COGNITIVE AND PRAGMATIC ASPECTS OF GENERATING NEOLOGISMS

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Abstract: *This article explores the cognitive and pragmatic factors involved in neologism formation. It examines how cognitive processes like analogy, metaphor, and conceptual blending contribute to the creation of new words, while pragmatic factors such as social utility, cultural trends, and technological innovation influence their adoption. The study highlights the interplay between cognitive creativity and practical relevance, showing how neologisms emerge to meet communicative needs. Real-world examples illustrate how language evolves in response to societal changes. The article concludes with a suggestion for further research into the role of globalization and social media in shaping neologisms.*

Keywords: *neologisms, cognitive linguistics, pragmatics, metaphor, social utility, technological innovation.*

Annotatsiya: *Ushbu maqola yangi so'zlarning shakllanishida ishtirok etadigan kognitiv va pragmatik omillarni o'rganadi. U kognitiv jarayonlar, masalan, analogiya, metafora va konseptual qo'shilishning yangi so'zlar yaratishdagi rolini tahlil qiladi, shu bilan birga pragmatik omillar, masalan, ijtimoiy foyda, madaniy tendensiyalar va texnologik innovatsiyalar ularning qabul qilinishiga qanday ta'sir qilishini ko'rib chiqadi. Tadqiqot kognitiv ijodkorlik va amaliy ahamiyat o'rtasidagi o'zaro aloqani ta'kidlaydi, yangi so'zlarning muloqot ehtiyojlarini qondirish uchun qanday paydo bo'lishini ko'rsatadi. Haqiqiy misollar tilning jamiyatdagi o'zgarishlarga qanday moslashishini tushuntiradi. Maqola globalizatsiya va ijtimoiy tarmoqlarning yangi so'zlar shakllanishidagi o'rnini o'rganishga chaqiradi.*

Kalit so'zlar: *yangi so'zlar, kognitiv lingvistika, pragmatika, metafora, ijtimoiy foyda, texnologik innovatsiyalar.*

Аннотация: *В статье рассматриваются когнитивные и прагматические аспекты формирования неологизмов. Анализируются когнитивные процессы, такие как аналогия, метафора и концептуальное слияние, которые способствуют созданию новых слов, а также прагматические факторы, такие как социальная полезность, культурные тенденции и технологические инновации, которые влияют на их принятие. Исследование подчеркивает взаимодействие когнитивной креативности и практической значимости, показывая, как неологизмы появляются для удовлетворения коммуникативных потребностей. Реальные примеры иллюстрируют, как язык эволюционирует в ответ на изменения в*
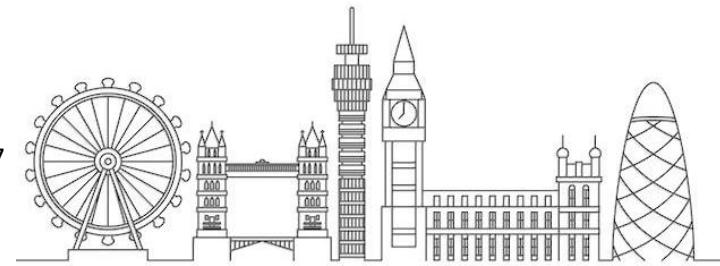
обществе. В статье также предлагается дальнейшее исследование роли глобализации и социальных медиа в формировании неологизмов.

Ключевые слова: *неологизмы, когнитивная лингвистика, прагматика, метафора, социальная полезность, технологические инновации.*

Introduction

Language is a dynamic system that evolves to accommodate societal, cultural, and technological changes. One of the most intriguing manifestations of linguistic evolution is the creation of neologisms, or new words. These terms reflect the need to name novel concepts, behaviors, or objects. While linguistic innovation has long been studied, it is essential to explore how cognitive mechanisms and pragmatic factors interact in the generation and adoption of neologisms.

This study aims to:

1. Analyze the cognitive processes underlying neologism formation, such as analogy, metaphor, and conceptual blending.

2. Examine pragmatic factors, including social utility, cultural trends, and technological innovation, that influence the adoption and dissemination of neologisms.

The findings contribute to understanding the balance between mental creativity and societal demands in shaping language.

Materials and Methods

This study employs a multidisciplinary approach to investigate the cognitive and pragmatic aspects of neologism generation:

Data Sources a) a corpus analysis of digital and historical texts was conducted, drawing examples of neologisms from platforms like Google Ngram Viewer, Twitter, and online dictionaries. B) surveys of language users were carried out to assess familiarity with and attitudes toward emerging terms.

Cognitive Analysis - the study used metaphor theory and conceptual blending frameworks to dissect how cognitive mechanisms contribute to neologism creation.

Pragmatic Analysis - Sociolinguistic tools, including discourse analysis, were applied to understand how contextual factors like culture, technology, and media influence word adoption.

The combination of these methods provides a comprehensive view of how new words emerge and gain traction in society.

Results

Cognitive Mechanisms in Neologism Formation

1. Analogy

   - Example: The term "web browser" extends the concept of browsing physical objects to navigating the internet.

2. Metaphor
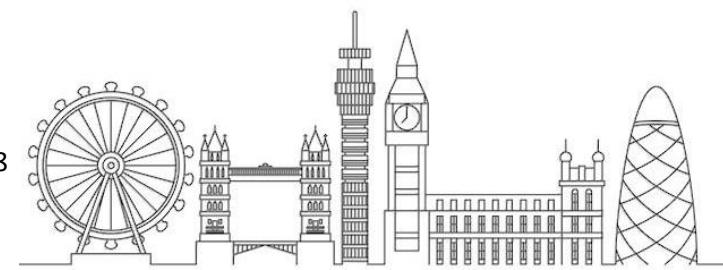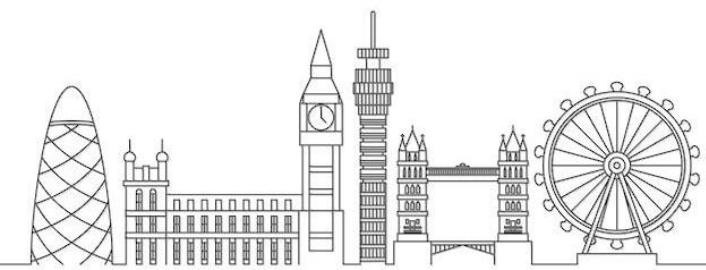
- "Cloud" computing uses the metaphor of an ethereal, amorphous entity to represent remote data storage.

- "Surfing the web" maps the physical act of surfing onto digital exploration.

3. Conceptual Blending

- Terms like "brunch" and "infotainment" arise from blending concepts across domains (breakfast + lunch, information + entertainment).

4. Semantic Shifts

- Words like "virus" shifted from biological contexts to describe malicious software, based on shared characteristics of replication and harm.

Pragmatic Influences on Neologism Adoption

1. Social Utility

- Words like "selfie" and "vlog" emerged to describe specific activities and gained widespread acceptance due to their usefulness in daily communication.

2. Cultural Trends

- Terms such as "woke" and "cancel culture" reflect societal movements, becoming tools for expressing collective ideologies.

3. Technological Innovation

- The rise of terms like "blockchain", "podcast", and "emoji" corresponds with technological advancements, demonstrating the interplay between innovation and language.

4. Media and Globalization

- Viral terms like "FOMO" (fear of missing out) and hashtags on social media platforms accelerate the dissemination of neologisms.

- Global borrowings, such as "sushi" and "emoji", showcase how languages adopt foreign terms with minimal modification.

Discussion

The findings highlight the interplay between cognitive and pragmatic factors in neologism generation and adoption:

Cognitive Processes and Creativity: mechanisms like analogy and metaphor allow language users to draw on existing knowledge to name unfamiliar phenomena, making new terms intuitive and relatable.

Pragmatic Necessity and Contextual Relevance: Pragmatic needs drive the adoption of neologisms that fill lexical gaps or align with cultural and technological trends. For example, the term «firewall» blends cognitive metaphor with the practical need to describe network security.

Impact of Technology and Media: digital platforms serve as catalysts for neologism proliferation. Social media accelerates the spread of terms, while globalization fosters linguistic cross-pollination.
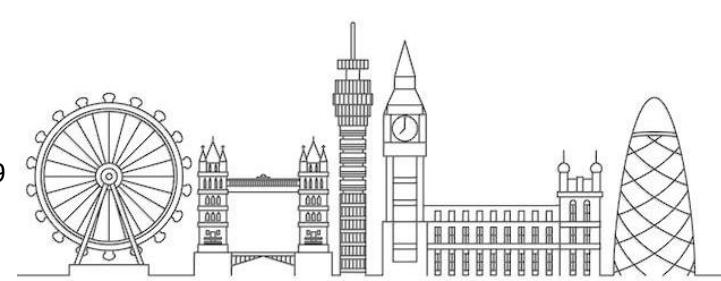
Challenges in Adoption: resistance to new terms can arise from linguistic purism or ambiguity in meaning. However, the most functional and memorable neologisms tend to endure.

Conclusion

The generation of neologisms is a complex process driven by the interaction of cognitive creativity and pragmatic necessity. Cognitive mechanisms such as metaphor and conceptual blending enable the creation of intuitive terms, while pragmatic factors ensure their relevance and utility in a given social context.

As technology, culture, and globalization continue to shape human communication, the study of neologisms provides valuable insights into the adaptability and evolution of language. Future research could explore computational methods for predicting neologism trends and further examine cross-cultural dynamics in linguistic innovation.

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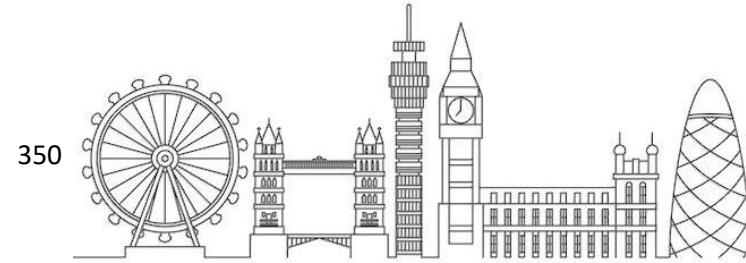
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