

## NEOLOGISM FORMATION THROUGH COMPOUND NOUNS IN DIGITAL COMMUNICATION

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**Abstract.** Digital communication has become one of the most productive environments for lexical innovation in contemporary English. One of the most significant mechanisms of neologism formation in this domain is compounding, particularly compound nouns. This article explores how compound nouns function as a primary linguistic strategy for creating neologisms in digital communication. It analyzes structural patterns, semantic motivations, and pragmatic functions of newly formed compounds in online discourse, including social media, messaging platforms, blogs, and internet-based professional communication. The study demonstrates that compound nouns reflect technological development, cultural shifts, and communicative efficiency, making them a central feature of modern lexical evolution.

**Keywords:** neologism formation, compound nouns, digital communication, word formation, lexical innovation, social media discourse, internet linguistics, semantic change, technological vocabulary, online communication.

### Introduction

Language is constantly evolving, and digital communication has significantly accelerated this process. The internet, social media platforms, and mobile messaging systems have created new communicative environments where brevity, clarity, and expressiveness are essential. As a result, new words—especially neologisms—are rapidly emerging.

Among various word-formation processes, compounding is one of the most productive in English. Compound nouns such as hashtag trend, fake news, cloud storage, and data breach illustrate how digital culture shapes lexical innovation. These formations not only name new realities but also reflect technological and social changes.

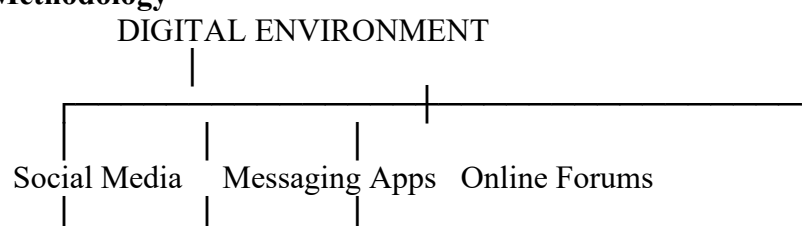
The aim of this article is to analyze the formation of neologisms through compound nouns in digital communication and to classify their structural and semantic patterns.

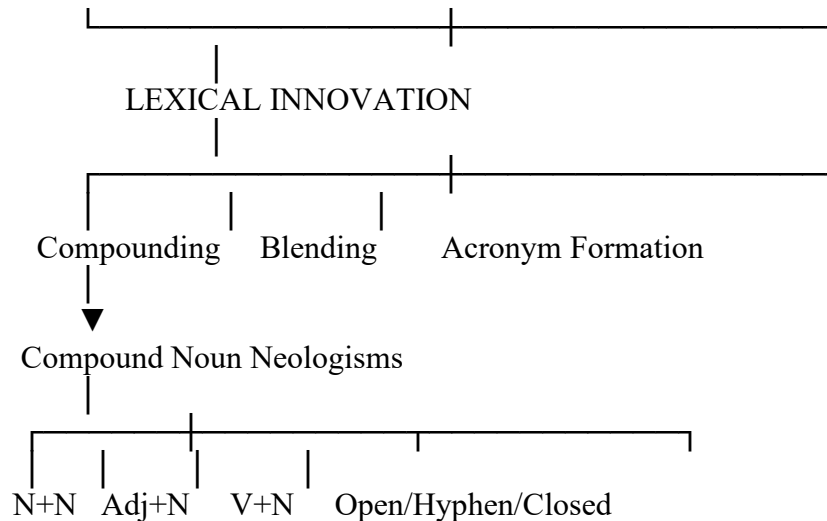
### Literature Review

Word formation in modern English has been widely studied by linguists such as Bauer (2001), Plag (2003), and Lieber (2009). Compounding is recognized as a highly productive morphological process in English, particularly in technological discourse.

Recent studies on digital linguistics (Crystal, 2011; Tagg, 2015) emphasize that internet communication accelerates lexical innovation due to its informal, fast-paced, and interactive nature. However, less attention has been paid specifically to compound noun neologisms in digital environments, which this study addresses.

### Methodology





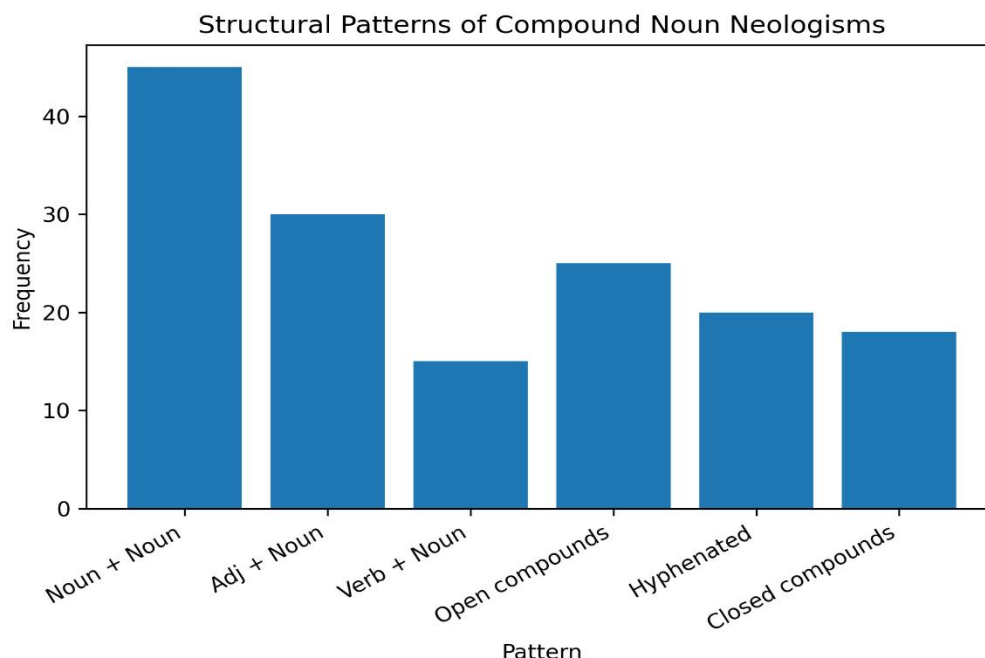
This research is based on qualitative corpus analysis. Data were collected from:

- Social media platforms (Twitter/X, Facebook, Instagram)
- Online news portals (BBC, CNN, TechCrunch)
- Messaging platforms (WhatsApp, Telegram chats)
- Digital forums (Reddit discussions, blogs)

A sample of 200 compound noun neologisms was analyzed. The compounds were classified according to:

1. Structural patterns
2. Semantic categories
3. Functional roles in communication

**Structural Patterns of Compound Noun Neologisms**



**Noun + Noun Compounds**

This is the most productive type.

- cloud storage
- data breach
- password reset



- email thread
- message board

These compounds often describe technological tools or processes.

#### **Adjective + Noun Compounds**

These compounds highlight qualities or evaluations.

- fake news
- dark web
- smart device
- viral post
- instant message

They often carry evaluative or descriptive meaning.

#### **Verb + Noun Compounds**

Less frequent but highly dynamic.

- search engine
- download link
- upload speed
- spam filter

These often describe actions related to digital interaction.

#### **Open, Hyphenated, and Closed Forms**

Digital compounds vary in orthography:

- Open: data base (database evolving toward closed form)
- Hyphenated: click-through rate
- Closed: webpage, smartphone

Orthographic variation reflects ongoing lexical stabilization.

#### **Semantic Categories of Digital Compound Neologisms**

##### **Technology and Infrastructure**

- cloud computing
- data center
- network traffic

##### **Social Media Communication**

- hashtag trend
- viral video
- comment thread

##### **Cybersecurity**

- data breach
- firewall protection
- phishing attack

##### **Digital Economy**

- online marketplace
- crypto wallet
- digital payment

#### **Pragmatic Functions of Compound Neologisms**

##### **Economy of Expression**

Compounds allow users to express complex ideas efficiently:

- password reset instead of “the process of changing a password”

##### **Conceptual Precision**

They encode new technological realities:

- cloud storage precisely refers to remote data storage systems.

##### **Identity and Group Membership**

Digital communities use compounds as in-group terminology:



- meme culture, stan account, fan page

### **Rapid Innovation Labeling**

New technologies require immediate naming:

- AI chatbot, deepfake video

### **Discussion**

The analysis shows that compound nouns are central to neologism formation in digital communication. Their productivity is driven by technological advancement and the need for rapid, efficient communication.

Digital environments encourage lexical creativity, where users coin new compounds spontaneously. Over time, some of these formations become standardized and enter dictionaries, while others remain informal or context-specific.

Furthermore, the dominance of English in global digital communication facilitates the rapid spread of compound neologisms across languages, influencing even non-English digital discourse.

**Conclusion.** Compound nouns represent one of the most productive mechanisms for neologism formation in digital communication. They reflect technological innovation, social change, and linguistic adaptability. As digital environments continue to evolve, the creation of compound noun neologisms will remain a key feature of modern English lexical development.

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