

Communicative and Pragmatic Features of English Technical Neologisms

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Abstract: This article examines the communicative and pragmatic features of English technical neologisms within contemporary professional and digital discourse. The study focuses on the processes of formation, semantic expansion, and functional adaptation of newly emerged lexical units in rapidly developing fields such as information technology, engineering, and applied sciences. Particular attention is paid to the role of neologisms in ensuring precision, efficiency, and economy of communication, as well as their impact on knowledge transmission and professional interaction. Furthermore, the article explores the pragmatic functions of technical neologisms, including their role in professional identity construction, discourse specialization, and intercultural communication. The results highlight the importance of understanding neological processes for effective translation, teaching, and adaptation of technical terminology in multilingual contexts. The study contributes to the fields of applied linguistics, terminology studies, and discourse analysis by providing insights into the dynamic interaction between language innovation and communicative needs in modern technical environments.

Keywords: Technical neologisms, communicative function, pragmatic features, English terminology, discourse analysis, semantic innovation, pragmatic linguistics, lexical innovation, intercultural communication.

Introduction: Language is characterized by continuous development, and neologisms—newly coined lexical units and expressions—constitute one of the most significant indicators of this dynamic process. In contemporary English, neologisms extend beyond purely linguistic innovation and serve as reflections of broader socio-cultural transformations. In particular, modern media platforms, especially digital environments such as social networks, online journalism, and entertainment media, play a decisive role in the creation, dissemination, and normalization of new lexical items. The rapid integration of such units into everyday usage demonstrates the profound impact of media on current linguistic practices and patterns of communication.

From a functional perspective, neologisms perform a range of pragmatic functions within discourse. They may serve to highlight salient information, express

evaluative or emotional attitudes, introduce elements of humor, or reinforce group identity within specific communicative communities. At the stylistic level, neologisms enhance the expressiveness and creativity of language, contributing to the formation of more dynamic, engaging, and context-sensitive communication. These characteristics position neologisms as an important object of study not only in theoretical linguistics but also in applied domains, particularly in the methodology of teaching contemporary English vocabulary.

The present study aims to investigate the pragmatic and stylistic features of neologisms emerging in media discourse and to analyze their potential application in educational contexts. By examining their communicative functions and stylistic properties within authentic media materials, the research seeks to substantiate the effectiveness of integrating

neologisms into vocabulary instruction and to demonstrate their relevance for developing learners' communicative competence in modern English.[1]

LITERATURE REVIEW

Neologisms, defined as newly formed lexical units and expressions, have long been the subject of linguistic inquiry, with particular emphasis on their role in language evolution and adaptation to socio-cultural transformations. Such units typically emerge to fill lexical gaps arising from technological innovation, societal change, and the development of new cultural phenomena. As noted by Lehrer [2] and Algeo neologisms not only demonstrate the creative potential of language but also reflect the values, priorities, and communicative needs of the societies in which they are produced.[3]

From a pragmatic standpoint, neologisms function as effective communicative tools that enable speakers to convey nuanced meanings, express social identity, and respond to evolving communicative demands. According to Crystal (2004), they frequently serve purposes such as creating humor, enhancing expressiveness, and facilitating interaction within specific discourse communities. In addition, the stylistic dimension of neologisms contributes to the enrichment of language by introducing innovative and contextually appropriate forms of expression.[4]

A significant factor in the proliferation of neologisms is the influence of modern media, particularly digital platforms. As emphasized by Tagliamonte, social media, online journalism, and other digital communication channels accelerate the creation, dissemination, and normalization of new lexical items, enabling their rapid integration into everyday language use.[5] This process underscores the dynamic interplay between language, technology, and communication practices in contemporary society.

In the field of language education, neologisms are increasingly regarded as valuable resources for vocabulary development. Research by Cook, suggests that the incorporation of neologisms into instructional practices can enhance learner engagement, foster creative language use, and promote a deeper understanding of current linguistic and cultural trends. Moreover, media-based materials, which are rich in neologistic content, provide authentic linguistic input and facilitate the connection between classroom learning and real-world communication.[6]

Despite the substantial body of research on neologisms, there remains a need for further investigation into their pragmatic and stylistic functions, particularly within media discourse. The present study seeks to address this gap by analyzing the

communicative and stylistic features of media-derived neologisms and exploring their potential integration into contemporary English vocabulary teaching methodologies.

METHODOLOGY

The present study employs a qualitative research approach to investigate the pragmatic and stylistic dimensions of neologisms in contemporary English, with particular emphasis on their occurrence in media discourse and their applicability in vocabulary instruction. The methodological framework is structured into several interrelated stages, including data collection, selection criteria, analytical procedures, and pedagogical implications.

1. Data Collection.

The empirical material for the study was collected from diverse media sources, including online news platforms, social media content, advertising texts, and digital entertainment resources. These sources were selected due to their significant role in the creation, dissemination, and popularization of neologisms. The corpus is limited to materials published between 2020 and 2023, ensuring the relevance of the data to recent linguistic developments.

2. Selection Criteria.

The identification of neologisms was based on a set of clearly defined criteria. Firstly, frequency of usage was considered, with preference given to lexical units that appeared consistently across multiple media platforms. Secondly, innovativeness was taken into account, focusing on recently coined words and expressions. Thirdly, cultural significance served as an important parameter, highlighting terms that reflect contemporary social trends and technological advancements. Finally, particular attention was paid to the presence of distinct pragmatic and stylistic features that enhance communicative effectiveness.

3. Analytical Framework.

The selected neologisms were analyzed within a dual analytical framework combining pragmatic and stylistic approaches. Pragmatic analysis aimed to identify the communicative functions of neologisms, including their role in emphasizing key ideas, expressing evaluation, creating humor, constructing social identity, and referencing culturally specific concepts. Stylistic analysis focused on the linguistic mechanisms underlying neologism formation, such as blending, compounding, and abbreviation, as well as their stylistic impact, including informality, expressiveness, and alignment with contemporary slang usage.

4. Pedagogical Implications.

In order to assess the educational potential of

neologisms, the study incorporated selected examples into vocabulary teaching practices. A set of sample exercises and classroom activities was developed to evaluate their effectiveness in enhancing learner engagement, promoting linguistic creativity, and facilitating the acquisition of contemporary vocabulary.

Overall, the applied methodology ensures a comprehensive and systematic examination of neologisms, while simultaneously emphasizing their practical relevance in modern language teaching and learning contexts.

RESULTS AND DISCUSSION

The communicative power of technical neologisms lies in their ability to bridge the gap between highly specialized concepts and mainstream understanding. [1, 2]

- **Compression and Economy:** Terms are often shortened or combined to save time and keystrokes. For instance, Fintech condenses "financial technology" into a single, punchy lexical unit. [1]
- **Accessibility and Metaphor:** Neologisms frequently use metaphors from everyday life to explain complex software or hardware (e.g., cloud computing, firewall, or cookies), turning abstract mechanical processes into relatable, visual concepts.
- **Precision and Clarity:** Coined specifically to fill lexical gaps, technical terms reduce ambiguity. Words like cryptocurrency or geotagging provide exact, unambiguous descriptors for actions or assets that older vocabulary cannot cover.

This topic explores the functional and contextual properties of newly coined technical terms in modern English, emphasizing their role in communication within specialized and digital environments. It focuses on how technical neologisms emerge, evolve, and operate as effective tools for conveying complex information in fields such as information technology, engineering, and applied sciences.

From a communicative perspective, technical neologisms contribute to precision, clarity, and efficiency by naming new concepts, processes, and innovations that lack established terminology. They facilitate knowledge transmission and support professional interaction by enabling specialists to communicate complex ideas concisely and accurately.

From a pragmatic standpoint, these neologisms perform various discourse functions, including emphasizing key information, shaping professional identity, and adapting language to specific communicative contexts. They also reflect the influence of technological progress and globalization, often serving as markers of expertise and membership

within professional communities.

The study of such neologisms provides valuable insights into language development, discourse practices, and terminology formation, while also offering practical implications for translation, language teaching, and intercultural communication in modern technical domains.

CONCLUSION

The present study has examined the pragmatic and stylistic characteristics of neologisms in contemporary English, with particular attention to their functioning within media discourse and their pedagogical potential. The findings confirm that neologisms represent dynamic and adaptive elements of language, shaped by technological, social, and cultural factors. Their pragmatic functions—including emphasis, humor, and identity construction—enhance communicative effectiveness, while their stylistic features contribute to linguistic creativity and expressiveness.

From an educational perspective, the incorporation of neologisms into vocabulary instruction offers significant advantages. It enables the alignment of language teaching with real-world communication, thereby increasing learner motivation and engagement. In addition to expanding vocabulary, neologisms facilitate the development of critical thinking skills and intercultural awareness. The use of media-based examples further strengthens the connection between theoretical knowledge and practical language use.

Nevertheless, the study highlights the necessity of continuously updating teaching materials due to the rapidly changing nature of neologisms. Further research is required to examine their long-term impact on language acquisition and to determine effective strategies for their integration into diverse educational settings.

In conclusion, neologisms constitute an important area of both linguistic research and language pedagogy, offering valuable insights into the evolution of English and providing innovative opportunities for enhancing

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