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# NEOPHRAZEOLOGICAL UNITS WITH ONOMASTIC COMPONENTS IN RUSSIAN, ENGLISH, AND UZBEK MEDIA TEXTS: A COMPARATIVE ANALYSIS

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## Abstract

This article examines neophrazeological units with an onomastic component in the modern media discourse of Russian, English, and Uzbek. A comparative analysis reveals the structural and semantic features of such units, with particular focus on the mechanisms of phraseologization and onomastic markedness in media speech. The study is based on materials from recent print and online media.

**Keywords:** Neophrazeologisms, onomastics, media discourse, phraseological innovation, proper names, mass media, cultural semantics.

## Introduction

In the context of the rapid development of the media space and globalization of linguistic contact, new phraseological units are actively forming, many of which contain an onomastic component. These neophrazeological units reflect the current realities of modern society, including political, cultural, and social processes. Proper names as part of such expressions gain particular significance: they carry strong associative and stylistic connotations and become markers of an era, mentality, and ideology.

A study of onomastically marked neophrazeological units in Russian, English, and Uzbek media discourse allows for the identification of both similarities and differences in linguistic thinking and cultural codes of these communities.



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## **1. Theoretical Background of the Study**

### **1.1. The Concept of Neophrazeologisms**

Neophrazeologisms are relatively new stable word combinations that have emerged in recent decades under the influence of sociocultural, political, and media realities. They are characterized by creativity, imagery, and the use of current contexts and figures. Researchers (Nikitina, 2012; Gavrin, 2020) note that many such expressions first appear in media discourse and later become fixed in dictionaries and textbooks.

### **1.2. The Role of the Onomastic Component**

Proper names (anthroponyms, toponyms, theonyms, ethnonyms, and culture-bound names) carry a high level of semiotic and stylistic weight. In phraseological innovations, these names often shift from their primary referential function to a secondary, symbolic or evaluative one. For instance, "Hitler" becomes a symbol of tyranny, "Kardashian" — of glamour and spectacle, "Navalny" — of protest and opposition.

### **1.3. Media Discourse as a Space for Phraseological Creativity**

Media discourse refers to the body of texts created for mass consumption through various communication channels. It is characterized by ideological orientation, expressive means, and linguistic experimentation. Media actively employs metaphors, puns, clichés, and neologisms. It is in this environment that neophrazeologisms with onomastic elements most frequently emerge and become entrenched.

## **2. Materials and Methods**

The study is based on publications in electronic and print media in Russian (Kommersant, Meduza, RBK), English (BBC News, The Guardian, The New York Times), and Uzbek (Gazeta.uz, Kun.uz, Xabar.uz) from 2020 to 2024. The research methods include descriptive analysis, elements of content analysis, comparative methods, and semantic interpretation.



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### 3. Examples and Analysis

#### Russian Language

“New politics is not Putinism, it is pragmatism” — “Putin” functions as an ideological marker.

“Everything is following Navalny’s script” — “Navalny” symbolizes opposition and protest.

“Another round of Sobchakism on the talk show” — “Sobchak” represents media hype and flamboyance.

#### English Language

“The president went full Kardashian during the press conference” — “Kardashian” symbolizes spectacle and self-promotion.

“This is straight from the Putin playbook” — “Putin” as a symbol of manipulation and authoritarianism.

“He tried to Elon-ize the company overnight” — “Elon” (Musk) turned into a verb, symbolizing radical innovation.

#### Uzbek Language

“The president criticized the youth driving like Schumacher” — “Schumacher” as a metaphor for speed.

“He entered history with Babur-like thinking” — “Babur” symbolizes visionary leadership.

“Speaking like John Kerry is the key to success in politics” — “John Kerry” as a symbol of diplomacy and flexibility.

### 4. Conclusion

Neophrazeologisms with onomastic components are vivid evidence of linguistic creativity in modern media discourse. They serve not only nominative but also evaluative, expressive, and ironic functions. Russian, English, and Uzbek languages demonstrate both universal and specific features in the formation and use of such expressions. A comparative analysis provides deeper insights into phraseologization mechanisms and the cultural and pragmatic load of proper names in the media.



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**Research Prospects**

Expanding the corpus of media texts;

Studying audience perception of these units;

Analyzing similar expressions in social media and blogospheres.

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