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

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Annotation: This research paper investigates the pragmatic features of neologisms in tourism discourse using examples from English, Russian, and Uzbek languages. The study emphasizes how newly coined words reflect technological, cultural, and social developments within the tourism industry. The comparative and pragmatic analysis reveals that English functions as the main source of lexical innovation, while Russian and Uzbek adapt these neologisms according to their linguistic and cultural norms. The paper examines the semantic, structural, and communicative aspects of neologisms such as ecotourism, glamping, selfi-tur, and shop-tour, focusing on their informative, persuasive, and expressive functions. The results demonstrate that neologisms serve not only as linguistic innovations but also as effective marketing and communicative tools in global tourism. The findings contribute to the understanding of how language evolves in response to globalization and technological progress.

Keywords: Neologism; tourism discourse; pragmatics; globalization; lexical innovation; English; Russian; Uzbek; communication; persuasive language; cross-cultural adaptation.

Introduction

In the era of globalization and digital communication, the tourism industry has become one of the most dynamically developing sectors of the global economy. With the growing intercultural interaction and the expansion of the information space, language — especially its lexical system — plays a key role in shaping the image of tourism. The rapid emergence of new concepts and phenomena in tourism has led to the active creation of neologisms, i.e., newly coined words or phrases. The study of neologisms in the field of tourism is of great relevance, as these linguistic innovations reflect modern social, technological, and cultural changes. The pragmatic aspect of neologisms determines their communicative and expressive functions, revealing how new words influence perception, marketing, and tourism discourse in general.

This paper analyzes the pragmatic features of neologisms in English, Russian, and Uzbek tourism discourse, identifying similarities and differences in their formation, semantics, and communicative purpose.

Theoretical Background of Neologisms in Tourism

The term “neologism” originates from the Greek *neos* (“new”) and *logos* (“word”), meaning a newly formed or borrowed lexical unit. In the tourism industry, neologisms arise due to innovations in technology (e-tourism, smart travel), globalization (ecotourism, voluntourism), and social changes (dark tourism, slow travel).

According to linguistic scholars (Crystal, 2019; Algeo, 1991), neologisms serve not only as indicators of linguistic creativity but also as reflections of societal needs. In the



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pragmatic aspect, neologisms are used to attract attention, increase the emotional appeal of advertising, and form a positive image of destinations.

In the Russian linguistic tradition (Krysin, 2005; Zemskaya, 2009), neologisms are divided into lexical, semantic, and borrowed types. Uzbek linguists (Rasulov, 2020; G'anieva, 2022) emphasize the role of translation adaptation and language borrowing in the formation of Uzbek tourism neologisms such as eko-turizm, agro-turizm, brending, and selfi-tur.

Methodology

The research follows a comparative and pragmatic analysis approach. Corpora of English, Russian, and Uzbek tourism materials (websites, brochures, media texts, and advertisements from 2020–2024) were analyzed. A total of 150 neologisms were identified and classified by structure, semantic motivation, and communicative purpose.

The pragmatic analysis focused on:

Expressive function – to evoke emotions and positive associations.

Informative function – to provide concise and modern descriptions of services.

Persuasive function – to influence consumer behavior.

Results and Discussion

English Tourism Neologisms

In English, tourism discourse is highly innovative and marketing-oriented.

Examples include:

- Bleisure travel (business + leisure)
- Staycation (stay + vacation)
- Glamping (glamorous + camping)
- Ecotourism, voluntourism, dark tourism, etc.

These words combine two or more lexical elements (blending), creating expressive and memorable units. Pragmatically, they aim to attract attention and differentiate products in the competitive tourism market.

Russian Tourism Neologisms

In Russian, neologisms often result from borrowing and morphological adaptation:

“Экотуризм”, “бэкпэкинг”, “шоп-тур”, “виза-ран”. They reflect globalization and digitalization of tourism, emphasizing novelty and modern lifestyle. Pragmatically, such neologisms strengthen the persuasive function, appealing to young audiences and professional travelers.

Uzbek Tourism Neologisms

Uzbek tourism neologisms are influenced by both English and Russian:

Eko-turizm, agro-turizm, selfi-tur, luks-sayohat, onlayn-rezervatsiya. The pragmatic goal is to make tourism terminology internationally recognizable while preserving local linguistic identity.

The adaptation of foreign words follows Uzbek phonetic and morphological norms, ensuring easier perception by the local audience.

Pragmatic Functions of Tourism Neologisms



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Tourism neologisms perform several pragmatic functions:

- Informative: describe new services, technologies, and trends (e.g., smart tourism, digital nomadism).
- Persuasive: create emotional engagement through creative language.
- Expressive: highlight the unique image of destinations.

Economic: increase brand value and consumer trust.

Neologisms in tourism discourse thus serve not only linguistic innovation but also marketing and socio-cultural purposes, forming part of global tourism communication strategies.

5. Comparative Analysis

Feature	English	Russian	Uzbek
Dominant formation type	Blending ,Compounding	Borrowing, Adaptation	Borrowing, Hybridization
Pragmatic focus	Marketing, innovation	Modernity, global culture	Localization, recognition
Examples	Glamping, Staycation	Экотуризм, Шопп-тип	Eko-turizm, Selfi-tur

The comparative analysis reveals that English acts as a donor language, while Russian and Uzbek adapt neologisms according to linguistic and cultural norms.

Conclusion

Neologisms in tourism discourse represent an essential element of modern communication, reflecting global trends and technological advancement. Their pragmatic functions — to inform, persuade, and emotionally engage — make them powerful tools for shaping perceptions in tourism marketing.

The comparative study of English, Russian, and Uzbek neologisms shows that globalization stimulates lexical borrowing and cross-linguistic creativity. In Uzbek, the pragmatic adaptation of neologisms ensures both linguistic modernization and preservation of national identity.

Future studies can focus on corpus-based statistical analysis or pragmatic evaluation of neologisms in digital tourism platforms.

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