

# Neologism Translation Problems in Contemporary English And Uzbek Media Materials

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**Abstract:** The article discusses how neologisms appear in a language and how they are translated into Uzbek. The issues with neologism translation are discussed, along with some potential fixes. This study also emphasizes the dynamic nature of neologisms in media discourse, where linguistic innovation reflects rapid societal change. [6: 254] Special attention is given to the role of globalization and digital communication in accelerating the emergence and spread of new lexical units. The paper further highlights the importance of functional equivalence and contextual adaptation in translation practice. By analyzing typical translation strategies, such as borrowing, calque, and descriptive rendering, the research demonstrates how translators can preserve both semantic meaning and stylistic nuance. [5: 149] The findings contribute to a deeper understanding of intercultural communication and the development of modern translation theory in English–Uzbek language pairs.

**Keywords:** lexical unit, authorial neologisms, translation, interpretation, neologism, neology, descriptive translation, and conversion.

## INTRODUCTION:

Because of the variety of international interactions, translation has become active in contemporary society. Language is crucial to translation since it is the primary way of human communication. "Translation is the process of interpreting the meaning of a text and, consequently, producing an equivalent text that conveys the same message in another language," according to Ya.I.Retsker. "What is beautiful in one language may be very unattractive in another, and even meaningless," he highlights. [9: 164] Additionally, the translator's job is to choose sentences that maintain the word's meaning and significance. "According to the scientist, "translation consists of transmitting the closest equivalent of the meaning with respect for the meaning and with respect for the style."

In modern media texts, neologisms are especially frequent due to the constant evolution of technology, social networks, and global communication. Platforms such as online news portals, blogs, and

social media significantly contribute to the rapid dissemination of new lexical items. As a result, translators face increasing difficulty in keeping up with newly coined expressions that may not yet have standardized equivalents in the target language. [5: 197]

Moreover, English functions as a global lingua franca, which leads to a high number of borrowings into Uzbek. However, direct borrowing is not always effective, as it may reduce comprehensibility for the target audience. Therefore, translators must balance between preserving the originality of the source text and ensuring clarity and accessibility in the target language.

Another important issue is the cultural specificity of many neologisms. Some newly coined terms reflect social or political realities unique to English-speaking countries, which may not have direct parallels in Uzbek culture. In such cases, translators must rely on pragmatic adaptation and explanatory strategies. Thus, the study of neologism translation is not only

linguistic but also intercultural in nature, requiring both theoretical knowledge and practical skills. [3:77] This is particularly connected to the challenges associated in translating neologisms. Neologisms arise as a result of ongoing political, economic, social, scientific, and technological developments. A neologism is a new word or phrase that has gained widespread usage or a reinterpretation of an existing word. The word appears in dictionaries and is formally accepted as a part of the vernacular language once it is no longer novel. A language can acquire new words in a number of ways, such as through word borrowing from other languages, word combinations, and word modifications. Neologisms also comprise novel sentences made up of two or more words. [1: 191]

Neology, the study of neologisms, first appeared in the late 1960s. The scientific and technical process, which led to the invention of several new things and concepts, was one of the primary requirements for its appearance. The Russian language of high technology is unique in that the majority of its terminology is derived from English. This is explained by the fact that American and English scientists have taken the lead in developing the majority of the most recent scientific avenues. The most significant scientific study was carried out and the key terms were established in English, the language of both international communication and science. Beginning in the middle of the 1980s and continuing to this day, English-language scientific words are being borrowed extensively. This procedure is intriguing to translators since there are various approaches to translating neologisms, each with advantages and disadvantages.

#### **METHODS**

Neologisms as lexical neologisms, introducing new meanings and senses into the language, being of different types and differing in their "life cycle", when functioning in the language, differ significantly in the breadth of their distribution, frequency and duration of use, the degree of fixation in dictionaries, - testify to the evolution of the language and the development of society. In this regard, the translation of neologisms today remains one of the significant problems of translation in different languages of the world, in particular, in English, since problems arise at

two stages of decoding information (determining the meaning of a neologism) and encoding (searching for a lexical unit with the corresponding meaning).

In addition to descriptive analysis, this research applies a comparative method to examine how neologisms are translated from English into Uzbek across different media sources. A small corpus of contemporary media texts, including online articles and news reports, was analyzed to identify frequently occurring neologisms and their translation equivalents. [2: 372]

The study also employs a contextual analysis approach, which allows for identifying the semantic nuances of neologisms based on their usage in real communicative situations. This method is particularly useful when dictionary definitions are unavailable or insufficient. Furthermore, elements of componential analysis are used to break down the structure of neologisms into their morphological components, helping to determine their meaning more precisely.

Special attention is paid to translation strategies such as transcription, transliteration, calquing, and descriptive translation. Each example is evaluated in terms of accuracy, clarity, and stylistic appropriateness. This methodological framework ensures a comprehensive understanding of the challenges associated with neologism translation and provides practical insights for translators working with modern media texts. [7: 190]

Because neologisms frequently lack the time to be documented in dictionaries, users are unable to search up their meaning or translation, making decoding challenging. In these situations, the translator searches for additional writings that contain the neologism in order to infer its meaning from the context. The meaning of the neologism will also be difficult to deduce from the context if it is not used frequently enough. In this situation, the translator must employ expertise from several scientific disciplines, like linguistics, cultural studies, etymology, etc., to determine the meaning of this new lexical unit as precisely as feasible. Translating authorial or narrowly focused neologisms presents unique challenges.

As a result, when translating, a translator needs to be ready for word creation, which is the intricate process of giving a word a new meaning or adding a new word

to the target language's lexicon. For the most precise meaning transfer, the translator must use a variety of methods and translation modifications. We'll look at the most popular ones, which have been refined over many years of translating experience. [8: 223]

When translating neologisms in English texts, particular attention should be given to the orthographic criterion, which is essentially to consider any complex written together or with a hyphen as a compound word and a complex whose components are written separately, as phrases: dividend-right certificate, which is a certificate granting the right to receive a dividend; dear-money policy, which restricts credit by raising interest rates; fill-or-kill order, which is a client's order to a broker that must be executed or cancelled right away. [6: 338]

Let's look at a descriptive translation, which can be carried out in several ways. When determining a price on the stock exchange, it is imperative to react swiftly to supply and demand, and it is impossible to avoid shouting in order to identify competitors. It is important to note that this mode of transmission—transcription or transliteration—is inadequate as it does not fully convey the meaning of the term. Consequently, descriptive translation would be the best approach in this situation. For instance, the foreign word "appeal" can be translated using terms like "making a request," "making an appeal for something," or "appealing a court decision to a higher judicial authority.

Since the equivalent clarifies the key components of the translated word's meaning, these instances of descriptive translation techniques can also be referred to as explanatory. Although descriptive translation comes closer to the meaning of the word, it is still a translation and should only be used in authentic texts. It includes flaws including verbosity and some optionality of the equivalent in the target language, even with the best choice of explanatory meaning. Until the phenomenon they represent becomes well-known, new words or phrases are viewed as neologisms. These units have become widely utilized and part of the language's vocabulary throughout time. For instance, until recently, the English terms "software," "laptop," "CD," "virtual," and "email" were neologisms. Currently, because

these items are no longer accepted as novelty. [4: 213]

## **CONCLUSION**

As a result of the study we can conclude that the ability of analyzing the context and the method of neologism formation is of great importance for a translator, since, for example, knowing the method of neologism formation, one can guess its meaning by its morphemic composition. This is due to the fact that most neologisms define a concept for recently created phenomena, programs and inventions.

In addition, it should be noted that the translation of neologisms requires not only linguistic competence but also awareness of current global trends and technological developments. Translators must continuously update their knowledge and remain flexible in their choice of strategies. The effectiveness of translation largely depends on the ability to combine different methods and adapt them to specific contexts.

Therefore, further research in this field is essential, particularly in analyzing real media discourse and developing standardized approaches to translating neologisms in Uzbek. This will enhance translation quality and contribute to the enrichment of the target language vocabulary.

Considering the above mentioned we think that with proper analysis of the context and the neologism itself, the translator is quite capable of choosing the correct equivalent of the English neologism in a target language.

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