

The Role of Speech Practice in The Activation of Neologisms

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Abstract: This article analyzes the influence of speech practice on the activation of neologisms based on materials from the German and Uzbek languages. The study examines the emergence of new lexical units and their connection with communicative needs, social changes, and discourse environments. Speech practice is interpreted as an important mechanism through which neologisms are created, semantically shaped, socially accepted, and gradually integrated into the language system. Particular attention is paid to the role of modern media, internet communication, and digital technologies in accelerating the spread of new words. Using examples such as Homeoffice, Covidiot, masofaviy ta'lim, and onlayn to'lov, the article demonstrates how neologisms develop through speech practice and eventually become stable lexical units.

Keywords: Neologism, speech practice, discourse environment, communicative need, language economy, social groups, language norm, lexical innovation.

Introduction: In modern linguistics, the issue of neologisms is studied in close connection with the dynamic development of language, social changes, and communicative needs. Especially in the 21st century, the rapid development of globalization, digital technologies, and mass communication tools has accelerated the processes of linguistic renewal. In this process, neologisms appear not only as a product of the internal resources of the language system, but also as a direct result of speech practice.

Speech practice represents the process of using language units in a real communicative environment, and it is precisely within this process that new lexical units are created, become active, and stabilize through social acceptance. Therefore, analyzing the emergence and activation of neologisms separately from speech practice is not scientifically sufficient.

METHODOLOGY

The concept of speech practice is considered one of the key categories in modern anthropocentric and cognitive linguistics. This concept makes it possible to interpret language not merely as an abstract system of signs, but as a process closely connected with human

social, cultural, and communicative activity. According to Y.S. Kubryakova, "language is not only a structure, but also a dynamic process that is the result of human thought and activity". In this sense, a neologism does not appear in the language system in a ready-made form; rather, it is formed in the course of human speech activity.

The emergence of neologisms in speech practice is associated with social needs and communicative goals. A new lexical unit initially appears within a specific social environment and is used within a limited discourse, thus acquiring an experimental character. Only through repeated use in speech practice and acceptance by various social groups does a neologism gain a stable lexical status.

Speech practice ensures the following aspects of neologisms:

- the creation and introduction of new nominations;
- the clarification of semantic meaning and its cognitive formation;
- the establishment of stylistic value;
- the process of social acceptance and independent

usage.

This situation reveals the social nature of a neologism, that is, a new word appears as a linguistic expression of a particular change in the life of society.

In the German language, the activation of the word Homeoffice is a clear example of the influence of speech practice. Previously, this unit was used in a limited way within the discourse of economics and management; however, during the COVID-19 pandemic it spread widely through mass media and everyday speech practice. As a result, Homeoffice quickly became part of the general vocabulary and was recorded in normative dictionaries.

A similar process was observed in the Uzbek language as well. The phrase masofaviy ta'lim (distance education) was initially used in official documents and regulatory texts related to the field of education; however, during the pandemic it entered mass communication through speech practice. As a result of its repeated use in mass media, social networks, and everyday communication, this expression acquired a general lexical value.

Speech practice determines not only the nominative function of a neologism, but also its evaluative and pragmatic functions. For example, the neologism Covidiot, which appeared in the German language during the pandemic, carries a socially evaluative connotation and was used to express a critical attitude toward certain patterns of social behavior.

In the Uzbek language, units such as feykchi and blogerchi are used in speech practice with an evaluative function, expressing social attitudes. In addition, speech practice plays an important role in determining the semantic boundaries of a neologism. The meaning of a new word may initially be broad, but in the process of its use in speech practice it becomes more specific and is associated with particular contexts. This process ensures the cognitive formation of the neologism.

It can be understood that speech practice acts as a complex mechanism that determines the social nature of a neologism. It integrates the processes of creating a new lexical unit, adapting it to communicative needs, achieving social acceptance, and leading it toward standardization within a single system. Analyses conducted on the basis of German and Uzbek language materials show that a neologism acquires a genuine linguistic status through its active use in the life of society.

The activation of neologisms in speech practice is largely driven by communicative needs. When a new phenomenon, social practice, or technology emerges in society, there arises a necessity to name it in a concise

and precise way. This process stimulates the search for new designations and leads to the emergence of new lexical units.

In the modern communication environment, the principle of linguistic economy (Sprachökonomie) also plays an important role. This principle manifests itself in live communication as the tendency to convey a large amount of information while spending minimal effort and time. As a result, a neologism is formed as a short, convenient, and frequently used linguistic unit.

DISCUSSION

In German, neologisms formed on the basis of communicative needs and linguistic economy can be exemplified as follows: Coronapause – emerged to denote the temporary pause in work and educational processes during the pandemic; Lernplattform – created to concisely express a new process related to educational technologies; E-Scooter – a shortened unit used to name electric scooters in urban areas. These neologisms were actively used in speech practice and quickly entered the media and public discourse.

A similar process can be observed in Uzbek. Neologisms arising from new technologies and social practices include: onlayn to'lov – to denote electronic payment processes; virtual uchrashuv – to concisely express meetings in a digital environment; mobil ilova – used for naming smartphone applications. In addition, new words in entrepreneurship and media environments also become active due to linguistic economy: expressions such as startup inkubatori, influencer kompaniya, reklama post, inkubatsiya markazi are rapidly adopted in everyday conversational speech.

Communicative need and linguistic economy are important and interrelated factors in the emergence, development, and social acceptance of neologisms. The German and Uzbek examples show that this process aims to enhance the communicative efficiency of the language.

The activation of neologisms is often linked to specific discourse types, with new lexical units emerging in different social and cultural environments. The discourse environment – the domain of practical language use – determines the topics, audience, and purposes for which a term is used. From this perspective, a neologism undergoes functional expansion in accordance with its social and cultural context.

In German, political, media, and social discourses are considered the main sources of neologistic processes. For example, the word Klimanotstand (climate emergency) emerged within the context of ecological and political discourse and began to be widely used in

the media. Compound terms such as Querdenken (thinking in an unconventional way) and Digitalisierungsschub (acceleration of the digitalization process) also first appeared in specific discourses and later became active in public speech. These examples demonstrate that discourse has an unparalleled influence not only on naming but also on the expansion of ideological and pragmatic functions of neologisms. Furthermore, journalistic and media discourse plays an important role in the emergence of new lexical units in German. For instance, the words Hashtag-Aktivismus and Influencer-Marketing, initially used only in marketing and media contexts, later entered general communication through the internet and social networks and are now used in everyday interaction.

In Uzbek, too, the discursive environment plays a significant role in the functional expansion of neologisms. Neologisms that appear in journalistic and internet discourse are actively used in speech practice. For example, compounds such as feyk xabar (fake news), axborot maydoni (information space), and ijtimoiy tarmoqlar faolligi (social network activity) initially emerged in the internet and media environment and later entered general public discourse. At the same time, discourses related to the innovative economy and entrepreneurship also contribute to the formation of new neologisms in Uzbek. For instance, compounds such as startup loyihasi (startup project), raqamli transformatsiya (digital transformation), and onlayn kurslar (online courses) have appeared under the influence of internet and economic discourse and have become active in everyday communication.

In speech practice, neologisms expand the scope of their functions through the discourse environment:

ideological function – to express a specific idea or political viewpoint (e.g., Klimanotstand, Querdenken);

communicative function – to convey information briefly and clearly (e.g., Hashtag-Aktivismus, startup loyihasi);

function in digital media and the internet – to influence social relations and interactions online (e.g., Influencer-Marketing, ijtimoiy tarmoqlar faolligi).

Moreover, under the influence of discourse, a neologism expands semantically and pragmatically, with its meaning and range of use continuously evolving. This process simultaneously increases both the naming and functional value of the neologism and ensures the social adaptability of the language. It is evident that the discourse environment is a crucial factor in the functional expansion of neologisms. As seen in the examples from German and Uzbek, new words initially emerge within specific discourses and

later become active in public speech, gradually extending their social and communicative functions.

The activation of a neologism is closely linked to its repeated use in speech practice. The more frequently and consistently a new word is used, the more its meaning stabilizes and its social acceptance becomes easier. Some recently emerged German neologisms illustrate this process clearly. For example: streamen – a verb expressing the act of receiving or broadcasting online video and audio materials; initially used among internet users, it later entered public speech and began to appear in standard written language; liken – means “to like” on social networks; initially used among bloggers and youth communities, it later entered general discourse; swipen – describes the action of swiping images or information on mobile applications; repeated and widespread use has turned it into an active word.

In Uzbek, too, new lexical units stabilize through repetition and social acceptance. For example: like bosmoq – initially used only on social networks, later entered everyday speech; chatlashmoq – first used in internet and messenger communication, later adopted in family and work interactions; yuklab olmoq – expresses the process of downloading digital content; this word, too, was initially used in technology and IT contexts, and later became a stable lexical unit.

The process of repetition and social acceptance indicates that a neologism gains semantic and pragmatic stability through active speech practice, while also playing an important role in the social adaptability of the language. This process expands not only the naming function of a neologism but also its communicative and digital/media-related roles.

RESULTS

Thus, the stabilization and social acceptance of a neologism depend on its repeated use, the discourse environment, and its activity in speech practice. As illustrated by the German and Uzbek examples, this process demonstrates how neologisms in modern languages can become socially independent lexical units and functionally reinforced.

The relationship between speech practice and language norm has a dialectical character. Accordingly, the language norm is not merely a static set of rules but is constantly updated and transformed through speech practice. In German linguistics, this process is described by the concept of Normwandel (norm change). Normwandel refers to the continuous change of language rules and norms in the process of their widespread use, that is, the natural evolution of a language under the influence of speech practice.

In German, verb neologisms clearly illustrate this process. For example: *simsen* – expresses the act of sending an SMS via mobile phone; initially, this verb was considered non-standard, but through frequent use in everyday speech, it became an accepted unit in standard language; *googeln* – denotes the act of searching for information on the internet; initially a sensational word in public discourse, it was eventually included in official dictionaries due to its active use in speech practice; *streamen* – expresses watching or listening to online media content; its frequent use in IT and media contexts led to its acceptance in standard language as well. These examples demonstrate that speech practice does not violate language norms but rather supports their development. New words undergo a testing phase, are actively used in public discourse, and eventually adapt to normative rules, reflecting the dynamic evolution of the language.

A similar process is observed in Uzbek. Several recent neologisms that have been added to dictionaries were first actively used in speech practice: *raqamlashtirish* (digitalization) – widely used in government services and entrepreneurship before being included in dictionaries; *onlayn ariza* (online application) – initially used only in internet contexts, later adopted in official documents; *mobil ilova* (mobile application) – first used in the context of smartphone software, later became common in everyday speech.

This process demonstrates that speech practice acts as a key mechanism in language evolution. Through neologisms, language norms adapt to social and communicative demands. At the same time, the acceptance and standardization of new words in the language occur continuously (see Table 2.2).

Table 2.2

The Influence of Social Groups, Subcultures, and Speech Practice on the Activation of Neologisms

Factor	Activation Mechanism	In German	In Uzbek	Comparative Conclusion
Social Groups	New words are first used within a specific group and then spread more widely	Become popular through youth, academic, and media environments	Spread quickly through youth, bloggers, and online users	Institutionalized spread in German; network-based activation in Uzbek
Subcultures	Group identification and marking the “us–them” boundary	Through youth and internet subculture	Through online subculture and mass trends	In both languages, neologisms serve as a marker of group membership
Speech Practice	Stabilization through everyday communication and media use	Gradually reinforced in media and official discourse	Priority on expressive and rapid use in social networks	Stability in German; dynamic usage in Uzbek

The activation of neologisms is directly connected to social groups and subcultures, with new lexical units initially used within a limited speech community before entering the broader public discourse. In German, this process occurs in a relatively systematic and institutionalized manner, whereas in Uzbek, it unfolds dynamically through social networks and live communication.

CONCLUSION

In summary, speech practice demonstrates that the language norm is not a static entity but rather evolves dynamically. Analysis of examples from German and Uzbek shows that new lexical units first undergo a trial

phase in speech practice, gain active use, and eventually enter standard literary language.

The comparative study of German and Uzbek indicates that the activation of neologisms is a complex socio-linguistic process closely tied to speech practice. During this process, new lexical units are created, functionally tested, socially accepted, and incorporated into language norms. Therefore, considering speech practice as a primary object of analysis is one of the key directions in contemporary linguistics when studying neologisms.

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