

Activity Level Of Borrowed Neologisms, Competition With National Equivalents And Normalization

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Abstract

This article examines the activity level, competition with national equivalents and normalization of borrowed neologisms in German and Uzbek. It analyzes how such units move from limited professional, media or social network use toward general vocabulary or remain restricted to a specific sphere. The study focuses on frequency, discourse distribution, semantic clarity, spelling variation, lexicographic registration and the role of the addressee. Particular attention is paid to German Anglicisms and Uzbek borrowed units such as *startup*, *onlayn*, *keshbek*, *marketpleys*, *komplayens* and *tyutor*. The results show that borrowed neologisms should be evaluated not by origin alone, but by communicative need, intelligibility and compliance with national language norms.

Keywords: borrowed neologisms, activity level, national equivalents, normalization, German, Uzbek, Anglicisms, corpus analysis, language norm.

Introduction

The activity level of borrowed neologisms is determined by how often they are used in speech, in which discourses they occur, how they are accepted by different audiences and how they relate to the literary norm. Such units first appear as new names, then are repeated in professional, media or social network environments, and later either approach the general vocabulary or remain within a narrow sphere. Activity cannot be measured only by numerical frequency. The stylistic status, semantic clarity, competition with national equivalents and lexicographic registration of a unit must also be considered. Therefore, this article analyzes the actual use of borrowed neologisms, their relation to national language resources and the stages of their normalization on the basis of German and Uzbek material. These criteria help distinguish a true borrowed neologism from a temporary fashion or short-lived media effect. They also increase the validity of contrastive conclusions and make practical recommendations more reliable.

Literature Review and Methodology

In German neological lexicography, the inclusion of a borrowing in the active lexical layer is primarily connected with its recognition in general public usage. D. Steffens and D. al-Wadi describe neologisms as “new units that emerged between 2001 and 2010 and entered general language”.¹ This approach is important because it selects not random Internet items, but forms that have reached a wider field of use. For example, *App*, *Blog*, *googeln*, *Klimaschutzpaket*, *Umweltzone* and *twittern* first appeared in specific technological or political contexts in German, and later became established in the press, official speech and everyday communication. However, this approach does not fully separate the influence of rapid, short-term social media activity on normalization.

L. Lemnitzer explains the emergence of new words through collective need and states that “new words are often needed for new things, phenomena and relations”.² This idea corresponds to German units such as *Homeoffice*, *Jobticket*, *E-Rezept*, *Balkonkraftwerk*, *Lastenrad* and *Deutschlandticket*. These words are not merely the result of foreign-language influence; they name new realities in work organization, healthcare, energy consumption,

¹ Steffens D., al-Wadi D. Neuer Wortschatz: Neologismen im Deutschen, 2001–2010. Bd. 1: A–Kite. 3. Aufl. – Mannheim: Institut für deutsche Sprache, 2015. – S. IX.

² Lemnitzer L. Von Aldianer bis Zauselquote: Neue deutsche Wörter. Wo sie herkommen und wofür wir sie brauchen. – Tübingen: Narr Francke Attempto, 2007. – S. 72.

transport culture and urban life. The scholar's view clearly reveals nominative need, yet it does not separately systematize competition with national equivalents, stylistic evaluation and levels of official use.

In German, competition with national equivalents is especially visible around Anglicisms. P. Eisenberg interprets the entry of foreign words into German as "a process connected with the grammar of the recipient language".³ Therefore, in pairs such as *Computer* – *Rechner*, *E-Mail* – *elektronische Post*, *Download* – *Herunterladen*, *Meeting* – *Besprechung*, *Feedback* – *Rückmeldung* and *Homeoffice* – *Heimarbeit*, not only form but also stylistic convenience competes. *Computer* and *E-Mail* have become general, whereas *Besprechung* is more official and *Meeting* is closer to corporate communication. Thus, the dominance of a borrowing in German is often related to international familiarity, brevity and professional habit.

In Uzbek, the activity level of borrowed neologisms is reflected in spelling variation, phonetic adaptation, the ability to take affixes and general intelligibility. E. Begmatov and A. Mamatov define the literary norm as "a set of stable language means recognized by society for a certain period".⁴ This view is important for evaluating Uzbek units such as *startup*, *blogger*, *kontent*, *onlayn*, *platforma*, *keshbek*, *marketpleys*, *target* and *promokod*. Some of them are becoming established in public speech, while others remain mainly within professional or advertising discourse. The authors show the social nature of the norm, but rapid variation in digital media is not treated as a separate issue.

In Uzbek, competition with national equivalents develops in several directions. For example, in pairs such as *onlayn* – *masofaviy*, *kontent* – *mazmun/material*, *feedback* – *fikr-mulohaza*, *deadline* – *muddat*, *meeting* – *uchrashuv/yig'ilish*, *marketplace* – *elektron savdo maydoni* and *cashback* – *pul qaytimi*, the choice depends on context. If a unit names a new service or professional concept briefly, the borrowed form becomes dominant: *keshbek*, *marketpleys*, *startup* and *skrinshot*. If the national equivalent is clear and fluent, it is preferred in official style: *muddat*, *fikr-mulohaza* and *masofaviy ta'lim*. Therefore, competition is not a simple winner-loser relation, but a process of functional distribution.

H. Dadaboyev emphasizes that "the accuracy and monosemy of a term are important conditions for professional communication".⁵ This idea is significant in evaluating the normalization of borrowed neologisms: *audit*, *monitoring*, *grant*, *kredit-modul*, *akkreditatsiya*, *komplayens*, *tyutor* and *supervayzer* are actively used due to specific professional needs. However, their use without explanation may cause difficulty for a wider audience. For instance, *komplayens nazorati* is a necessary term in legal and corporate texts, but in mass media it is better to explain it as *qonunchilikka muvofiqlik*. Thus, normalization must proceed together with intelligibility.

O. Shukurov notes that in the lexicographic interpretation of modern borrowings, their "evolution, transformation and features of use" should be taken into account.⁶ This observation shows that when new Uzbek units are included in dictionaries, not only the fact of their existence but also their level of activity must be evaluated. *Blogger*, *startup*, *kiberxavfsizlik*, *raqamli platforma* and *sun'iy intellekt* are approaching official speech and education. By contrast, *vayral*, *hayp*, *cancel qilish* and *networking* are more active in Internet and youth discourse. Therefore, the dictionary status of each unit should be given together with its stylistic sphere.

P. Baker, within corpus analysis, puts forward the view that "frequency shows the visibility of a unit, while context reveals its function".⁷ This idea is very important for determining activity level. The frequency of a borrowed neologism in newspapers, official documents, social networks, academic articles and advertising texts indicates its normative potential. For example, *platforma*, *onlayn*, *startup* and *monitoring* occur in different genres; therefore, their chances of generalization are high. Conversely, *hype*, *networking*, *lead* and *pitch* remain in a

³ Eisenberg P. Die grammatische Integration von Fremdwörtern // Neues und Fremdes im deutschen Wortschatz: Aktueller lexikalischer Wandel. – Berlin; New York: De Gruyter, 2001. – S. 184.

⁴ Бегматов Э., Маматов А. Адабий норма назарияси. 1-қисм. – Тошкент: Наврўз, 1997. – Б. 8.

⁵ Dadaboyev H. O'zbek terminologiyasi. – Toshkent: Yoshlar nashriyot uyi, 2019. – B. 29.

⁶ Шукуров О.У. Ўзбек тили замонавий ўзлашмаларининг эволюцияси, трансформацияси ва лексикографик талкини: филол. фан. докт. (DSc) дисс. автореф. – Қарши, 2022. – Б. 13.

⁷ Baker P. Using Corpora in Discourse Analysis. – London; New York: Continuum, 2006. – P. 13.

limited active layer if they are poorly understood outside a specific professional environment. However, without qualitative analysis, a corpus approach cannot fully reveal evaluative colouring and influence on the addressee. From a general theoretical point of view, H.-J. Schmid shows that repeated use is an important factor in the mental strengthening of a linguistic unit and its movement toward collective norm.⁸ This idea is clearly visible in German and Uzbek material. German units such as *online*, *App*, *Podcast*, *Homeoffice* and *Klimaneutralität* have become familiar through repeated use. In Uzbek, *onlayn*, *platforma*, *keshbek*, *tyutor*, *podkast* and *startup* are also partly losing their novelty through repetition and are becoming ordinary lexical units. Nevertheless, H.-J. Schmid mainly explains the mechanism by which a language unit becomes stable in general use; social competition with national equivalents is not considered separately. J. Bybee argues that “frequency of use shapes grammatical and lexical habits”.⁹ From this point of view, the normalization of a borrowed neologism is connected with repeated speech use. In German, verbs such as *downloaden*, *posten* and *liken* adapt to the verbal paradigm because they are used regularly. In Uzbek, forms such as *post joylamoq*, *layk bosmoq*, *skrin qilmoq*, *targetlash* and *brendlash* become natural through repeated use. However, frequency does not always guarantee normative status; unnecessary or artificial borrowings may remain controversial in official style even when they are often used.

Results and Discussion

Collocational analysis reveals the nature of competition with national equivalents more deeply. In Uzbek, the word *onlayn* has become stable in positive or neutral combinations such as *onlayn dars*, *onlayn to'lov* and *onlayn maslahat*. *Keshbek* is mainly connected with trade and banking services, while *target* is associated with marketing and advertising. In German, *Feedback* is more common in education and corporate communication, whereas *Nachhaltigkeit* has a strong collocational field in ecological and political discourse. Thus, in determining normalization, the question “how often?” must be accompanied by “where, by whom and in what meaning?”

Lexicographic registration is a separate stage in the process of normalization. In German, new units are first observed in the media and corpora, and then included in special neologism dictionaries and general dictionaries. In Uzbek, explanatory, spelling and terminological dictionaries, as well as official documents, influence the stabilization of a unit. The repeated use of *blogger*, *onlayn*, *kiberxavfsizlik*, *platforma* and *startup* in education, the media and state programs brings them closer to the active layer. However, spelling and pronunciation remain unstable in some forms: *marketpleys/marketplace*, *xeshteg/heshteg/hashtag*, *strim/stream*. This shows that normalization is not a completed process but an ongoing one.

The final stage of normalization is determined not only by frequent use, but also by stable spelling, dictionary registration and uniform use in education and media practice. In Uzbek, transliteration and orthography are especially relevant. If a normative form is not selected between variants such as *xeshteg* or *heshteg*, *strim* or *stream*, *marketpleys* or *marketplace*, uncertainty remains for readers and translators.

In evaluating national equivalents, both artificial purism and unlimited borrowing lead to one-sided results. If a national form for a necessary concept is natural and concise, it should be used; examples include *masofaviy ta'lim*, *sun'iy intellekt*, *raqamli iqtisodiyot*, *ma'lumotlar xavfsizligi* and *fikr-mulohaza*. At the same time, replacing all borrowings by force is not practical: *startup*, *keshbek*, *podkast*, *skaner*, *printer* and *fintex* have professional precision or international familiarity in Uzbek. In German, *Rechner* has not fully displaced *Computer*; similarly, in Uzbek some national equivalents coexist with borrowed units.

The activity level of a borrowed neologism may be shown in three stages. The first stage is limited professional or group use: *pitch*, *lead*, *networking*, *KPI* and *ESG*. The second stage is expansion through media and professional speech: *target*, *feedback*, *komplayens*, *marketpleys* and *podkast*. The third stage is movement toward general speech and official texts: *onlayn*, *platforma*, *startup*, *kiberxavfsizlik* and *monitoring*. Similar distinctions are observed in German: *Customer Journey* and *Lead Generation* are limited to marketing, *Feedback* and *Homeoffice* are wider in corporate speech, and *App* and *online* are active in general language.

⁸ Schmid H.-J. The Dynamics of the Linguistic System: Usage, Conventionalization, and Entrenchment. – Oxford: Oxford University Press, 2020. – P. 13.

⁹ Bybee J. Language, Usage and Cognition. – Cambridge: Cambridge University Press, 2010. – P. 10.

Social groups must also be considered when determining activity level. In German, *HR*, *Start-up*, *Coaching*, *Remote Work* and *Diversity Management* are active mainly in corporate and educational environments, while *Energy Sharing*, *Balkonkraftwerk* and *Wärmepumpe* are spreading in ecological and everyday discourse. In Uzbek, *tyutor*, *kredit-modul*, *hemis* and *akademik mobillik* are typical of education; *marketpleys*, *keshbek*, *QR-to'lov* and *mobil banking* belong mainly to trade and finance; *kontent*, *reels*, *target* and *SMMchi* are more frequent in media and marketing groups. Therefore, along with general frequency, the level of use in a particular field should also be treated as a separate indicator.

The addressee factor is also important in competition with national equivalents. For specialists, *komplayens*, *benchmark*, *outsourcing* and *portfolio assessment* may be precise and concise. For a wider audience, however, *qonunchilikka muvofiqlik*, *solishtirma baholash*, *tashqi xizmatdan foydalanish* and *portfolio asosida baholash* are more understandable. In German, *Feedback* or *Deadline* may be natural in a corporate environment, whereas *Rückmeldung* and *Frist* may be preferable in school, public administration or mass media texts. Thus, the status of a borrowed neologism is not absolute; it changes according to genre, audience and communicative purpose. In such cases, scientific description should combine descriptive and normative approaches: on the one hand, real variants in living speech are recorded; on the other hand, the most appropriate, understandable and systematic form for the literary language is recommended.

The contrastive analysis shows that in German the activation of a borrowed neologism is strengthened mainly through direct borrowing, repetition in corpora, grammatical adaptation and dictionary registration. In Uzbek, activity is connected at the same time with spelling choice, national equivalents, intermediary languages, affixation, use in the media and transition into official speech. Therefore, normalization in Uzbek appears as a more multi-stage process. The most appropriate way is to select necessary borrowings, support natural national equivalents, regulate variant forms lexicographically and orthographically, and regularly observe their real use in electronic corpora.

Conclusion

In conclusion, the activity level of borrowed neologisms is determined by their frequency, spread across discourses, semantic clarity, relation to national equivalents and normative acceptance. In German, this process is explained by the entry of Anglicisms into general language, their compositional and grammatical adaptation, and their lexicographic registration. In Uzbek, direct and indirect borrowing, pronunciation-based spelling, calquing, affixation, official and stylistic needs, and competition with national equivalents function together. Borrowings should not be simply rejected or accepted without condition. They should be evaluated according to their necessity, intelligibility, stylistic place and compatibility with the national language system. This is the most scientifically and practically justified approach.

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