



The escalating prevalence of Neologisms in modern English usage

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Abstract

This article provides an in-depth examination of neologisms and their linguistic importance. A neologism is generally defined as “a new word or expression, or a new meaning for an existing word”. The study explores how neologisms emerge, the linguistic processes by which they are formed, and their role in reflecting and influencing contemporary culture. Drawing on the works of prominent linguists – including David Crystal, Jean Aitchison, and Steven Pinker –the research outlines theoretical perspectives on language change and lexical innovation. The article explores how neologisms contribute to the language system by introducing terms for new ideas and phenomena, thereby enriching the vocabulary. It emphasizes the dynamic nature of language and how neologisms reflect ongoing social changes. Linguists view the emergence and adoption of neologisms as key indicators in language studies. The article highlights the significance of neologisms in linguistic research and their role in the evolution of language.

Keywords: Neologism, linguistics, language development, word formation, cultural change, language adaptation.

Introduction

Language is not a fixed system; it evolves continually as society and technology develop. One of the clearest indicators of linguistic evolution is the constant creation of **neologisms**—new words, usages, or expressions that enter a language. The English lexicon expands at a remarkable rate: for example, over 650 new words were added to the Oxford English Dictionary in a single year (2022) alone. Linguist David Crystal famously observed that “neologisms [are] springing up almost daily,” highlighting how frequently new terms appear in response to our changing world. Neologisms can range from fleeting slang to enduring technical terms, but collectively they play a vital role in keeping the language responsive to new realities.



This thesis focuses on the role and impact of neologisms in modern English. It addresses several key questions: What constitutes a neologism, and how do such words form? How are neologisms classified within the linguistic system? What is the sociocultural significance of these new words, and how do they reflect or influence contemporary society? In exploring these questions, the study draws on established linguistic theory and examples from recent decades. Researchers like Crystal, Aitchison, and Pinker have all commented on aspects of language change and new word creation. Their insights provide a theoretical foundation for understanding neologisms not as random anomalies, but as systematic products of linguistic and social processes.

Neologisms merit scholarly attention for several reasons. Firstly, analyzing new words can illuminate word-formation mechanisms—the productive patterns (such as compounding, blending, affixation, etc.) by which English generates vocabulary. Secondly, the acceptance or rejection of neologisms offers insight into language attitudes and usage norms; some new words quickly “earn their keep” in the lexicon, while others never catch on. Finally, and importantly, neologisms have sociocultural significance: they often encapsulate innovations, trends, and values of the time. Studying which concepts acquire names (and how) reveals much about what English-speaking communities find novel or important. By examining neologisms, we can thus observe language change in real time—a process that Jean Aitchison characterizes as a natural linguistic phenomenon neither inherently “progress nor decay,” but an inevitable response to the needs of speakers. The chapters that follow will develop these points, beginning with a theoretical overview of neologisms and language change.

I. Theoretical Framework: Language Change and Neologisms

Language change has been a central topic in linguistics, with particular interest in how new words emerge. A neologism, in the simplest sense, is a newly coined word or expression. As noted above, dictionaries define a neologism as “a new word or expression, or a new meaning for an existing word”. This broad definition encompasses not only entirely new coinages but also instances where an old word takes on a new sense. Linguist **Jean Aitchison** (2013) points out that new words (and new meanings) enter the language as part of the continuous process of language change. In her work *Language Change: Progress or Decay*, Aitchison argues that linguistic change is neither strictly positive nor negative; it is an inevitable and natural phenomenon driven by various factors. She distinguishes between **external factors**—influences from the sociocultural environment—and **internal factors**—the inherent tendencies and structures within language—that together spur the creation of neologisms. External



sociolinguistic factors include technological innovation, social evolution, and contact with other cultures languages, all of which create new concepts that demand new terminology. Internal factors involve the creative capacity of speakers (psycholinguistic factors) and the elasticity of linguistic patterns (for example, the ability of English morphology to generate new combinations). This framework helps explain why English, like all living languages, constantly adapts its lexicon: as society and human experience evolve, so too must the vocabulary.

David Crystal, a leading expert on the English language, emphasizes the dynamic nature of the lexicon and the unpredictable fate of neologisms. Crystal notes that while new words are coined prolifically, their survival is not guaranteed. He cites linguist John Algeo's study of new words: of 3,500+ English neologisms recorded between 1944 and 1976, fully 58% were not found in dictionaries a generation later. In other words, more than half of those new words fell out of use. As Crystal wryly summarizes, "successful coinages are the exception; unsuccessful ones the rule". This insight highlights that language users collectively "test" neologisms over time –only those that fulfill a genuine communicative need or gain sufficient popularity endure and become part of the core vocabulary. Crystal also underscores how unpredictable and decentralized this process is: "Language change is as unpredictable as the tides... No single person can make a planned, confident impact on such masses [of speakers]". Individuals may invent terms (for instance, the writer Gelett Burgess coined blurb in 1907), but whether a word catches on depends on broader social uptake. In sum, from Crystal's perspective, neologisms exemplify the grassroots evolution of language – they emerge spontaneously and compete for adoption in a sort of linguistic natural selection.

Cognitive scientist **Steven Pinker** offers another perspective relevant to neologisms, focusing on the mental processes that underlie word creation and acceptance. Pinker's research into language (e.g. Words and Rules, 1999; The Sense of Style, 2014) suggests that our brains manage language through a combination of a mental lexicon (memory of words) and mental grammar (rules for generating forms). This dual mechanism helps explain how speakers can effortlessly interpret or coin a new word by applying familiar patterns. For example, an English speaker hearing a novel verb like "to googlify" (a hypothetical new word) can infer its meaning and grammatical forms (googlified, googlifying) by analogy with existing words, thanks to mental rules. Pinker notes that language change is inevitable and often provokes controversy between prescriptivists (who resist new usages) and descriptivists (who



accept language evolution). With regard to neologisms, Pinker famously remarks on how new words initially often meet with resistance or dismissal –they “are inevitably perceived as jargon, slang” by some –yet many eventually “earn their keep and get a toehold in the language” as the next generation of speakers adopts them as normal. He quips that objectors to new words ultimately fade away: “the speakers who objected to them die; they’re replaced by their children, who wonder what all the fuss was about”. This colorful observation encapsulates a key sociolinguistic truth: what is deemed a questionable neologism today may be standard English tomorrow. Pinker’s view thus underlines the gradual normalization of neologisms –the transition from novelty to acceptance over time.

In summary, the theoretical consensus is that neologisms are a natural by-product of a healthy, changing language. They emerge from identifiable linguistic processes and in response to identifiable needs or trends. Whether one takes a sociolinguistic angle (as Aitchison and Crystal do) or a psycholinguistic/cognitive angle (as Pinker does), new words are seen as indicators of linguistic vitality. They demonstrate how speakers innovate within linguistic rules to name new phenomena or to play with expression. The next section will delve into how neologisms are formed in English – the formal classification of neologisms by type –before we turn to their broader sociocultural roles.

II. Classification of Neologisms in Modern English

As is written in the Collins Cobuild English Language Dictionary (1987) neologism is: a new word or

expression in a language, or a familiar word or expression that is now being used with a new meaning.

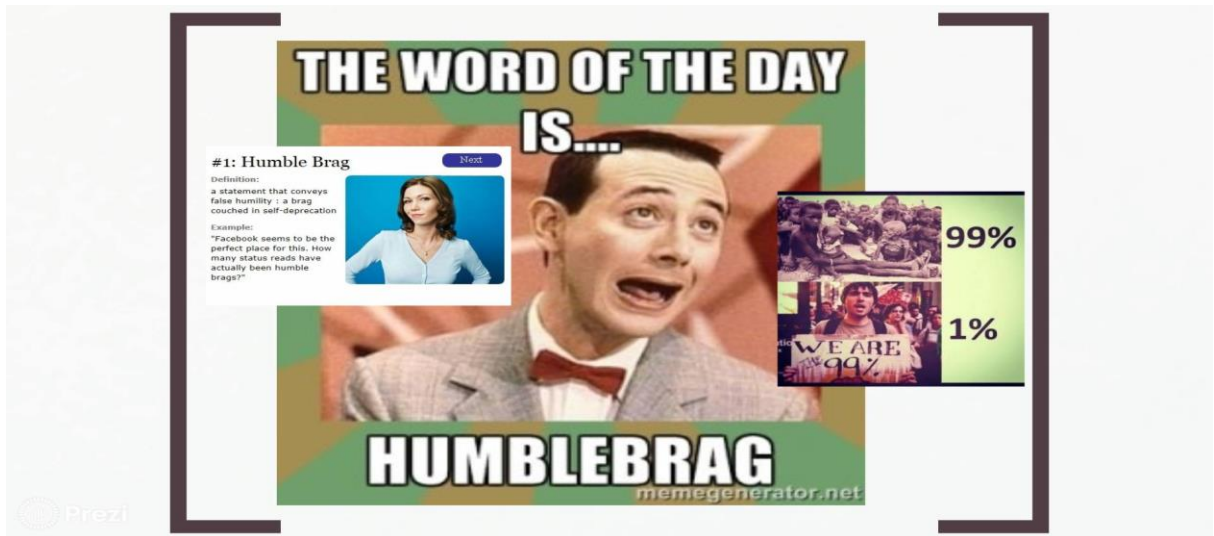
III. Nomenclature of Neologism

English language provides many ways to produce new words from old, either by compounding existing words together or by altering the meaning of existing words with prefixes or suffixes. New words can be invented with no etymological or historical connection at all, or they can be formed, in whole or in part, from language roots. In the following, some of these word formation processes are illustrated and examples for their use are given.

1.Compounding: Compounding is one of the most productive and important types of word-formation in Modern English. Examples: dining-room, blackbird, sunflower, bedroom, bluebell, mother-in-law, good-for-nothing. There are three aspects of compounding: Structural Aspect, Semantic Aspect and Theoretical Aspect.

Structural Aspect structural aspect consists of compounds: neutral, morphological and syntactic. Neutral compounds contain two stems that are combined without any linking elements (e.g. tallboy, blackbird). In morphological compounds two stems are combined together by a linking element: a consonant or a vowel (e. g. handiwork, handicraft, craftsmanship, spokesman and etc.). Syntactic compounds are formed from different parts of speech (nouns, verbs, articles, prepositions, adverbs) as they occur together in phrases: such as in the nouns lily-of-the-valley, good-for-nothing, mother-in-law, sit-at-home, pick-me-up, know-all, know-nothing, go-between, get-together. This type is extremely important in productivity of new words and is large in number.

Semantic Aspect: The second is the semantic aspect that divides into three groups: 1) compounds which meaning is understandable from the sum of their composite meaning (e.g. Classroom, bedroom, working-man, dining-room, sleeping-car, dancing-hall); 2) compounds where one or two of words components have changed their meanings (e.g. blackboard, blackbird, football, lady-killer, good-for-nothing, lazybones); 3) compounds with irreversibly lost meaning (e.g. ladybird is - not a bird, but an insect, tallboy not a boy but a piece of furniture, bluestocking is a person, bluebottle may denote both a flower and an insect but never a bottle)



Humblebrag: a boast hidden in a statement of humility E.g. “My garage is so small I can’t fit my Ferrari in it”

2. Shortening: Shortening is the action or process of making or becoming short; specifically: the dropping of the latter part of a word so as to produce a new and shorter word of the same meaning. In some cases both the beginning and the end have been



omitted. Shortenings are produced in two ways. New word can be made from a syllable or two syllables of the original words – that is the first way. There are some examples: phone made from telephone, hols from holidays, vac from vacation, fridge from refrigerator bike from bicycle, blog from weblog. The second way of shortening is initial shortenings. It means that a new word is made from the initial letters: M.P. from Member of Parliament.

3 Clipping: Clipping is the word formation process in which a word is reduced or shortened without changing the meaning of the word. For example: advertisement – ad, telephone – phone, examination – exam, gasoline – gas, gymnasium – gym. In this process not only words can be shortened but also whole phrases (for example: zoo is made from zoological gardens). The four types of clipping are back clipping, fore-clipping, middle clipping, and complex clipping. Back clipping is removing the end of a word as in gas from gasoline. Fore-clipping is removing the beginning of a word as in gator from alligator. Middle clipping is retaining only the middle of a word as in flu from influenza. Complex clipping is removing multiple parts from multiple words as in sitcom from situation comedy.

4. Blending: Blended words are otherwise known as portmanteaus. It is the word formation process in which parts of two or more words combines to create a new word whose meaning is often a combination of the original words. For example: advertisement + entertainment → advertainment, biographical + picture → biopic, breakfast + lunch → brunch, chuckle + snort → chortle

5. Affixation: Affixation is the process of adding one or more affixes to the root morpheme in order to get a new word. Affixes can be divided into: prefixes (they occur before the root of a word), suffixes (occur after the root of a word). For example, the following two lists provide examples of some common prefixes and suffixes with definitions in English: Prefixes and their meanings: a – without, not, co – together, de – opposite, negative, removal, separation, dis –opposite, negative, un – negative, not, opposite, reversal, Suffixes and their meanings: able – fit for or worthy of being, -er – agent, -ism – action or practice, state or condition, -less – lack of, ly – like, ology – study, science, ship – condition, character, skill. Interesting to note down that even though both processes involve the affixation of suffixes, derivation differs from inflection in that inflection results in the creation of a new form of the same word rather than a new word.

6. Giving a new meaning to the existing word

Old words with new senses



It is a creation of new meaning of existing words. For example:

Hostess

- *the previous meaning: a women who has guests*
- *the latest meaning: sex-worker*

Footprint

- *the previous meaning: the mark made by a person's or animal's foot.*
- *the latest meaning: an impact on our planet*

7. Conversion: Conversion is the word formation process in which a word of one grammatical form becomes a word of another grammatical form without any changes to spelling or pronunciation. For example, the noun email appeared in English before the verb. Example: I would have sent you an e-mail (noun) whereas now I can either send you an email (noun) or simply email (verb) you. Conversion is also referred to as zero derivation or null derivation with the assumption that the formal change between words results in the addition of an invisible morpheme. However many linguistics argue for a clear distinction between the word formation processes of derivation and conversion. Verbification (Noun to Verb Conversion): Examples: My grandmother bottled (verb) the juice and canned (verb) the pickles. She microwaved (verb) her lunch. Nominalization (Verb to Noun Conversion) Examples: The guard alerted (verb) the general to the attack (noun). The baby cried (verb) all night. Other Conversions: Conversion also occurs, although less frequently, to and from other grammatical forms. For example: adjective to verb: green → to green (to make environmentally friendly), preposition to noun: up, down → the ups and downs of life.

8. Borrowing/Loanwords: Borrowed words are also referred to as loanwords. Borrowing is the word formation process in which a word from one language is borrowed directly into another language. For example, the following common English words are borrowed from foreign languages: algebra – Arabic, chow mein – Chinese, kielbasa – Polish, murder – French, near – Sanskrit, pizza – Italian.



9. Calquing: Calques are also referred to as root-for-root or word-for-word translations. Calquing is the word formation process in which a borrowed word or phrase is translated from one language to another. For example, the following common English words are calqued from foreign languages: blue-blood – Spanish – sangre azul, commonplace – Latin – locus commūnis, loanword – German – Lehnwort, pineapple – Dutch – pijnappel, and scapegoat – Hebrew – ez ozel.

III. Sociocultural Significance of Neologisms

Neologisms are more than curiosities of language; they carry significant sociocultural weight. Each new word is a response to a cultural moment or need, and the trajectory of a neologism can reflect broader social dynamics. In this section, we consider the importance of neologisms from several sociocultural angles: what they reveal about contemporary society, how they spread, and how they influence communication and thought.

1. Reflecting Social and Technological Change: New words often emerge to name new realities. As society advances, whether through technological innovation, scientific discovery, or shifts in lifestyle, existing vocabulary may prove insufficient. Neologisms fill these gaps. For example, the digital age has produced a vast array of new terms (internet, website, blog, hashtag, selfie, etc.) that were nonexistent a few decades ago. The word “selfie”—referring to a self-taken photograph, typically on a smartphone—is a prime illustration. Coined in the early 2000s, selfie rapidly moved from internet slang to mainstream usage worldwide. By 2013, usage of selfie had reportedly increased by 17,000% in English compared to the previous year. Oxford Dictionaries crowned “selfie” as the Word of the Year in 2013, recognizing how this neologism captured a global social trend. The ascent of selfie reflects the ubiquity of smartphone culture and the social media habit of sharing personal images—a sociocultural phenomenon that demanded a name. Countless other examples abound: social distancing (a term popularized during the COVID-19 pandemic) encapsulates a public health practice unique to our times, and words like cryptocurrency, metaverse, or climate strike mirror current technological, virtual, and environmental developments. In sum, neologisms serve as linguistic time capsules, preserving in a word the essence of new inventions, fashions, or ideas that define an era.

2. Language Change and Attitudes: The way neologisms are received by society can reveal attitudes toward language and change. Some new words are embraced enthusiastically, especially when they fill a meaningful void or have clever appeal. For



instance, the term “doomscrolling”(coined to describe the act of obsessively scanning bad news on devices) quickly caught on in 2020 because it resonated with a widespread experience. However, other neologisms provoke purist pushback or generational divides. It is not uncommon for older or more conservative language users to scorn youthful slang or internet-born terms as “not real words.” This tension is part of a longstanding discourse on language evolution. **Steven Pinker’s** insight, mentioned earlier, is apt here: today’s neologisms often start as jargon or slang that “the elders” side-eye, but over time, resistance fades. The life cycle of a neologism often involves moving from informal usage into accepted standard usage once it proves its utility or gains enough traction. For example, words like *to Google (as a verb) or email (once hyphenated “e-mail”) were at first marked as novel or colloquial; now they are part of everyday standard English. Dictionaries and style guides eventually legitimize such terms, essentially formalizing the outcome of popular usage. In contrast, many proposed neologisms never escape niche circles –they remain jargon of a subculture or fade away as a short-lived fad. From a sociolinguistic perspective, a neologism’s fate is a democratic process: speech communities “vote” on a word by choosing to use it or not. **David Crystal** emphasizes that widespread adoption is crucial –an individual may coin a brilliant new word, but without community uptake, it remains a nonce word or dies out. Thus, the success of neologisms can illustrate the collective choices of language users and shifting linguistic norms. In modern times, social media and the internet accelerate this process; a clever coinage can go viral globally in days, whereas in the past it might spread slowly or remain regional.

3. Sociocultural Identity and Creativity: Neologisms often emerge from specific social groups or subcultures, contributing to group identity and creative expression. Slang, for instance, is a rich source of neologisms that signal belonging to a generation or community. Youth culture famously generates new slang terms (consider Gen Z terms like yeet, sus, or spill the tea in the late 2010s), which can perplex outsiders but serve as in-group markers. Similarly, professional communities or fandoms may create technical terms or acronyms understood only within that sphere. These new words can TADQIQOTLAR jahon ilmiy – metodik jurnali <https://scientific-jl.com>63-son_1-to’plam_Iyun-2025100ISSN:3030-3613later diffuse to wider audiences (as gaming term loot box or internet meme jargon rickrolling have done). The sociocultural significance here lies in how language is used creatively to capture nuanced meanings or shared humor in a community. Linguist Jean Aitchison likened language change to a functional response –speakers develop new words as “solutions”



to new communicative needs or to capture imaginative ideas (she even metaphorically called language change “the spice of language,” emphasizing variety and innovation). Neologisms contribute to the richness of the lexicon, offering fresh ways to express ideas or phenomena. They also demonstrate linguistic creativity at work: people delight in wordplay, blending and bending language to coin memorable phrases. This creative aspect of neologisms underscores that language is not a fixed system but a cultural artifact continually co-created by its users.

4. Neologisms and Thought: There is an intriguing philosophical question about whether new words merely reflect changes in society or actively shape how we think. Some linguistic relativists argue that having a word for a concept can influence how widely or clearly that concept is perceived. For instance, once the term “sexual harassment” was coined (a political/legal neologism from the 1970s), it enabled a society-wide discussion of a problem that was previously unnamed and thus often overlooked. In this way, coining a term can crystallize an idea and bring attention to it. Neologisms like fake news, microaggression, or antivaxxer have arguably sharpened debates in recent years by packaging complex ideas into accessible labels. Cognitive linguist Steven Pinker has noted that neologisms can make it easier to think about new or abstract concepts, because a succinct new label can encapsulate a complex phenomenon, allowing people to reason and communicate about it more efficiently. However, Pinker and others also caution that a new word alone does not guarantee understanding; society must still agree on its meaning and significance. Nonetheless, the power of naming should not be underestimated –neologisms can influence discourse. Consider how terms like “global warming”(and the later variant “climate crisis”) shape public perception of environmental issues through their connotations.

5. Global Influence and Spread: Modern English neologisms have a global reach. English is a lingua franca in technology, science, and popular culture, which means many English neologisms are rapidly borrowed into other languages. Words like internet, smartphone, or hashtag are used internationally, sometimes adapted to local phonology or script. Conversely, English also absorbs foreign neologisms, especially for cultural phenomena (e.g., Japanese anime, Korean K-pop). This cross-pollination indicates a lively exchange and the role of English in globalization. As David Crystal notes, the Internet era (what he terms “Netspeak”) has greatly accelerated the spread of new words, with online communication enabling immediate dissemination across borders. The sociocultural impact here is one of creating a more homogeneous global vocabulary for certain domains (technology, youth slang), even as



local slang and neologisms continue to thrive. It also raises practical questions for translators and lexicographers in keeping up with the influx of new terms. In light of the above points, it's clear that neologisms are imbued with significance far beyond their linguistic form. They register the current pulse of technology, culture, and societal values. They can challenge the conservative language gatekeepers and eventually reshape the accepted lexicon. They enable us to discuss emerging ideas and issues succinctly. And collectively, they map the evolution of human activities and preoccupations. As Algeo (1993) observed, linguistic innovation is rampant because "the human impulse to creative playfulness produces more words than a society can sustain" –yet those that are sustained tell a profound story about that society.

An Anthology of Trendy Neologisms

Staycation: a vacation at home or nearby, **Chillax;** combining chill and relax, **Cybrarian;** cyber+librarian is a librarian who specializes in the internet and digital resources; **Affluenza:** Affluence + Influenza= Excessive consumerism, **Applepick:** steal someone's iPhone/smartphone; **Bitcoin:** Digital currency which allows payments to be sent from one party to another without going through a financial institution, **Bofro:** Boy + Friend, **Bollywood** = Bombay + Hollywood, **Brunch**= Breakfast + Lunch= Something which is consumed in between breakfast and lunch, **Citizen journalism:** News collected and reported by ordinary people, especially through the use of blog software, **Click bait:** Put something on a website that will encourage visitors to click on a link, **Clickjacking:** Tricking Internet users into clicking on hidden links, **Cloud computing:** A computing service which enables access to a shared pool of resources over the Internet, **Couch potato:** A person who spends a lot of time sitting in front of the television, **Cyberbully:** A person who uses the Internet, electronic communication or social networks to harm, harass or intimidate another person, **Cyber café:** A place which provides internet access to the public, **Drinkathon:** Drink + Marathon = An extended party or event involving the consumption of alcohol, **Drug driving:** Driving a vehicle while under the influence of drugs, **Emoticon:** Emotion + icon = Icons that show feelings, **Face Time:** Application which enables people to make video phone calls, **Fidgital:** Excessively checking one's devices, **Flexitarian:** A vegetarian who sometimes eats meat or fish, **Frenemy:** An enemy who pretends to be your friend, **Guesstimate:** Guess + Estimate = A rough estimate without any claim of accuracy, **Hacktivist:** A person who manipulates information on the internet in order to transmit a message,



usually political, **Hashtag**: The # symbol (hashtag) is used on social networking services such as Twitter to identify a keyword or topic of interest and search for messages (tweets) related to the subject, **Hater**: A social networking app which allows people to share their dislikes, **Haycation**: A holiday or vacation spent on a farm, **Hotspot**: Location in which wireless Internet access is available, **Melodrama**= Melody + Drama, **Netizen**: Internet + citizen = A person who spends an excessive amount of time on the internet, **Netmeet**: Internet + Meet = An internet meeting or to meet somebody through the internet, **Netpicker**: A person who surfs the internet looking for information in order to impress others with their knowledge of current events, **Newbie**: A new member of any group, community, or activity. **Photobomb**: Intrude into the background of a photograph just before it is taken, **Sheeple**: Sheep + People = People who are easily persuaded and tend to follow what others do, **Sitcom**: Situation + comedy = A drama, on television, based on humorous everyday situations, **Rashion**: Trash + Fashion= Fashionable items created from old, used and recycled elements, **Unfollow**: Stop receiving another's person's messages on Twitter, **Unfriend**: Remove someone from your list of friends on social networks such as Facebook, **Unschooling**: Unconventional education of children, not following the usual curriculum, **Vegans**: Vegans are the People who reject animal exploitation and refuse to eat animal products of any kind, including eggs, honey, milk, **Videophile**: Person who is very interested in watching videos and making recordings and values high-quality results, **Vook**: A combination of video, text, images and social streams in an electronic book

IV. CONCLUSION

The study of neologisms in modern English reveals a language continually in motion –responsive, inventive, and intertwined with the trajectory of culture. Neologisms, whether they are clever blends, technical acronyms, or borrowed foreign terms, represent the cutting edge of linguistic change. In reviewing the nature and types of neologisms, we saw that English has many productive mechanisms for word formation, enabling speakers to create names for novel concepts with relative ease. We also observed that not all new words persist: a rigorous “trial by usage” determines which neologisms become permanent additions to the lexicon. This natural selection of words, as described by Crystal and evidenced by Algeo’s research, reminds us that



usefulness, expressiveness, and social relevance are key factors in a new word's survival.

The theoretical perspectives of Crystal, Aitchison, Pinker, and others provide a nuanced understanding of how and why neologisms emerge. Language change, far from being a corruption, is shown to be an adaptive process vital to the language's ability to serve its speakers. New words typically arise to fulfill communicative needs –to label new inventions, articulate changing social realities, or capture subtle shades of meaning. Attitudes toward these neologisms can range from enthusiastic acceptance to skepticism, but history demonstrates that many terms once dismissed as barbarisms or slang (from *mob* in the 17th century to *okay* in the 19th, or *blog* in the 21st) eventually become unremarkable parts of standard English.

Sociocultural, neologisms function as a mirror and a motor of change. They mirror current trends, allowing linguists and observers to trace what topics or technologies are salient in a given time –for instance, the rise of digital culture, reflected in the explosion of *e-*, *cyber-*, and *tech-*related terms in the late 20th and early 21st century. They also act as a motor in the sense that having new words can drive discourse and enable society to engage with new ideas (as terms like *sustainability*, *metaverse*, or *social justice warrior* have done in their respective spheres). Moreover, because language is a core aspect of identity, the neologisms we embrace can help shape group identities and worldviews.

In conclusion, the role and impact of neologisms in modern English is profound. Neologisms keep the language optimally expressive and relevant, ensuring that English can accommodate progress and novelty. They enrich the lexicon with precision and creativity, sometimes even adding wit and color to expression. At the same time, studying which neologisms succeed or fail provides insight into cultural priorities and the mechanisms of language evolution. As this thesis has shown, examining neologisms is not a trivial pursuit but a meaningful window into the ongoing story of English –a story written, word by word, by its speakers. In the words of Jean Aitchison, understanding the factors behind language change (and by extension, neologism formation) is essential to understanding “why it happens”. In embracing neologisms, we acknowledge that the only truly “dead” language is one that ceases to change. Modern English, vibrant with new words, is very much alive, reflecting the creative and adaptive spirit of its speakers



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