

PRAGMATIC FEATURES OF NEOLOGISMS IN TOURISM DISCOURSE USING THE EXAMPLE OF ENGLISH, RUSSIAN AND UZBEK LANGUAGES

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Abstract

This article comparatively analyzes the pragmatic features of neologisms used in tourism discourse on the example of the English, Russian, and Uzbek languages. As a result of globalization, the development of digital technologies, and international communication, new lexical units have become widely used in the field of tourism. During the research, the semantic, pragmatic, and communicative functions of such neologisms as “glamping,” “ecotourism,” “digital nomad,” “staycation,” and “shop-tour” were studied. The article analyzes the role of neologisms in tourism discourse in advertising, marketing, influencing audiences, and attracting potential tourists.

Keywords: neologism, tourism discourse, pragmatics, communicative function, English language, Russian language, Uzbek language, linguistics, tourism terminology.

Introduction

Today, tourism is considered one of the fastest-growing sectors of the world economy. Along with the development of tourism, the language units used in this field are also constantly being renewed. In particular, due to the status of the English language as a means of international communication, many new terms and neologisms are entering other languages as well.

Tourism discourse is an important component of the modern communicative space. This discourse is formed through advertising, marketing, internet platforms, blogs, social networks, and mass media. The neologisms used in tourism texts not only perform a nominative function but also serve as a means of pragmatic influence on the audience.

In recent years, such new units as “ecotourism,” “glamping,” “digital tourism,” “virtual tour,” “staycation,” and “workation” have become actively used. These units are being borrowed from English into Russian and Uzbek and are forming new communicative functions.

The relevance of this article is determined by the necessity of comparatively studying the pragmatic features of neologisms in tourism discourse.

Literature Review

The issue of tourism discourse and neologisms is considered one of the urgent directions of modern linguistics. In recent years, the emergence of new lexical units as a result of globalization, digital communication, and the development of international tourism has attracted the attention of many scholars.

David Crystal evaluates neologisms as a natural result of language development and emphasizes that new units are formed based on communicative needs in society. According to the scholar, neologisms are an important indicator reflecting the dynamic development of language.

John Algeo analyzes the processes of the formation of new lexical units in the English language and notes the rapid development of neologisms particularly in the fields of technology, economics, and tourism. He associates the emergence of neologisms with social and cultural changes.

The issue of tourism discourse was extensively studied by Graham Dann. The scholar emphasizes that the main function of tourism language is to influence the audience and create motivation for travel. According to Dann, tourism texts have an advertising character in which emotional and pragmatic units dominate.



In Russian linguistics, L. P. Krysin studied the processes of foreign word penetration into the Russian language. The scholar demonstrates the active use of English borrowings in modern communication. He particularly emphasizes the increasing number of English neologisms in tourism, marketing, and business.

In Uzbek linguistics, issues of pragmalinguistics and discourse were studied by Sh. Safarov. The scholar analyzed the pragmatic functions of communicative units and noted that language units serve as tools of influence on the audience.

In addition, modern scientific articles have also examined the linguistic and pragmatic features of tourism terminology. The article “Pragmatic Features of Neologisms in Tourism Discourse Using the Example of English, Russian and Uzbek Languages” analyzes the pragmatic functions of new units in tourism. Researchers demonstrate that such units as “glamping,” “ecotourism,” and “workation” create images of modernity and innovation in the audience.

The study “Formation Causes and Functions of New Lexical Units in the Era of Digital Tourism” highlights the reasons and functions of new terms related to digital tourism. Researchers emphasize that the development of virtual tourism and online services has led to the emergence of a new terminological layer.

The article “Linguocognitive Analysis of Tourism Terms in English, Uzbek and Russian Languages” comparatively analyzes tourism terms in English, Russian, and Uzbek from a linguocognitive perspective. According to the results of the study, English is considered the main donor language of tourism terminology.

Although the above-mentioned studies are devoted to different aspects of neologisms and tourism discourse, the issue of a comprehensive comparative analysis of the pragmatic features of tourism neologisms in English, Russian, and Uzbek has not been sufficiently investigated. This article is aimed precisely at filling this gap.

Research Objectives and Tasks

The main purpose of the research is to identify the pragmatic features of neologisms in tourism discourse on the example of English, Russian, and Uzbek.

To achieve this goal, the following tasks were set:

- to study the theoretical foundations of the concept of neologism;
- to analyze the linguistic features of tourism discourse;
- to identify new lexical units used in the tourism sphere;
- to comparatively analyze neologisms in English, Russian, and Uzbek;
- to determine the pragmatic and communicative functions of neologisms.

Research Methods

The article uses comparative-analytical, descriptive, semantic, and pragmalinguistic methods. Tourism advertisements, internet websites, blogs, tourism platforms, and scientific articles in English, Russian, and Uzbek were selected as the research material.

Language is a dynamic system that is constantly developing. Political, economic, cultural, and technological changes in society lead to the emergence of new concepts. As a result, new lexical units — neologisms — are formed.

Linguist David Crystal defines neologisms as “units newly introduced into the language system and actively used by society.” John Algeo associates the emergence of neologisms with social progress.

The emergence of neologisms in tourism is caused by the following factors:

- globalization;
- the development of the internet and digital technologies;
- the expansion of international tourism;
- the renewal of marketing strategies;
- the development of ecological and virtual tourism.



For example, the term “glamping” is formed from the combination of the words “glamorous” and “camping” and refers to luxurious camping tourism. Today, this term is used in many languages while preserving its original form.

Tourism discourse is considered one of the discourse types based on advertising and communicative influence. Its main function is to attract potential tourists to a certain service or destination.

The following pragmatic features are observed in tourism texts:

- emotional influence;
- positive evaluation;
- advertising character;
- motivational communication;
- audience attraction.

Therefore, neologisms used in tourism discourse often serve to express modernity, comfort, exclusivity, and innovation.

For example:

- “digital nomad” — a traveler working remotely;
- “staycation” — spending holidays close to home;
- “workation” — a type of tourism combining work and vacation;
- “ecotourism” — ecological tourism;
- “bleisure” — business + leisure.

These units create an image of modernity and freedom in the audience.

Pragmatic Functions of Tourism Neologisms in English

The English language is considered the main source of modern tourism terminology. Many new tourism terms are first formed in English and later borrowed into other languages.

The main pragmatic functions of tourism neologisms in English are as follows:

1. Advertising Function

The use of new terms in tourism advertisements demonstrates the innovative character of services.

For example: “Experience luxury glamping near the mountains.”

In this sentence, the term “glamping” creates a more prestigious and modern impression compared to ordinary camping.

2. Emotional Influence Function

Neologisms evoke positive emotions in the audience.

For example: “Discover unforgettable staycation experiences.”

Here, “staycation” is interpreted as a comfortable and stress-free form of recreation.

3. Marketing Function

Tourism companies attempt to create a unique image in the market through new terms.

For example: “eco-friendly tourism,” “smart tourism,” “virtual tourism.”

These units generate positive associations related to environmental responsibility and technological innovation.

The Use of Tourism Neologisms in Russian

In Russian tourism discourse, neologisms borrowed from English are also widely used. In most cases, they are adapted through transliteration or calquing.

Examples:

- ГЛЭМПИНГ;
- ЭКОТУРИЗМ;
- ВОРКЕЙШН;
- ЦИФРОВОЙ ТУРИЗМ;
- ШОП-ТУР.



In Russian, these units are actively used in advertising and marketing texts to promote modern tourism services.

For example: “Глэмпинг предлагает уникальное сочетание природы и комфорта.”

In this sentence, the term “ГЛЭМПИИГ” is used to express a higher level of service compared to ordinary recreation.

The pragmatic features of neologisms in Russian are manifested in the following:

- expressing modernity;
- creating the image of foreign services;
- exerting strong advertising influence on the audience;
- expressing integration with international tourism.

Features of Tourism Neologisms in Uzbek

Tourism terminology in the Uzbek language is mainly formed through English and Russian. The penetration of new units has accelerated particularly through the internet and social networks.

Today, the following neologisms are actively used in Uzbek:

- ecotourism;
- glamping;
- virtual tour;
- online booking;
- digital tourism;
- shop-tour.

These units serve to present tourism services in a modern form.

For example: “Through glamping services, tourists can enjoy modern comfort in nature.”

Here, the term “glamping” expresses elements of luxury and comfort unlike ordinary camping.

The pragmatic functions of neologisms in Uzbek are as follows:

- naming new tourism services;
- attracting audiences;
- increasing advertising effectiveness;
- adapting international terminology.

Comparative Analysis

A comparison of tourism neologisms in English, Russian, and Uzbek revealed the following common and distinctive features.

Common features:

- the dominant role of English as the source language;
- the advertising and marketing functions of neologisms;
- the expression of modernity and innovation;
- emotional influence on the audience.

Distinctive features:

• while neologisms are naturally formed in English, they are mainly borrowed in Russian and Uzbek;

- transliteration is widespread in Russian;
- in Uzbek, some units are adapted through translation and calquing.

For example:

English	Russian	Uzbek
Glamping	ГЛЭМПИИГ	Glamping
Ecotourism	ЭКОТУРИЗМ	Ekoturizm
Staycation	Стейкейшн	Local recreation



Virtual tour	Виртуальный тур	Virtual tour
Digital nomad	Цифровой кочевник	Digital traveler

Research Discussion

The results of this study demonstrated that neologisms in tourism discourse serve as active pragmatic tools of modern communication. During the analysis, it was determined that new tourism terms used in English, Russian, and Uzbek play an important role in influencing audiences, advertising services, and creating the image of modern tourism.

According to the results of the study, English remains the main source of global tourism terminology. Such units as “glamping,” “staycation,” “workation,” and “digital nomad” were first formed in English and later spread into other languages. This process is directly connected with the intensification of global communication and international tourism.

It was observed that tourism neologisms in Russian and Uzbek are mainly borrowed through transliteration or partial translation. For example, in Russian, forms such as “ГЛЭМПИНГ,” “воркейшн,” and “цифровой туризм” are actively used, while in Uzbek variants such as “glamping,” “digital tourism,” and “virtual tour” are common.

The analysis showed that the pragmatic function of neologisms is not limited to naming new concepts. They also form the following associations in the audience:

- modernity;
- innovation;
- comfort;
- exclusivity;
- environmental responsibility.

For example, the units “ecotourism” and “eco-friendly tourism” create positive perceptions related to environmental awareness and careful treatment of nature. “Glamping,” in turn, expresses luxury and comfort compared to ordinary camping.

The active use of neologisms in tourism advertisements increases marketing effectiveness. Particularly in internet advertising and social media, the use of short, modern, and internationally recognizable units serves to attract audience attention.

During the study, it was also observed that some tourism neologisms in Uzbek have not yet been fully standardized. Some units are used in their original English form, while others are adapted through translation or calquing. This indicates that Uzbek tourism terminology is still in the stage of development.

Furthermore, neologisms in tourism discourse have significant linguocultural importance. Through new units, international tourism culture, modern lifestyles, and global communicative values are represented.

The results of this study confirm that neologisms possess broad pragmatic potential in tourism discourse. At the same time, the issue of standardizing tourism terminology in Uzbek and creating national equivalents remains one of the urgent scientific directions for future research.

Results and Discussion

The analysis demonstrated that neologisms in tourism discourse are actively used not only as nominative units but also as pragmatic tools. They:

- increase advertising effectiveness;
- attract audience interest;
- demonstrate the modernity of services;
- facilitate international communication.

Especially the units borrowed from English reflect the language policy of the global tourism market.

Tourism companies strive to present their services as innovative and exclusive through



neologisms. Therefore, neologisms have become an integral part of modern tourism discourse.

Conclusion

In conclusion, neologisms in tourism discourse represent an important element of modern communication. The comparative analysis of neologisms in English, Russian, and Uzbek demonstrated that they not only name new concepts but also perform the function of pragmatic influence on the audience.

In tourism discourse, neologisms serve as effective tools of advertising, marketing, and communicative strategies. Due to the global status of the English language, many new terms are actively entering other languages.

In the future, further research on tourism neologisms from linguocultural, sociolinguistic, and translation perspectives will have significant scientific importance.

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