

## LINGUOCULTURAL CHARACTERISTICS OF MASS MEDIA NEOLOGISMS OF ENGLISH LANGUAGE

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**Annotation:** The media reflect all worldwide forms taking put on the planet, hence the appearance of neologisms has moreover influenced the data circle. An fundamental highlight of neologisms is its unavoidable heading towards the marvel of reality, in this manner, modern words reflect all changes taking put in open life, which definitely leads to the arrangement of modern designations. Unused words within the media are of specific intrigued to scientists, since neologisms within the media ought to be expressive and pull in the consideration of audience members. And it is the media that spread these unused words and are the implies of popularizing them. The foremost as often as possible analyzed topical bunches are music, writing and cinematography. The article emphasizes that the analysis of new words in the English media contributes to the understanding of the typical and specific characteristics of a person by a linguistic personality and as a result of describing the cultural interpretation of the basis of the analyzed units of conceptual values of people.

**Key words:** Culture, language, neologism, media.

English is the foremost critical dialect within the world and is always being improved with modern words and expressions all through the history of its advancement. It is by distant the foremost broadly utilized dialect within the world and has official status in over 600 nations. English is the dialect of worldwide discuss activity control and the essential dialect of world distributing science and innovation. The need for a worldwide dialect is especially acknowledged by the universal scholastic and trade community, and this can be where the appropriation of a common dialect is most apparent both in classrooms and within the thousands of person contacts made day by day around the world. In association with the developing significance of the English dialect within the present day world, the question of whether there's an beyond reconciliation strife that English is isolated by individuals having a place to numerous distinctive cultural traditions, and on the other hand, within the English dialect, as in any dialect, certain social foundation and values. No one questions the significance of language in our life. In truth, it would be troublesome to assume our life without the capacity to communicate.

Be that as it may, since dialect has continuously been display for as long as we will keep in mind, we once in a while consider the part and affect of the particular symbol framework we utilize on a every day premise. Typically genuine of our mother tongue framework and is fair as genuine when it comes to individuals of distinctive etymological societies. Dialect capacities in a society that creates as a framework, so it continually needs dialect back and considering approximately changes, which in turn invigorate dialect processes. An fundamental highlight of the lexicon is its unavoidable heading towards the marvel of reality, which is why the lexicon reflects all the changes taking put in open life, which unavoidably leads to the arrangement of unused assignments. Investigate fabric and strategies. The inquire about fabric

comprises of neologisms of the English media taken from the taking after electronic word references. (Wordspy, Macmillian Buzword Dictionary, Urban dictionary.) Due to the importance of language as a means of communication in everyday communication with people, the need for new words arises constantly, as they are needed. To achieve the goal of the research, we use a linguocultural approach to studying the role of neologisms in the language of the media. The modern approach to the study of language, the peculiarity of new words lies in the analysis of lexical units, as elements of the linguistic space in the conditions of the cultural space, which gives the new.

Philological sciences 40 measurement of dialect learning. The relationship between etymological and social angles is most clearly seen within the modern lexicon, since unused words reflect changing needs, interface, openings of individuals and the integration of ancient phonetic shapes with modern concepts. The media that spread these modern words and are a implies of popularizing them. Investigation. In back of our proposal approximately the shared impact of the culture of national solidarity and the media, we would like that neologisms utilized in media writings are born not as it were much obliged to the imaginative considering of creators and editors, which comes from the media and impacts the peruser, but often neologisms are found in writings as of now within the dynamic dialect of local speakers. Musical neologisms are in the language of the English media and are mainly represented by genres and styles. Musical language is a complex, multi-perspective and multidimensional phenomenon. The study of professional genres within the musical language is a matter of integrating textual and contextual analysis, since the genre's job is to mediate between social situations and texts that strategically respond to the needs of those situations. Semiosis, social context, social agents, social relations and text in different aspects consistently determine both the textual internal and external features of the musical language and act as reliable criteria when differentiating its genres. New words “popsical” is a musical genre that combines elements of both pop music and classical music, combining elements of pop music and classical music. This neologism was formed by mixing a compound consisting of one word and a morpheme part. The lexical stem takes two tokens that intersect and concatenates them together to create one.

**Conclusion:** Our research has confirmed that neologisms develop language and make it richer. By examining national character, language specialists underline for the most part the significance of lexicon. Lexicon is the Everest of a dialect. There's no bigger task than to seek for arrange among the hundreds of thousands of words which contain the vocabulary. There may be numerous more prominent tasks—working out a coherent linguistic framework is certainly one—but nothing beats lexical think about for sheer amount and extend (Precious stone, 1995, p. 117). Being nationally-specific, neologisms realize their categories by implies of which the agents of a certain individuals mull over through their space and their borders in which they are put to see and analyze the encompassing world

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