



PHRASEOLOGICAL AND NEOLOGICAL PROCESSES IN MODERN MEDIA DISCOURSE: SEMANTICS, PRAGMATICS AND STYLISTIC POTENTIAL OF EMERGENT STABLE EXPRESSIONS

Murod Shamsiddinov

Affiliation: SamSIFL

Email: egmontonlord@gmail.com

Country: Uzbekistan

Abstract: This paper investigates phraseological and neological processes in modern media discourse, focusing on semantic shifts, pragmatic functions, and stylistic potential of emergent stable expressions shaped by digital communication. The study demonstrates that media discourse serves as a key environment for linguistic innovation, where traditional phraseological units are transformed and new hybrid constructions arise. The findings reveal that such units are characterized by semantic flexibility, high expressiveness, and strong pragmatic orientation, contributing to the formation of contemporary linguistic worldview.

Keywords: phraseology, neology, media discourse, semantics, pragmatics, expressiveness.

The current stage of language development is characterized by an интенсивная динамика lexical renewal and structural transformation, largely driven by digital communication and globalization, which significantly affect not only vocabulary expansion but also the evolution of phraseological systems, traditionally regarded as one of the most stable components of language, yet, as Viktor Vinogradov emphasized, inherently expressive and culturally marked, reflecting collective linguistic consciousness (Vinogradov, 2001). In the context of modern media discourse, this stability is increasingly challenged by innovation, variability, and functional reorientation, resulting in the emergence of new stable verbal complexes that combine features of phraseology, neology, and discourse-specific constructions.

Media discourse, conceptualized by Tatiana Dobrosklonskaya as a multidimensional communicative space integrating linguistic, cultural, and technological factors (Dobrosklonskaya, 2008), acts as a primary environment for the generation and dissemination of such units, which arise through interaction between traditional linguistic patterns and rapidly evolving communicative practices, particularly in social media, online journalism, and



digital platforms. Within this framework, neological processes, extensively described by Elena Zemskaya (Zemskaya, 2010), are closely linked to the need for naming new phenomena and conceptualizing emerging realities, which leads to the formation of expressions such as “to go viral,” “to catch hype,” “trend,” or their Russian equivalents, functioning not merely as lexical innovations but as semi-fixed constructions with recognizable pragmatic functions.

From a semantic perspective, these emergent units demonstrate a high degree of metaphorization and conceptual reanalysis, which aligns with the principles of cognitive linguistics, particularly the theory of conceptual metaphor developed by George Lakoff and Mark Johnson (Lakoff & Johnson, 1980), according to which metaphor is not only a stylistic device but a fundamental mechanism of thought structuring human experience. In media discourse, metaphor acquires additional pragmatic force, serving as a tool of evaluation, persuasion, and emotional impact, which can be observed in expressions such as “information explosion,” “media storm,” or “digital addiction,” where metaphorical imagery intensifies perception and shapes audience interpretation.

Furthermore, the semantic structure of new phraseological units is characterized by contextual dependency and interpretative flexibility, meaning that their significance emerges within specific communicative situations rather than being fully fixed in the language system, which allows them to function as dynamic discourse markers. This observation supports the idea that modern phraseology cannot be analyzed exclusively within the framework of traditional lexicology but requires a discourse-oriented approach that considers pragmatic and sociocultural factors.

A crucial mechanism underlying the development of contemporary phraseology is the transformation of traditional idiomatic expressions, a process thoroughly described by Alexander Kunin (Kunin, 1996), who identified modification, extension, and semantic shift as key strategies of phraseological evolution; in modern media discourse, these processes become particularly productive, leading to constructions such as “to keep one’s finger on the digital pulse,” which preserve the semantic core of the original idiom while adapting its imagery to technological realities, thereby demonstrating continuity and innovation simultaneously. Similar transformations affect numerous idiomatic expressions, indicating the formation of a new layer of neo-phraseology that reflects digital culture and media logic.



The stylistic dimension of these processes is equally significant, as emergent stable expressions exhibit heightened expressiveness, evaluative meaning, and pragmatic orientation, which corresponds to the principles of functional stylistics outlined by Ilya Galperin (Galperin, 1977), who emphasized the role of expressive means in shaping textual impact; in media discourse, where competition for audience attention is intense, such units become essential tools for achieving communicative effectiveness, enabling compression of meaning, emotional engagement, and persuasive influence. Consequently, these expressions often perform not only nominative but also manipulative functions, contributing to framing and interpretation of information, which highlights their importance within contemporary communicative strategies.

In addition, the increasing role of digital platforms contributes to the hybridization of linguistic forms, where elements of colloquial speech, professional jargon, and borrowed vocabulary merge into semi-fixed constructions, reflecting the convergence of different registers and discursive practices; this phenomenon illustrates the ongoing shift toward a more flexible and adaptive linguistic system capable of responding to rapidly changing communicative demands.

Thus, phraseological and neological processes in modern media discourse reveal a complex interplay between stability and innovation, tradition and transformation, system and usage, demonstrating that language actively adapts to technological and social changes by generating new expressive resources, which not only expand the phraseological inventory but also reshape the ways in which meaning is constructed, communicated, and interpreted in the digital age, thereby opening new perspectives for research in cognitive linguistics, media linguistics, and discourse analysis.

REFERENCES

1. Vinogradov V. V. Russian Language. Moscow, 2001;
2. Kunin A. V. Course of Modern English Phraseology. Moscow, 1996;
3. Zenskaya E. A. Modern Russian Language. Moscow, 2010;
5. Dobrosklonskaya T. G. Media Linguistics. Moscow, 2008;
6. Lakoff G., Johnson M. Metaphors We Live By. Chicago, 1980;
7. Galperin I. R. Stylistics. Moscow, 1977