

PRAGMATIC AND STYLISTIC ASPECTS OF NEOLOGISMS IN MODERN ENGLISH (BASED ON MEDIA MATERIALS) AND THEIR ROLE IN TEACHING VOCABULARY

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Abstract. This paper investigates the significance of neologisms in the progression of the English language, emphasizing their functional and stylistic roles in current media. By analyzing recent examples, the study aims to highlight how neologisms can influence vocabulary learning strategies within educational environments. The results indicate that understanding neologisms is vital for effective communication, aiding in the absorption of new terms into everyday language.

Key words: neologism, linguistic evolution, vocabulary education, pragmatics, language development, stylistic analysis, media influence, social media terminology, Binge-watching , Ghosting, FOMO, active learning, contextual learning, language creativity, critical thinking.

Introduction. Language constantly evolves, reflecting shifts in social, cultural, and technological dimensions. Neologisms - terms or phrases that have recently been introduced - act as indicators of this transformation, especially evident in English, known for its adaptability. This research intends to delve into the roles and relevance of neologisms within contemporary media and their impacts on vocabulary teaching in academic contexts.

Understanding Neologisms. Neologisms can be described as linguistic inventions created to express new ideas, experiences, or societal changes. A case in point is the word "selfie," which gained popularity with the advent of smartphones and social media, reflecting changes in how society views self-image. Recognizing



neologisms is fundamental for understanding present-day dialogue, enhancing learners' communicative abilities.

For example: The phrase “binge-watch” refers to the practice of watching multiple episodes of a series consecutively, highlighting the influence of streaming platforms on viewing behaviors.

Another example: “Ghosting” is used to describe the sudden discontinuation of communication, particularly in the context of modern dating practices.

Pragmatic Aspects of Neologisms. The field of pragmatics studies how context affects the interpretation of meaning, and neologisms often emerge to address particular social needs or situations.

- **Case in Point:** The term "FOMO" (Fear of Missing Out) reflects a psychological phenomenon related to digital connectivity, pointing to the effects of social media on human behavior and feelings.

Neologisms also often signify alterations in societal perspectives, such as the concept of being "woke," indicating a heightened awareness of social justice issues.

Stylistic Importance of Neologisms. From a stylistic viewpoint, neologisms add depth to language by introducing creativity and subtlety. They cultivate a distinctive linguistic character and can elicit emotions or imagery that resonate with specific groups.

- **Discussion:** In literature, the term "blogosphere" captures the interconnectedness of digital spaces, illustrating the shifting landscape of communication.

- **Branding Use:** Enterprises frequently create neologisms for memorable product names or ideas, such as "Droning," which relates to an emerging trend in aerial photography, tapping into current cultural movements.

Neologisms in Media Discourse. Media channels play a significant role in the popularity and spread of neologisms, influencing public interpretation and usage. The frequency of these terms in news articles, social media, and advertisements highlights their cultural importance.

- **Social Media Illustration:** The hashtag #MeToo has successfully popularized a term and kickstarted a worldwide movement, drawing attention to matters of sexual harassment and assault.

- **Journalistic Instances:** Terms like "Doomscrolling" appear in news coverage, providing concise descriptions of the psychological effects linked to incessant media engagement.

Consequences for Vocabulary Teaching. Incorporating neologisms into vocabulary education boosts language proficiency among learners. Several approaches can be employed by educators:

- **Context-Based Learning:** Using real media examples, such as podcasts and articles, immerses students in modern language applications, promoting comprehension through context.

- **Interactive Activities:** Encouraging students to apply neologisms in discussions or written tasks fosters critical thinking and practical usage of newly acquired terms.

- **Exploratory Assignments:** Analyzing the origins and meanings of neologisms—like "catfish" - can raise students' awareness of online behaviors and language use, nurturing informed media literacy skills.

Conclusion. This study underscores the critical role neologisms play in linguistic development and vocabulary education. Their integration into modern discourse both mirrors societal progressions and demands adaptable teaching methods to prepare students for effective communication. By embracing neologisms within educational frameworks, instructors can enhance engagement, encourage critical reasoning, and ultimately support a more profound understanding of language as it continuously transforms.

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