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NEOLOGISMS RELATED TO NEW PROFESSIONS AND TECHNOLOGIES IN THE UZBEK LANGUAGE: FORMATION PROCESSES, ADAPTATION MECHANISMS, AND THEIR IMPACT ON MODERN LANGUAGE DEVELOPMENT

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ANNOTATION

This article analyzes the formation process of neologisms related to new professions and technologies in the Uzbek language, their phonetic, morphological, and semantic adaptation mechanisms, as well as their impact on modern language development, based on a broad scientific and theoretical approach. Using examples of neologisms entering the Uzbek language as a result of the expansion of digital society, innovative technologies, new economic relations, and the global information space, the article highlights the pace of linguistic renewal, the expansion of lexical resources, and the increasing communicative potential of the language.

KEYWORDS: *Neologism, Technological Terms, Digital Language, Phonetic Adaptation, Morphological Adaptation, Semantic Change, IT Terms, Digitalization.*

INTRODUCTION

The twenty-first century is recognized as the age of technology. Globalization, digital development, new economic relations, and innovative processes are directly influencing the lexical richness of the Uzbek language. As a result, neologisms expressing new concepts, new professions, and new technologies have entered the language: *freelancer, startup, drone, cybersecurity, digital marketing, robotics specialist, targetologist, SMM manager, “SMM specialist,” “targetologist,” “motion designer,” “frontend developer,” “copywriter,” “blogger,” “cybersecurity analyst,” “crypto trader,” “data analyst,” “UX researcher”*—these terms have become an active part of today’s lexicon. As linguist A. Hojiev notes: *“Language is the most sensitive mirror of changes in social life; the renewal of the social system and the development of science compel language itself to renew.”*

Therefore, the issue of neologisms is one of the most pressing topics in modern linguistics. This article analyzes, from a scientific and theoretical perspective, the sources of formation of neologisms related to new professions and technologies in the Uzbek language, their adaptation patterns, and their impact on social development.

New Technologies — New Words: Are Neologisms a Necessity or a Trend?

Professions associated with the development of the digital economy are entering all spheres of human life. This leads to the creation of new lexical units in the Uzbek language to express concepts that previously did not exist. Although this process is natural, its speed and scale are extremely large today. For example:

- **“SMM specialist”** — a person engaged in marketing on social networks;
- **“targetologist”** — a specialist who identifies advertising audiences;
- **“copywriter”** — a person who writes texts for advertisements, websites, and banners;
- **“freelancer”** — an independent specialist not affiliated with a company;
- **“digital strategist”** — a specialist who develops strategies in digital marketing.

All these terms emerged with the intensification of global technologies, and almost all of them entered from the English language. However, their level of use in Uzbek society shows that they are acquiring a local character.

As a journalistic example, let us imagine a situation encountered in everyday life:
“At a meeting of a young startup team in Tashkent, the project manager says: ‘We need an experienced copywriter because we were starting an advertising campaign with a targetologist. A motion designer has also joined our team. Now we need to create the brand voice.”

Such conversations seem ordinary to many today, but just ten years ago it would have been difficult even to imagine such sentences. Thus, neologisms are widely used in society due to necessity. Undoubtedly, the main factor behind this process is technological modernization.

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I. Reasons for the Emergence of Neologisms in the Uzbek Language

1.1. Formation of a Digital Society

All spheres of modern social life—education, healthcare, economy, governance, and production—are undergoing digitalization. According to Sh. Rahmatullayev: *"Language development does not lag behind social development; it actively participates in all its stages."* Digital fields generate a flow of neologisms: *online, offline, QR code, chatbot, blogger, content, IT specialist, data analyst.*

1.2. New Economy and New Professions

Startups, the freelance system, and e-commerce have introduced new professions into the Uzbek language: *copywriter, SMM specialist, targetologist, motion designer, UX/UI designer, manager-analyst.* Linguist Naim Karimov writes: *"The lexical richness of a language expands in close connection with the economic and spiritual changes of society."*

1.3. Expansion of the Global Information Space

The Internet has also become the main source of new words: *streamer, vlogger, influencer, podcast, trending, update.*

II. Sources of Neologism Formation

Neologisms in the Uzbek language are formed based on the following sources:

2.1. Internal Linguistic Resources

The language can express new concepts using its own word-formation models. Linguist A. Nurmonov emphasizes: *"The internal resources of a national language are extremely rich, and its word-formation models are sufficiently effective in expressing innovations."*

2.2. Borrowings via the Russian Language

Since the Soviet period, many terms in the fields of technology and engineering have entered through Russian: *computer, server, database, designer, programmer.*

2.3. Direct Borrowings from English

Global innovation and the IT sector have intensified direct borrowing from English: *startup, marketing, freelancer, manager, software, hardware, cloud, smart.*

G. Abdurahmonov writes: *"The influx of English technical terms ensures the modernization of the language and the international harmonization of terminology."*

III. Adaptation Mechanisms of Neologisms

When new words enter the Uzbek language, they undergo phonetic, morphological, and semantic adaptation stages.

3.1. Phonetic Adaptation

Adaptation to Uzbek pronunciation norms:
printer → printr (simplified pronunciation)
manager → menejer
blogger → bloger
Some words retain forms close to the original: *video, audio, online, startup.*

3.2. Morphological Adaptation

Neologisms are formed using Uzbek suffixes, that is, Uzbek affixes are added to the original word. For example:
Blog → bloger → blogerlik
Market → marketolog → marketologiya
Content → kontentchi
Design → dizayner → dizaynerlik
Startup → startaper
SMM → SMMchi
Freelance → frilanser → frilanserlik

Here, words of English or Russian origin acquire new forms through Uzbek suffixes such as *-chi, -lik, -lash, -kor,* and *-shunos.*

3.3. Semantic Adaptation

This refers to a borrowed or newly created word acquiring a new meaning in Uzbek, undergoing semantic shift or expansion. That is, after entering Uzbek, a word begins to be used with a meaning different from, broader than, or narrower than its original meaning.

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Linguists also refer to this process as *semantic integration of neologisms*. A clear example of semantic adaptation can be seen in the word *platform*. Its original meaning is a raised area at a railway station. In Uzbek, its expanded meanings include *digital platform, educational platform,* and *online platform*. In technological usage, it has come to mean "a set of digital services."

Similarly, the word *subscription* previously referred to subscribing to newspapers and magazines, whereas today it is used in the sense of following on social networks: *Instagram subscribers, Telegram channel subscribers.*
These examples prove that neologisms are actively used across various layers of society.

IV. Scientific Problems Arising from the Increase of Neologisms

4.1. Instability of Literary Language Norms

One of the major problems caused by the flow of neologisms is the destabilization of literary norms. The use of multiple variants for a single concept leads to disorder. For example, *kontent* is sometimes written as *kontet*; *bloger* also appears as *blogger*; and *SMM specialist* is also used in the form *SMMchi*.

As Sh. Rahmatullayev notes: *"The stability of linguistic norms is the main feature of a literary language, and the disruption of norms seriously affects the culture of written speech."* Rapid lexical renewal today is testing this stability.

4.2. Growth of Alternative Forms

Along with the entry of new concepts into Uzbek, multiple expressions for the same concept are emerging. For example, instead of *story*, variants such as *stori, hikoya,* and *video segment* are used. The concept of *delivery* is expressed as *delivery service, courier service,* or *dostavka service.*

The main reason for this diversity is that new words have not yet been officially standardized and are still in the process of being assimilated by the language community. Linguists call this *transitional naming*.

4.3. Excessive Growth of English Borrowings

The inappropriate and excessive use of English words in youth speech has become a pressing linguistic issue. In everyday communication, expressions such as *deadline, meeting, task, refresh, upload,* and *posting a story* disrupt the natural flow of the language.

4.4. Confusion in the Terminological System

Hundreds of new terms are emerging in fields such as technology, media, marketing, and economics, but there is no single standard for all of them. For example, *"smart home"* is sometimes used instead of *"aqlli uy."* Although *"suhbatbot"* has been proposed as an Uzbek equivalent for *chatbot*, it is rarely used in practice. *"Online education"* is sometimes written as *"online ta'lim."* These terms appear in different forms in scientific literature, textbooks, and the media, leading to inconsistency even in official documents.

4.5. Intensification of Code-Mixing in Youth Speech

Neologisms are adopted especially quickly among young people. They begin to speak in mixed English-Uzbek code, violating the internal rules of the language:

"I need to submit the project today,"
"I posted a new story on Telegram,"
"The meeting is at three," and so on.

From a sociolinguistic perspective, this phenomenon may lead to changes in youth speech culture and even to the loss of unity in expressing national identity.

4.6. Lag in Updating Dictionaries and Scientific Sources

Many printed Uzbek dictionaries today do not include new technological terms and Internet-related concepts. For example, *metaverse, prompt, chatbot, drone operator, marketology, targeting,* and *platformization* are not found in official dictionaries. This creates gaps and uncertainty for teachers, students, journalists, and government employees.

4.7. Urgent Scientific Questions

The excessive increase in neologisms raises several fundamental questions for linguistics: Which form of a new word should be accepted as the literary norm? Should borrowed terms be localized as much as possible or retained in their original form? Which neologisms are temporary and which may become stable lexical units? On what scientific principles should new terms be adapted to the national language? How much pressure do Internet and social media language exert on the literary language? At what pace should dictionary compilation, term creation, and normalization processes be updated?

These questions define the main research directions of modern Uzbek linguistics. Although neologisms are a sign of natural enrichment, renewal, and development of language, their rapid increase is creating problems in the normative language system.

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CONCLUSION

The sharp increase of neologisms related to new professions and technologies in the Uzbek language demonstrates the direct impact of the digital society on language. Global information flows, innovative development, new economic relations, and Internet culture are forcing the renewal of lexical resources. Neologisms are a natural process of language development; they undergo phonetic, morphological, and semantic adaptation and harmonize with the existing resources of the national language.

However, alongside the intensification of neologism flow, problems such as instability of literary norms, excessive alternative forms, the growth of English borrowings, increased code-mixing among youth, lack of unified terminological standards, and outdated dictionaries are also emerging. This necessitates the acceleration of language policy, term creation, lexicography, and the improvement of normative language standards.

Thus, while neologisms serve the renewal, modernization, and expansion of international communicative possibilities of the Uzbek language, their scientifically grounded regulation, establishment of official norms, and creation of updated reference dictionaries remain among the most urgent tasks. The stable development of the language depends on the integration of new units into the literary language system based on solid scientific principles.

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