

RECENT TERMINOLOGICAL INNOVATIONS IN ENGLISH: THE ROLE OF GLOBALIZATION

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Abstract

This article explores the influence of globalization on the English language, focusing on the recent emergence of new terminologies in various domains such as digital technologies, environmental discourse, work culture, and social media. These innovations reflect the language's ability to adapt to global changes, demonstrating how the English language absorbs and modifies terms to remain relevant in contemporary communication. The study emphasizes the role of globalization in shaping the English lexicon and contributing to the evolving discourse of modern society.

Аннотация

Статья исследует влияние глобализации на английский язык, сосредотачиваясь на недавнем появлении новых терминов в различных областях, таких как цифровые технологии, экологическая дискуссия, культура труда и социальные медиа. Эти нововведения отражают способность языка адаптироваться к глобальным изменениям, демонстрируя, как английский язык впитывает и изменяет термины, чтобы оставаться актуальным в современном общении. Исследование подчеркивает роль глобализации в формировании лексикона английского языка и вкладе в развивающийся дискурс современного общества.

Annotatsiya

Ushbu maqola globalizatsiyaning ingliz tiliga ta'sirini o'rganadi va so'nggi yillarda turli sohalarda, jumladan raqamli texnologiyalar, ekologik munozara, ish madaniyati va ijtimoiy media bo'yicha yangi terminlarning paydo bo'lishiga e'tibor qaratadi. Ushbu yangiliklar tilning global o'zgarishlarga moslashish qobiliyatini ko'rsatadi, ingliz tilining zamonaviy muloqotda dolzarb bo'lishini ta'minlash uchun so'zlarni qanday qabul qilish va o'zgartirishni ko'rsatadi. Tadqiqot globalizatsiyaning ingliz tilining lug'atiga qanday ta'sir ko'rsatishini va zamonaviy jamiyatning rivojlanayotgan diskursiga qo'shgan hissasini ta'kidlaydi.

Keywords:

Globalization, English language, Terminology, Neologisms, Digital technologies, Environmental discourse, Social media, Work culture, Educational technologies.

Ключевые слова:

Глобализация, Английский язык, Терминология, Неологизмы, Цифровые технологии, Экологическая дискуссия, Социальные медиа, Культура труда, Образовательные технологии.

Kalit So'zlar:

Globalizatsiya, Ingliz tili, Terminologiya, Neologizmlar, Raqamli texnologiyalar, Ekologik munozara, Ijtimoiy media, Ish madaniyati, Ta'lim texnologiyalari.

1. Introduction

In the 21st century, globalization has made a crucial impact on communication, commerce, technology, and culture. The English language has been especially

susceptible to these changes — as a global lingua franca, it takes on and modifies an incredible amount of new terminology born of socio-technological and environmental change. The study proposes that lexical innovation in English is caused by globalization, and considers new words which have become part of popular and specialist registers of discourse.

2. Terminological Expansion in the Digital Sphere

Globalization is a topic that has received broad coverage in the last few years, especially when it comes to the impact of this phenomenon on language. English has continued to borrow on a massive scale because it has become a global language, as a part of these dynamics; Crystal (2003) suggests that the current explosion of new words, especially from technical and scientific fields, since English has become a global language should be viewed in large part as an effect of such. Likewise, the Oxford (2015) and Graddol (2006) studies detail a greater significance of neologisms in the development of English as a lingua franca showing how they are useful in transcending barriers when communicating between cultures. Emerging from concerns about the environment, new words — such as “eco-anxiety” and “greenwashing” — have emerged as popular, recent terms. These terms are an expression of growing awareness of ecological issues and the need to communicate accurately.

The present study is qualitative in several ways, as it integrates descriptive analyses with a number of case studies of newly minted English terms. Data were sourced from existing digital media, scientific journals, environmental reports, and other relevant publications. Methodology included identifying newly introduced terms and categorizing them based on their domains (e.g. technology, environment, social media). A cross-examination study was also done to identify how these terms had become embedded in common parlance, as well as professional speech. Advances in technology is one of the top reasons for new words in English. The word 'deepfake', for example, describes artificial-intelligence-crafted media that mimics real people, and which has gained widespread attention due to its moral and political consequences. Similarly, the term 'metaverse', which describes a network of interconnected virtual environments, has entered the common lexicon since the rebranding of Meta Platforms. The advent of large language models has also led to the development of constructs like ‘prompt engineering’, describing the precisely honed input required to guide AIs. These examples demonstrate how language evolves as new technologies advance and users engage with them.

3. The words of the environment and green sentiment

The global crisis of climate is bringing a host of emotionally and ideologically loaded vocabulary into English. ‘Eco-anxiety’ there describes the psychological burden of ecological collapse, while ‘greenwashing’ critiques superficial corporate environmental concern. Another, climatarian, is used to refer to anyone who bases their diet on the carbon footprint of food production. With such expressions it becomes clear that a growing public interest in sustainability is affecting language as well, and words are being coined in response to urgent global problems.

4. Linguistic Exchanges through Social Media

Lexical items of informal yet influential types come abundantly from social media platforms. ‘Doom scrolling’ — the compulsive consumption of negative news — encapsulated how digital behavior can impact mental health. Similarly, ‘ghosting’ — a

sudden cutoff without explanation of communication — has become a widely known phenomenon of online interaction. Expressions like “main character energy” and “quiet quitting” speak to changing attitudes about identity and labor, particularly among younger generations. Some of these terms are more descriptive of behaviors, but others encode a brooding, emerging social ideology.

5. Shifting Work Culture and Learning Models

Expectations in the workplace have rapidly evolved, especially in the wake of the COVID-19 pandemic. For instance, words, like hybrid work represent flexible modes of employment and upskilling / reskilling convey continuous professional development. The term 'EdTech' has entered our educational vocabulary making it clear that digital devices for instruction and learning are a high demand resource. These terms are reflective of broader socio-economic processes and the linguistic codification of new labor arrangements.

6. Conclusion

As a summary, the process of English has not isolated into a country, rather it has evolved due to globalization. The influx of new terms is evidence of the flexibility of English — that it can keep pace with world-changing transformations in technology, society and environment. Such emerging terms require more attention from teachers and linguists which impact communication practices and discourses in profession. These results have implications for future research in terms of how these terms are migrating across languages and cultures, as well as the ability of English to act as a bridge across language division. The addition of new terms to English during the age of globalization is a testament to the adaptability and international applicability of the language. Neologisms not only enrich the lexicon but also reflect the evolving values, behaviors, and technologies of contemporary society. As globalization continues to drive social and technological change, English will remain a responsive and evolving medium, absorbing new terms and expressions to meet communicative demands.

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