



## **OCCASUALISM AS A PHENOMENON OF WORD CREATION IN THE LIGHT OF MEDIA DISCOURSE**

Akhmedova Aziza Khusenovna,  
Samarkand State Institute of Foreign Languages,  
Lecturer at the Department of Russian Language and Literature  
e-mail: aziza\_axmedova\_95@mail.ru

<b>ABSTRACT</b>	<b>KEY WORDS</b>
Currently, the focus of scientists is on research into the functioning of the language, which highlights the creative nature of word formation in the Russian language. One of the most noticeable manifestations of the author's personality is word creation. Thanks to the author's creativity, neologisms appear in speech, which carry an evaluative connotation of the realities of society. This article examines the phenomenon of word creation in the media space, the functioning of occasionalisms in media discourse.	Media discourse, occasionalisms, new formation, word formation model, affixation.

### **Introduction**

Occasional words will help demonstrate the features of the modern Russian language, showing real events taking place in society, and give expressiveness and beauty to the texts. Expressiveness of speech manifests itself when speech is individual and supported by specific properties and features. "The creative approach to language learning involves the use of an individual's ability to generate original statements, and the most expressive illustration of linguistic creativity is the formation of neologisms."

It is obvious that word formation is the most powerful way of expressing the expressiveness of the text, which actualizes all its components, enhancing the subjectivity of the author in modern media texts [1]. From the perspective of media texts, it is extremely difficult to express expressiveness and therefore the need to use neologisms is an obvious fact in order to give an expressive effect to the context. In this regard, derivational processes have intensified in the language of the media, which show the degree of productivity of word-formation methods, new productive stems and the criterion for their formation [2].

The authors' implementation of various means of new formations that help reveal the expressiveness of the text is due to the fact that "the author plays with words, competes in these games with others, trying to defeat his opponent in wit, wit, and originality of the form of expression."

Linguists believe that the desire for expression promotes the use of word-formation models, which, from the perspective of newspaper and journalistic style, give the context special expressiveness. It

is obvious that media text is a favorable source for the formation of neoderivatives of the Russian language.

Thanks to the implementation of occasional units, our analysis allows us to talk about the functional-discursive conditions for creating expression.

Various components that contribute to the creation of structural and semantic characteristics of derivatives, and neologisms created by a certain method of expressiveness, themselves create the effect of expressiveness and novelty.

We believe that the expressiveness of occasionalisms created by conventional means is determined by the semantic-stylistic characteristics of the generating lexeme, called occasionalism, as well as the expressiveness of the word-formation model itself and the generating affixes.

In modern media texts, neologisms with expressive-evaluative affixes are often found, especially dimensional-evaluative suffixes. For example, in a statement from the NTV channel dated September 23, 2023, it is said that this is not a hit, but a hit! Do you want to add some youth to your wardrobe (Channel 1, October 25, 2022);

Neo-derivatives with the suffix “shchin(a)” with the semantics of disapproval are a striking example of a social-evaluative means. For example, since 1976 in the United States there has been a scientific research committee dedicated to the study of paranormal phenomena. At the same time, no one in Russia is thoroughly studying the anomaly;

We wanted to divide the committee into information, public relations and media committees. However, the committee still exists. for political television [4];

In addition, based on proper names, one can create evaluative occasionalisms with the suffix “shchin(a)”, which give them individuality. For example, do you know what “Basqueism” is? No. “Pugachevism” was before, but now it is “Baskovism”. “Basqueism” is when a person of a high genre takes a step down, ready to do anything to attract attention;

The creation of occasionalisms requires the use of both native and borrowed prefixes. These prefixes are divided into two groups depending on the quality of the assessment: pejorative, which have a negative or negative result, and ameliorative, which have a positive connotation [1,4].

The prefixes “anti-, counter”, which have the meaning of negation or opposite, and change the meaning of the producing word to positive or negative, are part of pejorative affixes.

For example, in newspaper texts there are often adjectives with the prefix “anti”, which have a negative meaning:

The other day it was reported that an outbreak of “anti-swine” African plague also occurred in the Krasnodar Territory;

In the Nizhny Novgorod region there is an “anti-drug strategy”, which includes a law on the prevention of drug addiction and substance abuse;

The company began building “anti-crisis” houses during the financial crisis and made a splash in the real estate market [14].

Nouns with the meaning "opposite or opposing" are created using the prefixes "anti/counter". For example: There are also similar differences in the counter-elite: the February 4 march is carried out by several columns, including representatives of general civil, liberal, nationalist and leftist political forces. Fashionable anti-fashion. Freaks allow people to feel free [5].

In texts for the media, the original Russian prefix “ne” is often used, which means “denial, opposite,” which reflects an understanding of the trends and realities of modern society. Occasionalisms with

the prefix “not” are divided into two semantic groups: 1) substantive neologisms denoting a person; 2) substantive neologisms denoting an abstract object.

For example: We met by chance after a long period of “not seeing” and “not communicating”;

“Is it worth visiting a movie theater if it reflects the same harsh truths of life that we see on the street? Those who truly appreciate theater and are interested in cultural news in Nizhny Novgorod solve the problem differently. While Nizhny Novgorod non-theater-goers get a “portion of beauty” from crime reports, the issue is being resolved differently.”

In addition, in media texts there are often neoderivatives with pejorative prefixes “pseudo/quasi”, which have the semantics of untruth, falsity and represent real events associated with social emotional, ethical and intellectual assessment [9].

Example: “Celtic folk carries a powerful charge of positivity.” It's attractive. On the other hand, in Russia it is called “steppe melancholy,” that is, a pseudo-cheerful hysteria of despair; Either it is too sweet, cloying and pseudo-aristocratic, or it is too rude and in a criminal manner, which is today a popular form of popularization of Vertinsky;

“In Russia it has become fashionable to shoot pseudo-historical blockbusters with famous pseudo-actors; Telephone scams have become common, in which people call on behalf of pseudo-law enforcement agencies, and another family has become the victim of a pseudo-lawyer.”

As for the prefix “quasi”, it is used mainly in the formation of adjectival occasionalisms. For example, Brazilian director Fernando Meirelles (“City of God,” “The Constant Gardener”) produced a quasi-philosophical drama in Hollywood that is best viewed with blind eyes;

“Previously, LS reported about a two-stage exchange scheme, which was of a quasi-criminal nature” [6].

The group of occasional words with the prefixes “super/super” has melorative expressiveness. These neologisms “are represented primarily by quantitative expression, generating something unusual, often these are intensive words.” For example: how to grow super tomatoes. Setting up windowsill beds is a great way to start the new season; The superlaser promises to perform oncological operations cheaply and quickly.

“A person with super memory has been discovered in the United States. Scientists have discovered that the man remembers his story very well.”

These prefixes create adjectival and adverbial occasionalisms, which “denote an extremely high degree of manifestation of the attribute of the motivating word.”

For example, an interesting case of the use of monomorphemic words in one context: Despite the fact that they do not take money for the intention, we can always predict: in the “eleventh” year, a super-modern plant will produce super-rebar and super-round super-rolled metal; House producer David Shore decided to end the series in April of this year after eight super-successful seasons; The driver of the miracle car, equipped with air conditioning and heated front glass and mirrors, will feel super great. At the same time, the use of neologisms with the same prefix in one context increases the expressiveness of each of the new formations. The use of a conventional ultra-modern lexeme with the same prefix in a microcontext contributes to the expressivization of occasionalisms, as well as the text as a whole [7].

Neologisms with the new prefix “mega” also serve as evaluative semantics indicating a high degree of quality. For example; We need modern methods of waste disposal. Mega-mountains threaten our safety;

“One of the megafactories owned by the AMEDIA company can be compared to Hollywood in terms of the size of its space and film sets. Later, well-known conversations began about lobbying the interests of Moscow business, court investment councils and megaprojects.”

New formations with unspecialized suffixes, especially with suffixes of abstract attribute or procedural semantics, such as “ost, st(o), (iz)atsi(ya), izm,” are often used for expressive-evaluative function. For example, “blonde is more than just a hair color. This is a calling. Answer our questions and find out the degree of your bloneness!”;

“.....urbanization, supermarketization and the popularity of the Western lifestyle have influenced the way people eat”;

“People are tired of glamor and its glitz”;

“In the post-war years, people, tired of everyday life, went to the operetta in order to at least briefly plunge into the luxurious life of flighty barons and countesses. In Soviet times, the operetta theater was very good for this “unfortunateness”;

“But since spamming has become a big business with huge profits, it won't go away on its own; We must stop offshoring our economy.” Linguists say that “with the strengthening of analytical methods for analyzing new facts of reality, the craving for abstract names also increases, that is, models based on which abstract nouns are created with a set of characteristic suffixes become in demand.”

For example, verbs with the prefix “of” and the postfix “xia”, as well as verbs with the prefix “for” and the suffix “and(t)” have a negative connotation: The general meaning of the word-formation model is “to endow with what is called a motivating noun in an overly large quantity” - used in this example: “In general, it is decisive for Panyushkin’s ability to sentimentalize the reader”;

The word-formation model of “reaching an undesirable state” is used in this context: it takes an average of three to four years to keep them on track so that they don’t get overfed, get drunk, or step on a crooked path [10].

Texts containing modern neologisms often “reflect a tendency not only to differentiate concepts and phenomena, but also to integrate interdisciplinary knowledge, to search for integrity in understanding the world.”

Thus, the semantic-stylistic characteristics, the producing lexeme, the nature of the denotation, the evaluation of affixes and the expressiveness of the word-formation model itself are formed by the expressiveness of occasional words formed in a conventional way.

In general, the expression of neologisms is associated with increased author creativity, namely in the creation of a language game in media texts.

It is believed that the effect of fascination as a way of influencing the reader is one of the main principles of media texts: “In modern post-industrial society, the play component is increasing in various spheres of social life.” Word-building game, the most representative form of language game, is widely used in media texts, which is a completely new phenomenon in the Russian language [11]. The expressiveness of neologisms, expressed by word-formation play, violates all the norms of the literary language [12].

The individual approach is closely related to the word-formation game and can be described as “the expression of an individual means of word formation, that is, the individual nature of word formation underlies the word-formation game, because the word-formation game is a manifestation of speech creation” [8].

For example, occasional methods of word formation and neologisms created according to an extraordinary model, for example, substitutive derivation, which replaces morphemes in everyday words, are vivid expressive-evaluative means.

The following occasionalisms demonstrate the replacement of the root part: Maidan-monetary relations The original word “commodity-money relations” means “harm to democracy to the economy”;

Loudspeakers and pocket litterers - “where to get a job?” - the original term “loudspeaker”;

A complete European hassle: Ukraine promises quick trips and expensive hotels for guests of the 2012 European Football Championship - the original term is “hassle”;

Metal dreamer: it is obvious that the real director of the metallurgical holding is hiding the truth - the original term is “metal detector”.

With contamination, formal substitutions of graphemes in word-forming hybrids are also possible. For example: Inspiration. Is Gennady Zyuganov leaving the post of leader of the Communist Party of the Russian Federation? (obsession + leader);

Gross rudeness. Drivers move quickly without fear of consequences and step on the gas.

Such neologisms serve as a creative basis for authors and serve as a means of expressive-evaluative language play [13].

Neologisms created using modern materials “invariably attract the attention of readers to a given linguistic unit and at the same time actualize the corresponding cultural context, as a result of which the addressee activates in his mind certain knowledge associated with the linguistic unit introduced into a new context”, are a vivid evaluative and playful means.

Topical texts can be defined as “potentially autonomous semantic blocks of a speech work, updating background information that is significant for the author and appealing to the cultural memory of the reader.”

The creation of neologisms based on set expressions is one of the most common ways of using actual text in the media. For example: “Valve snowballs. On December 23, snow finally fell in the Moscow region (veal tenderness)”;

“Permuda Triangle. In the Perm region there is an anomalous zone known as the Moleb Triangle (Bermuda Triangle).” So, in conclusion, I would like to emphasize that a creative approach to the use of neologisms in current media texts in the process of word creation attracts the reader’s attention to modern social problems and contributes to the formation of individuals’ linguistic and cultural ideas about the world around them.

The main trend in the development of the Russian language is the speed and intensity of linguistic processes, which determines the predominance of quantitative changes over qualitative, functional changes over systemic ones, which ultimately led to the appearance of a huge number of neologisms in mass media sources.

## References:

1. Ахмедова, А. (2024). Семантико-стилистическая специфика функционирования неологизмов в сетевых текстах. *Science and innovation in the education system*, 3(1), 188-193.
2. Ахмедова А. Х. Продуктивные и непродуктивные модели образования новых слов // *polish science journal*. – 2020. – с. 318.



3. Mukhtarovna, K. D. (2023). Modern Approaches to Teaching A Foreign Language Based On The Use Of Multimedia Programs. Conferencea, 13-17.
4. Mukhtarovna, K. D. (2023). Information And Communication Technologies in The Russian Language Lessons. Conferencea, 39-41.
5. Mukhtarovna, K. D. (2023). A Cycle of Integrated Lessons of Literature and World Art Culture Dedicated to The Work of SA Yesenin. Periodica Journal of Modern Philosophy, Social Sciences and Humanities, 18, 106-108.
6. Mukhtarovna, K. D. (2024, March). CHARACTERISTICS OF THE LINGUISTIC COMPONENTS OF THE EMOTIONALITY OF A LITERARY TEXT. In E Conference Zone (pp. 40-43).
7. Kholbaeva D.D., Tasheva D.S. Pedagogical techniques and methods of forming interest in the lessons of the Russian language. Web of scientist: international scientific research journal, ISSN: 2776-0979, Volume 3, Issue 3, Mar., 2022. -p.238
8. Kholbaeva, D., & Tasheva, D. (2022). Theoretical And Practical Aspects Of Monitoring The Acquisition Of Knowledge, Skills And Abilities By Students In The Russian Language In Universities. Евразийский журнал социальных наук, философии и культуры, 2(11), 115-118.
9. GR Bozorova, Effective ways to teach the life and creativity of Muhammad Yusuf in school literature education. Международный журнал языка, образования, перевода 3 (2). 2022.
10. Khaydarovna, Ullieva Sanobar, Umarova Dilfuza Mamatkulovna, and Allayarova Dilfuza Klichevna. "Artistic Character As A Personality Model: Methods Of Linguistic Representation Of The Human Image." The Seybold Report (2023).
11. Ullieva, S.. (2022). HISTORICAL AND COMPARATIVE CHARACTERISTICS OF ZOONYMS IN THE UZBEK AND RUSSIAN LANGUAGES. Евразийский журнал академических исследований, 2(6), 520–523. извлечено от <https://in-academy.uz/index.php/ejar/article/view/2247>
12. Khaydarovna, Ullieva Sanobar. "Specific Aspects of Linguistic Study of Literary Characters." Zien Journal of Social Sciences and Humanities 16 (2023): 38-40.
13. Tasheva Dilorom, Djanzakova Matluba. The role of literary text in teaching the Russian language. International Multidisciplinary Conference. Manchester, England. 25th December 2023. -p.19. <https://conferencea.org>
14. Tasheva, D. (2022). Methods Of Using Didactic Materials To Enhance Activities In The Russian Language Lessons. Ta'lim Va Rivojlanish Tahlili Onlayn Ilmiy Jurnal, 2(1), 325-328.