Brauzer	Internet sahifalarini ko'ruvchi dastur
Scanner	Skaner	Raqamlashtiruvchi qurilma
Hacker	Xeker / Heker	Kompyuter tizimiga noqonuniy kiruvchi shaxs
Freelancer	Frilanser	Mustaqil ishlovchi shaxs

3. Calque

English	Uzbek	Description
Green economy	Yashil iqtisodiyot	Atrof-muhitga zarar yetkazmaydigan iqtisodiyot
Smart city	Aqlli shahar	Texnologiyalar bilan boshqariladigan shahar
Cloud computing	Bulutli hisoblash	Masofaviy serverlar orqali hisoblash tizimi
Fake news	Soxta yangiliklar	Haqiqiy bo'lmagan xabarlar



4. Descriptive translation

English	Uzbek	Description
Metaverse	Virtual olamlar tizimi	Sun'iy muhitda yaratilgan parallel dunyo
Crowdfunding	Ommaviy moliyalashtirish	Ko'pchilik orqali loyiha uchun mablag' yig'ish
Cancel culture	Ijtimoiy chetlatish madaniyati	Noqulay fikr bildirganlarni jamiyatdan chiqarish holati
Deepfake	Sun'iy intellekt bilan yaratilgan yolg'on video	Haqiqatga o'xshab ko'rinuvchi soxta video

5. Substitution with an equivalent

English	Uzbek	Description
Influencer	Ta'sirchan shaxs / blogger	Ko'p auditoriyaga ega odam
Fact-checking	Faktlarni tekshirish	Xabarlar haqiqatligini aniqlash
E-commerce	Elektron savdo / onlayn savdo	Internet orqali mahsulot sotish
GDP (Gross Domestic Product)	YAIM (Yalpi Ichki Mahsulot)	Mamlakat iqtisodiy o'sishi o'lchovi

ANALYSIS AND DISCUSSION

“Ice hockey star arrested for manslaughter launches crowdfunding appeal” (Qotillikda ayblanib qo‘lga olingan xokkey yulduzi kraudfanding orqali mablag‘ yig‘ishni boshladi).[10]

The neologism crowdfunding is a compound word formed by combining two lexical units: crowd (a large group of people) and funding (financial support, raising money): **Crowd + Funding = Crowdfunding**. It is defined as: “The collective effort of individuals who network and pool their money, usually via the Internet, to support initiatives initiated by other individuals or organizations.”[11] In Uzbek, this neologism can be rendered as “jamoaviy beg‘araz moliyalashtirish (kraudfanding)”.[12] In translation practice, transcription (kraudfanding) and descriptive translation are most commonly used.



“Bitcoin, the cornerstone of the cryptocurrency market, has reached a new record value more than two years after its previous peak.”[13] (Kriptoalyuta bozorining asosiy tarkibiy qismi Bitkoin, ikki yildan ortiq vaqt o‘tgach o‘zining yangi rekord qiymatiga yetdi).

The neologism cryptocurrency is also a compound word:

- crypto – related to cryptography (encryption technology),
- currency – a monetary unit.

Thus, it refers to a digital currency based on encryption technologies (e.g., Bitcoin, Ethereum). Definition: “Cryptocurrency is a digital currency that utilizes cryptography for security and can be transferred from one person to another anywhere in the world with minimal transaction fees.”[14]

In Uzbek, this term is typically translated using the calque method: kriptoalyuta, which is considered the most appropriate and widely accepted equivalent.

“F.D.I.C. says banks need to keep a record of their Fintech customers.”[16] (FDIC banklardan fintex mijozlari bo‘yicha yozuvlarni yuritishni talab qilmoqda).

Fintech is formed through blending: **Financial + Technology = Fintech.**

Definition: “The industry consisting of companies that develop or provide financial technologies.” [17] Uzbek translations include several strategies:

1. Semantic translation: Fintech → moliyaviy texnologiyalar (most formal and widely used in academic contexts).
2. Transliteration/transcription: Fintech → fintex (common in media and online discourse).
3. Descriptive translation: “the integration of financial services and technology” or “technology-based financial service sector” (used in academic or educational texts).

“Fears about cancel culture on campus will be investigated by the government after the suicide of a student.”[19] (Talaba o‘z joniga qasd qilganidan so‘ng, davlat universitetlarda ijtimoiy rad etish madaniyati bilan bog‘liq xavotirlarni o‘rganadi).

The neologism cancel culture is a compound expression:

- cancel – to reject, eliminate, or boycott,



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- culture – a social phenomenon or behavioral pattern. Definition: “The practice of collectively withdrawing support from individuals or organizations as a form of social disapproval and pressure.”[20]

Possible Uzbek translations include:

- rad etish madaniyati,
- bekor qilish madaniyati,
- ijtimoiy chetlatish madaniyati.

A descriptive translation may also be used: “a situation in which a person is publicly criticized and excluded from social space due to their views or actions.” “Chinese e-commerce exports to the US plummet by 65% in the face of tariffs.”[21] (Xitoyning AQShga elektron tijorat eksporti bo'lar ta'sirida 65% ga kamaydi). The neologism e-commerce is formed by combining a shortened form of electronic and commerce. Definition: “Commerce conducted via the Internet.”[22] In Uzbek, it is best translated using an equivalent substitution method: elektron tijorat.

Translation strategies such as transcription and transliteration allow preservation of the original phonetic and graphic form of English neologisms. In contrast, calque and descriptive translation methods fully convey the meaning but may result in longer expressions, which are less convenient for frequent use. Metaphorical translation enables more expressive and contextually appropriate renderings.

In contemporary internet media discourse, due to its rapid development, transliteration and transcription are the most frequently applied strategies. However, when an appropriate equivalent exists in Uzbek, it is preferable to use it. For complex concepts, descriptive translation or calque is recommended.

The main difficulty in translating neologisms lies in fully understanding their meaning. In fact, once the translator comprehends the semantic content of a new term, the translation process becomes significantly easier and can be carried out using various strategies.

There are no strictly fixed methods for translating neologisms. However, two primary approaches can be identified:

1. Using an equivalent provided in a bilingual dictionary (if available);
2. Proposing a new translation when no established equivalent exists.



Maintaining contextual accuracy and semantic precision is crucial in translating neologisms. In many cases, descriptive approaches are employed, especially when no direct equivalent exists in the Uzbek language. The translator must maintain a balance between clarity and naturalness of expression.

CONCLUSION

Neologisms in internet media discourse evolve rapidly and continuously. Therefore, in translating such units, it is essential to preserve their original meaning, adapt them to context, and accurately transfer them into the target language. There are several challenges in translating internet-related neologisms. Firstly, these terms change and develop quickly, meaning that translated equivalents may become outdated over time.

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