

ej HEAA

ISSN : 3032-1123

<https://doi.org/10.61796/ejheaa.v1i4.480>**ACTIVE MODERN NEOLOGISMS IN OUR SPEECH
APPLICATION****Urazimbetova Nilufar**2nd stage student of Uzbek Philology Faculty of Karakalpak State
University named after Berdak

Received: Mar 22, 2024; Accepted: Apr 29, 2024; Published: May 28, 2024;

Abstract: This article describes the classification of neologisms that have recently entered our language and their activity in speech. Neologisms in the article are mainly borrowed from Russian and English.

Keywords: language development, individual speech, foreign phrase, lexical fund enrichment, integration process

This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license**Introduction**

As time progresses, as a result of scientific and technical progress, new words are entering our language. They are called neologisms in science. Any neologism first occurs in individual speech. If such a neologism is recognized by many people, if it is formed in accordance with the laws of development of the language, and if it is considered necessary to convey a certain meaning in the language, then it becomes a universal neologism, it goes out of the scope of a single speech. If it does not meet such requirements, it will remain within the scope of individual speech. [1:101]

Today, we can know the information at one end of the world in seconds, but the neologisms introduced by this information also serve to change the shape of our language.

In fact, language cannot develop by itself. Also applies to other languages. However, the foreign word should not displace the existing word. One of the important features of a foreign phrase that is well embedded in the language and is appropriate is the unfamiliarity of foreignness.

Results and Discussion

Many neologisms disappear as soon as they appear. The passage of time with a part of new words settles in the language and becomes an integral part of it. The reason why neologisms do not survive for long may be because those words were in a foreign language. If the words were represented by a word in our mother tongue, it could be more in use. For example An admin is a person who manages or supervises, makes decisions and maintains order on a system, website, team or group.

ATM [bank+ (auto)mat] automatic device belonging to a specific bank; installed in the bank itself, as well as in other places, and serves for the bank's client to receive cash according to a fixed code assigned only to him.

Bijouterie (Russian - jewelry) - jewelry that helps consumers financially. Bijouterie is fake jewelry made to look and feel the same as the original

Brand - (English - brand, sign) a trademark of a company, product or service; logo, slogan and similar set of graphic, textual and other symbols. The brand includes the company's strategy, employees, pricing policy, differentiation from competitors, strengths, unique values created for consumers.

A boutique (French: boutique) is a small store that sells fashion clothing or accessories. This word means "shop" in French, its origin is related to the ancient Greek word "storehouse".

B2-the level determined by obtaining a certificate in a foreign language. Levels are designated as A1, A2, B1, B2, C1, C2 from bottom to top.

The word gender is derived from the English word "gender" and is often mistakenly used as a synonym for "gender". In fact, the difference between sex and gender is fundamental because many differences between women and men have non-biological causes.

The concept of gender affects mental, cultural and social differences and the concept of sex only affects physical differences.

Investment (Latin - winding) is a long-term investment made in the country or abroad in a specific business or enterprise activity for the purpose of earning income.

Cash-back (in English means the return of cash) is a type of special bonus programs aimed at attracting and increasing customer loyalty, and is mainly used in online shopping, banking products and game business.

QR code (English - Quick "quick", Response "code" - an optical label containing information about the object to which the barcode is attached

Subsidy (Latin - aid, benefit, support) - funds or in-kind assistance from the state budget, local budgets or a special fund to individuals and legal entities, local bodies, other countries

Trend (English - direction, inclination, incentive, tendency, aspiration, fashion, fashion, style) can replace the word "dolzarb" in Uzbek.

Vine is the word currently used for funny videos made for social media.

Zoom is a video conferencing program developed by Zoom Video Communications. It can add up to 100 people and offers a limited video calling service of 40 minutes.

Shopping (in English - buy) - in English, this word is used in the sense of shopping, in our case it means only buying clothes. This word actually comes from the English word "shop".

We can give many such examples, because the rapid development of science, technology and production, The processes of globalization and integration taking place in the developed countries of the world have led to the enrichment of their specific lexical fund [2:44]

Conclusion

In conclusion, it should be said that almost all the words listed above have Uzbek alternatives. It is more correct to consider the use of these words in journalistic and colloquial ways as the ignorance of foreign words rather than ignorance of the Uzbek equivalent of the words.

References

- [1] Rahmatullayev Sh. Hozirgi o'zbek adabiy tili – T.:2006 B-464
- [2] Dadaboyev H. O'zbek terminologiyasi – T.:2019 B-117
- [3] Eshonova Muqaddamxon "Ma'rifat" gazetasi - 2022
- [4] Ibragimova, Z. Y., & Yabbarbergenova, S. (2022). Words of positive wishes of the uzbek and karakalpak peoples around the table. theoretical & applied science Uchrediteli: Teoreticheskaya i prikladnaya nauka, (3), 685-688.
- [5] Ibragimova, Z., & Ibragimova, U. (2020). PROFESSIONAL WORDS IN THE UZBEK DIALECTS OF KARAKALPAKSTAN WHICH CAN BE FOUND IN OTHER UZBEK DIALECTS. In Recent Scientific Investigation (pp. 69-72).
- [6] Zamira, I., & Fazilat, M. (2022). The history of the origin of nicknames and their distinctive features in dialects