



THE EMERGENCE OF NEO-NOMINATIONS AND NEOLOGISMS IN ENGLISH BUSINESS DISCOURSE

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Abstract: This article touches upon such linguistic and philological issues as the development of business discourse in the contemporary business environment, the proliferation and increase of business neologisms in English-language business discourse. The article analyzes the current trends in word formation, examines the main characteristics and features of new lexical units, identifies currents and factors that have the greatest impact on the emergence of new forms, processes, and their differentiation by finding clear and correct nominations characterizing them. Particular attention is paid to the study and definition of discourse as a relatively new concept in the linguistic environment, as well as its separate type, English-language business discourse, which English business discourse is gaining popularity due to the development of the business world in all countries and the need to negotiate and communicate in international language.

Keywords: business discourse, neologism, neo-nomination, lexical unit, lexical innovation, lexical base, language phenomenon, linguistic phenomenon.

INTRODUCTION

The emergence of neologisms in the language is a natural response to the emergence of new concepts and definitions that reflect the ever-changing reality that requires the introduction of definitions and definitions, without which the modern business discourse is not possible.

The relevance of the problem is related to the need to enrich the language with new lexical units and designations, to differentiate emerging processes, definitions, development of practical and theoretical bases, innovations in international practice, cooperation, as well as with rules and norms of communication.

The purpose of this article is to examine word-formation tendencies, practical use of new lexical units, their reflection in modern business discourse, as well as to estimate the necessity of these terms in modern international co-operation.

The object of analysis in this research work is English neologisms from the "Business" section, which are widely used in the articles of the leading English-language media such as the Financial Times, The Economist, The Washington Post", legal documents and agreements, as well as online materials.

This article aims to address the following objectives:

1. To define the concept of "neologism".
2. To differentiate the main characteristics and features of this linguistic phenomenon.
3. To define the concept of "discourse" as well as to distinguish English-language business discourse as a separate category.

4. To analyse linguistic changes and their impact on business discourse.

Notable development of technological process, introduction of innovations and of new phenomena for life improvement, international cooperation and business process development started in the late XXth - early XXIst centuries which innovation and improvement of life, international cooperation and business development started in the late twentieth and early twenty-first centuries. units and innovations.

Language is a constantly and constantly changing phenomenon that does not stand still. and is quite dynamic because it reflects human life, and progress of all humanity, and naturally reacts to newly changing circumstances by the emergence of neologisms and neo-nominations. "The language of every nation, whose mental life has reached a high degree of development, is flexible, rich and, for all its imperfections, beautiful" (W. Shakespeare).

It should be noted that all aspects of language are constantly developing in harmony, but the lexical part of language is most exposed to changes and influences from different sides: scientific activity, literary activity, colloquial activity.

There is a simultaneous process of archaisation and neologisation, which are closely are interlinked, proceeding at the same pace and with the same speed.

According to the definition given in D.E. Rosenthal's Dictionary of Linguistic Terms, "neologism - (from Greek *neos* - new + *logos* - word, concept). A word or a turn of speech created to denote a new subject or express a new concept". A little definition of this linguistic phenomenon is given in the dictionary of S.I. Ozhegov: "...neologism is a new word or expression, as well as a new meaning of an old word". Based on this, we can conclude that not only new developments and innovations need lexical formulation, but also those long known and existing for more than a dozen years. One important aspect of lexical neologization is the duration and frequency of use of new lexical units. It has also been noted by many linguists that neologisms rather quickly lose their novelty and are replaced by newly appearing ones. According to the averaged estimates, the definition of new lexical units as neologisms fluctuates between between several years and several decades. The main purpose of the formation and introduction of new words lies in the field of pragmatics, which is an integral part of communication, in this case English-speaking business discourse, and the source of these neologisms is interpersonal discourse and media discourse.

Neologisms have a structure and typology of formation and are constructed with the account of certain features characteristic of this particular lexical category. category. The classifications of formation and construction of of these elements of the linguistic system, which take into account absolutely different factors influencing the nature and structure of these nominations.

Neologisms are divided into neologisms according to their origin:

1. General linguistic.
2. Individual and authorial.
3. Stylistic.

According to the purpose of occurrence:

1. To define newly emerged phenomena and concepts.
2. As proper names, given the discovery of new geographical locations and the development of new subjects.
3. To denote phenomena and phenomena in a more concise and descriptive way.

According to the level of novelty:

1. Absolute. Refers to objects and processes which have not previously in human life.
2. Relative. This category includes words that are not fundamentally new in the linguistic environment, and were previously already present discourse. This group also includes updated archaic elements, which play a new role in the linguistic environment and acquire an updated sound.

Neologisms created in the course of business discourse and established in it should be singled out in a separate group, as this is the category that has the category has a great potential to develop and become part of the constantly developing vocabulary. What is also interesting about these lexical elements is that they are very are subjected to amelioration (improvement, giving a positive character to a neutral or negative meaning) or to the reverse process, called peioration, in which the linguistic unit "implicitly devalues" its meaning or change its stylistic affiliation. This suggests that these neologisms are deeply assimilated into the language and stay there for a long time.

Due to the fact that discourse creates the most stable new lexical units, this article highlights it as one of the most sources of neologisms. Discourse is a young and dynamic notion. It is a process of verbal and non-verbal communication between two or more participants, which has its own trends and directions of development.

Communicative tactics and strategies are widely used, which include the use of various linguistic means. Business discourse has its own regulations and rules of construction and development of communicative situations. The evolution of English business discourse has certain trends that define this phenomenon as an independent element of linguistics and philology.

Such trends include the deconventionalisation and deregulation of of modern business communication. In today's realities one can observe The simplification of business communication, communicators try to avoid official clichés and standard procedures and phrases, and business discourse includes such non-standard techniques and linguistic means as colloquial vocabulary, Irony, humour, which are becoming increasingly popular in the political media, official materials and documents. Undoubtedly, this deregulation of business communication meets the new challenges and requirements of modern times and modern people, and reflects the state of society today, supports the trend towards a more friendly communication and attitudes of the discourse participants, which allows for the interest of communicants to be further communicated and expressed.

An important role is played by the emotional component, which forms a particular reaction and impression of the communication process. In terms of functional system business discourse is regarded as fruitful cooperation, maintenance of partner relations by correct and ethically used speech patterns and constructions, creation of a favourable emotional background and a positive psychological environment that takes into account the expectations and preferences of all participants in the discussion. Despite the trend towards a shift towards more friendly communication, one of the main roles of business communication is pragmatic, as the main goal is to implement and achieve business objectives, find mutually beneficial terms and develop long-term strong partnerships. Discourse is the most complex and hard-to-define phenomenon in modern linguistics, which is the most widespread and widely studied in English-speaking linguistic circles.

According to the term coined by the Swiss linguist F. de Saussure, it is "a type of writing, a text, a statement that involves a direct appeal to the listener, coming from the speaker (the author of the statement)". The study of this phenomenon started relatively recently and due to the rapid international relations and business communication it has become the most interesting object of linguistic analysis. There are no clear definitions of this concept does not exist at the moment, but the designation of discourse as a communicative and constantly changing action, which is represented by dialogue, speech, negotiations, has been accepted by many linguists. Also, discourse is considered to be a socio-cultural phenomenon, therefore all the circumstances of its emergence are taken into account. Discourse-notion is conditioned by various factors and simultaneously includes and takes into account sociological, ethnographic and socio-cultural features of a particular ethnic group, group of people and different societies. Discourse, as a phenomenon pervasive in contemporary realities, is an element of study not only in linguistics, but also in other applied sciences, psychology, logic, sociology, pedagogy

and law. By reincarnating and acquiring a certain form and a separate linguistic phenomenon, discourse has certain properties and characteristics:

1. Thematic coherence: the content focuses on certain themes.
2. Situational conditionality: the specific situation determines the subject and format of the discourse.
3. Dynamism: the modification and change of topics of conversation with a logical the logical conclusion of one topic and the transition to another.
4. Social focus: any speech fragments take into account the social status, communicative roles of discourse participants, value orientation of communicants.

It is important to consider the cognitive aspect of discourse, which performs the main functional load, being the core of this phenomenon and uniting around other characteristics. The most common ways of creating neologisms in business discourse are:

1. Abbreviations: CEO (Chief Executive Officer); CRO (Chief Restrictive Personnel Officer). Director); CRO (Chief Restructuring Office - head of the restructuring program of a company experiencing difficulties). Numerical abbreviations are becoming increasingly popular. One of the brightest and best-known examples is B2B (Business to Business). examples are B2B (Business to Business) or B2C (Business to Customer).

These lexical units show that abbreviations are not only created by These lexical units demonstrate that acronyms are not just created from their initial letters, but are also created from the same sounds when pronounced.

2. Acronyms: in contrast to the first way, these are words formed from several first letters, e.g: CanDeal (Canadian Dealers Canadian Exchange). This type of creation of neologisms has become the most popular in recent decades.

3. Telescoping: the way in which two or more bases to form a new lexical unit that will more accurately characterise emerging phenomena in the business environment. For example, corpocracy n - corporate + bureaucracy.

4. Truncation: a method where the initial part of one word is joined with the final part of another word, e.g.: webinar (web + seminar-a special type of web conference where the connection is usually one-way, on the part of the speaker).

5. Conversion: a way in which the base of a word is converted to another word paradigm, e.g.: bailout n, start-up n.

6. Semantic processes: the least popular way of forming new words of all those presented, is the possibility of using lexical units of common meaning in highly specialized spheres, e.g. "appraisal" is translated as "evaluation", in business English it means "meeting with subordinates to evaluate productivity and tasks achieved".

Having analyzed the main ways of neologisms formation and their key characteristics, we can conclude that new lexical units are diverse in their structure, semantic coloration and purpose of use. Based on linguistic data, business discourse in terms of the use and usage of neologisms can be defined as a separate linguistic phenomenon, which has its own distinctive features and attributes, widely spreading and developing in modern society.

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