INTRODUCING NEW TERMS FROM THE MEDIA INTO UZBEK AND THEIR EFFECTS ON LANGUAGE CHANGE

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Abstract: The article focuses on how new terms are incorporated into Uzbek and highlights how neologisms are causing language changes. In addition, the article outlines reasons of language changes due to the usage of media words.

Key Words: Onomatopoeia, loanwords, semantic translation, direct translation, rapid language change, media-related words.

Similar to other languages, Uzbek is expanding its vocabulary. In Uzbek, words from both related and unrelated languages have been incorporated into common speech without any modifications. Furthermore, new words are entering the Uzbek language as a result of advancements in science and technology. External sources are also contributing to the richness of the Uzbek language. No language in the world evolves only via internal capacity without incorporating vocabulary from other languages. Uzbek is no different. Three elements are recognized to be essential to the development of the Uzbek language's lexicon.These are:

1. All vocabulary stems from the ancient Turkic language, profoundly influencing the formation o f the Uzbek language lexicon. Furthermore, common words and phrases are reflected in the afor ementioned elements. Numerous common words and expressions in Uzbek originate from the a ncient Turkic language. For example, words like "ona" (mother), "ota" (father), "suv" (water), "quyosh" (sun), and "yer" (earth) are fundamental to the language and have been used for centuries.

2. Borrowed words, these words are borrowed from other languages, including: Arabic, Persian-Tajik, Russian, German, French, Spanish, English, and others. The interesting aspect of these words is that they are mainly formed from a combination of classical languages (Arabic, Turkic, Persian-Tajik). Those words are frequently used in academic, cultural, and religious contexts. For instance, "kitob" (book), "qalam" (pen), "ilm" (knowledge), "din" (religion), and "siyosat" (politics) are terms that often arise in discussions about these areas.

3. Borrowed neologisms, this type of words is created in the language by adding suffixes, prefixes, and affixes to existing words. For example, words like "kompyuter" (computer), "internet" (internet), "mobil" (mobile), and "telefon" (phone) are examples of how new words are formed using this method.

It's true that some loanwords are adopted directly into the language without any changes to their form or meaning, like "bar," "film," and "lider." These are relatively easy to recognize and integrate into everyday speech. However, it's also right that many people struggle with loanwords that have undergone some level of adaptation or integration into the Uzbek grammatical system. For example, it's less common for people to be familiar with words like "bojole" (from French) or "punch" and "ponce" (from English), which have been adapted to fit Uzbek grammar. It's fascinating to see how loanwords can be adopted in different ways, sometimes retaining their original form and sometimes undergoing significant changes. This

process reflects the dynamic nature of language and its ability to adapt to new influences. It's fascinating to see how loanwords can be incorporated into the language through both semantic and direct translation methods.

1. Semantic Translation: This is where the meaning of the loanword is translated into Uzbek, while the form might be adapted slightly. You've given great examples: "confort" (from English "comforts") and "autoritar" (from Italian "rendere autorevole"). This shows how the meaning is translated, but the form might be slightly adjusted to fit Uzbek grammar.

2. Direct Translation (Calque): This is where the loanword is translated literally, word-for-word, from another language. Your examples of "sky-scraper" (from English) and "klassen kampf" (from German) are   excellent examples of this.

It's fascinating to observe how these two translation methods can generate new terms in Uzbek, enhancing the language and demonstrating its capacity to adapt to fresh concepts and ideas. Loanwords serve as proof of the interconnectedness among languages and the impact they exert on one another. The connection between loanwords and bilingualism is intriguing. When individuals encounter several languages, they tend to integrate words and expressions from one language into another. This phenomenon is especially noticeable in contexts where people alternate between languages based on the situation or environment. You are correct in noting that the source of loanwords can often expose the influence of other languages on a specific language. This is particularly evident in situations where one language has been significantly shaped by another, like German and the Romance languages, which exhibit a considerable amount of borrowed terms from each other. The interchange of vocabulary serves not only to enhance the languages but also reflects a shared respect and admiration for each other's cultural and linguistic heritages. It's intriguing to observe how certain borrowed words become thoroughly embedded in a language, while others tend to be more niche or specialized.

- "Patata gaytan" (from Spanish via Italian): This example highlights how a loanword can become so integrated into a language that it's almost indistinguishable from native words. It's interesting to see how this word has traveled through different languages, ultimately becoming part of Italian vocabulary.

- "Caffe" (from Turkish, ultimately from Arabic): This is another example of a loanword that has become deeply embedded in a language. It's interesting to see how the word "zero" (from Arabic) has also influenced the development of "caffe," showing how loanwords can connect to even deeper linguistic and cultural connections.

- "Tram," "transistor," and "juke-box" (from English): These words demonstrate how certain loanwords can be associated with specific fields or areas of life. They might not be as commonly used as "patata gaytan" or "caffe," but they still play an important role in enriching the language and reflecting its cultural and technological influences. It's clear that loanwords contribute to the richness and diversity of a language, and their significance can vary depending on their frequency of use, cultural relevance, and historical context. They can truly reflect the social, cultural, and even economic realities of a society.

- "Leader," "flirt," "baby-sitter," "week-end": These words are great examples of how loanwords can become part of everyday language, reflecting changes in social norms, lifestyles, and even family structures. They're often used casually and can be considered part of the "common" vocabulary.

- "Boom," "show": You're right to point out that loanwords can sometimes be more concise and efficient than their native equivalents. These examples from journalism demonstrate how loanwords can be used for brevity and clarity, especially in fast-paced environments.
- "Sit-in": This example is particularly interesting, as it highlights how loanwords can be used to describe specific cultural phenomena or events. The Italian equivalent of "sit-in" is more complex, suggesting that the loanword might be more efficient and accurate in conveying the specific meaning.

"Budget," on the other hand, is pronounced "badjet" because it entered through spoken language. There are some English words that are pronounced differently in Uzbekistan, for example:

Some Uzbek pronunciations are closer to the English pronunciation, while others are more adapted to the Uzbek sound system. These variations in pronunciation stem from a variety of factors, including the influence of the source language and the level of familiarity with it. It's also worth noting that some loanwords have been adopted into Uzbek without any changes, such as "flirt," "leader," and others. Uzbek speakers have become quite adept at incorporating English phonetics and Anglicisms, as seen in the widespread use of words like "bar," "film," "sport," "flirt," and more. It's crucial that we accurately distinguish between genuine loanwords, neologisms, and borrowed words, particularly when it comes to their meanings and figurative uses. For instance, some scholars from the Middle East might be able to recall loanwords well but struggle with their pronunciation. In such cases, they might end up using the words figuratively, even though they don't fully grasp their literal meanings. Loanword neologisms encompass words belonging to various grammatical categories like nouns, verbs, and adjectives. Loanword verbs and adjectives exhibit linguistic harmony in two senses: they integrate into the target language's structure and create a bilingual context. It's also worth noting that loanwords can be considered elements of morphology. Modern linguistics considers loanword neologisms (from the Greek "neos" meaning "new" and "logos" meaning "word") as key players in linguistic evolution. New words enrich the lexicon. The entire process of new word formation is called neology. Loanword neologisms emerge rapidly in regions where information and news spread quickly. As mentioned earlier, loanword neologisms are formed from existing words, abbreviations, acronyms, and even by modifying the sounds of a word.

When discussing the influx of new words from media into the Uzbek language and their significance in the transformation of our language, we must first define the concept of "media." Today, when we say media, we refer to the internet, television, radio, social media, blogs, and other mass media outlets.

Media can introduce new words into the Uzbek language in the following ways:

- Words translated from English: The widespread use of the internet and social media has led to the adoption of English-translated words such as "like," "share," "comment," "hashtag," "trend," "influencer," and so on into the Uzbek language.
- New words for new concepts: New words are emerging in the Uzbek language to represent new concepts in technology and social life. For example, words like "vlog," "online," "cyber," "virtual," "digital" fall into this category.
- Expansion of word meanings: The meanings of some words are expanding under the influence of media. For instance, the word "blog" initially meant "web journal," but now it is also used to refer to "personal websites."

Media plays a significant role in the transformation of the Uzbek language, not only by introducing new words but also by:

- Rapid language change: Media facilitates the rapid spread of new words, leading to rapid language change.
- International integration of language: The mixing of words borrowed from different languages through media contributes to the international integration of language.
- Simplification of language: The need to convey information quickly and simply through media can lead to the simplification of language.

Media plays a significant role in the transformation of the Uzbek language, both positively and negatively. The positive aspect is the enrichment of the language and the expansion of its ability to express new concepts. The negative aspect is the simplification of the language and the loss of its unique characteristics. Nevertheless, language change is a natural process. Media plays a crucial role in the transformation of the Uzbek language, but preserving the unique characteristics of the language and fostering its development is also essential.

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