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THE USAGE FEATURES OF NEW LEXICAL UNITS IN NEWSPAPER AND ONLINE PUBLICATION HEADLINES IN THE UZBEK LANGUAGE

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Abstract. This article analyzes the usage features of new lexical units that emerged in the Uzbek language during the period of independence in newspaper and online publication headlines. Based on media language materials, the study examines the semantic, structural, and functional aspects of these new lexical units. The degree of usage of new lexemes in newspaper and online headlines, their process of popularization, and their linguopragmatic functions have been identified. The results show that new lexical units are used significantly more actively in online publications compared to newspapers.

Keywords: new lexeme, headline, media language, online publication, newspaper, neologism, Uzbek language.

Introduction. During the period of independence, the lexical structure of the Uzbek language has significantly expanded. As a result of socio-political, economic, technological, and cultural changes, numerous new lexical units have entered the language. In particular, mass media — newspapers and online publications — have become the main environment for the dissemination of this process.

Headlines are considered the most important communicative part of a text. They serve to attract the reader's attention and to convey information in a concise and impactful way. For this reason, new lexical units are actively used in headlines.

The emergence and popularization of new lexemes in the Uzbek language of the 21st century is recognized as an important linguistic phenomenon. Due to globalization, digital technologies, and the development of social networks, the lexical structure of the language is continuously being renewed. Mass media, especially newspapers and online publications, perform the function of the main communicative space for the formation and dissemination of new lexical units. The headline, as the shortest but most expressive part of the text, is considered an active linguistic unit that readily accepts new lexemes.

The study employed methods such as observation, comparison, statistical analysis, and descriptive analysis. The research material includes publications from 2023–2026 such as "Xalq so'zi," Kun.uz, Gazeta.uz, and Daryo.uz. In the article, lexical units used in media language were divided into several thematic groups. For example, information technology lexemes: artificial intelligence, platform, startup; economic lexemes: cashback, investment, marketplace, cryptocurrency; socio-political lexemes: blogger, instablogger, podcast; educational lexemes: credit-module system, online education, slides, etc.

In newspaper publications and their headlines, new lexical units are generally presented in a standardized form based on the norms of the literary language. "*Narkojinoyat*larga qarshi murosasiz kurash"("Xalq so'zi"2026-yil 13-iyun № 120(9291)); "Xalq vakillari *texnoparkda*"(Xalq so'zi"2026-yil 13-iyun № 120(9291)); "*Innovatsiya* va tajriba uyg'unligi – muvaffaqiyat garovi"(Xalq so`zi"

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2023-yil 15-dekabr №267 (8610)); “O‘tgan yili *gender tenglikka* erishish strategiyasi ijrosi qoniqarli bo‘ldimi?”(“Xalq so`zi”2024-yil 2-fevral №25 (8648)); “Milliy *brendlarni* qo‘llab-quvatlash milliy taraqqiyot mezoni” (“Xalq so‘zi” 2025-yil 28-may №107 (9002)); “*Narkojinoyat*larga qarshi murosasiz kurash”(“Xalq so‘zi”2026-yil 13-iyun № 120(9291)); “Xalq vakillari *texnoparkda*”(Xalq so‘zi” 2026-yil 13-iyun № 120(9291)).

Internet publications analysis of new lexical units. In online publications, new lexical units are used in a much freer and more dynamic manner. Headlines are typically short and have a strong attention-grabbing function. In many cases, English loanwords are frequently used in these headlines**.** For example: “Rus, ingliz va nemis tilini telefon va *internetdan* o‘rgandik” - buxorolik 12 yoshli egizaklar hikoyasi”(Kun.uz jamiyat | 17:30 / 06.04.2026); “Kuzda Apple 15 dan ortiq yangi *gadjetni* taqdim etadi.” (kun.uz texnologiya | 18:16 / 29.06.2026); “JCh-2026 anonsi. Mbappe va Holand *pley-offda* start oladi.”(kun.uz sport | 16:25 / 30.06.2026); “O‘zbekistonda *elektromobillar* soni bir yilda 68 foizga oshdi.”(Gazeta.uz 2026-yil, 29-iyun, 11:42); “Ikkinchi Buxoro *biyennalesi* 2027-yilda bo‘lib o‘tadi. U haqda nimalar ma’lum?” (Gazeta.uz 2026-yil, 19-iyun, 17:36); “*Sun’iy intellekt* sababli *zumerlar* ish topa olmayapti.”(Daryo.uz 2026-yil 30-iyun 15:45).

Newspaper and online publications play an important role in the usage and dissemination of new lexical units in Uzbek media language; however, they perform communicative functions that differ from each other in terms of their functional characteristics. The main differences between these two types of media are clearly manifested in their stylistic features, level of lexical activity, speed factor, scope of innovation, and emotional-expressive potential. First of all, newspaper texts are distinguished by their reliance on formal style. This is associated with the function of conveying official information related to state policy, socio-economic processes, and public affairs. Therefore, new lexical units in newspaper headlines are often used in standardized, stable forms and are adapted to the norms of the formal literary language.

Online publications, on the other hand, are dominated by a free and flexible style. This environment is associated with rapid information exchange and communication aimed at a wide audience; as a result, new lexical units are used in fast-changing and dynamic forms. The online media sphere functions as an active space that readily accepts the innovative layer of language. In terms of lexical activity, online publications demonstrate significantly higher indicators compared to newspapers. This is due to the dynamic nature of the internet environment, where new lexical units emerge quickly, spread rapidly, and enter widespread usage. In contrast, newspaper texts accept new units more slowly and tend to use previously tested and standardized forms.

The speed factor is also an important distinguishing criterion. In online publications, information is transmitted in real time; therefore, new lexical units are used in accordance with the requirements of rapid communication. In newspapers, however, the publishing process is relatively longer, which leads to pre-editing and standardization of linguistic units.

The level of innovation is higher in online publications, which can be explained by the active influx of new technologies and foreign borrowings. In newspapers, although new lexical units are also present, they are used in specific contexts and within the norms of the literary language. From the perspective of emotionality, online publications demonstrate a medium to high level of expressiveness, with a greater use of linguistic means aimed at attracting the reader’s attention in headlines. In newspaper texts, however, emotional expressiveness is relatively low, as the main emphasis is placed on delivering objective information.

Overall, the results of the comparative analysis show that online publications serve as the leading platform for the emergence and popularization of new lexical units, while newspaper texts play an important role in their standardization and stabilization. In this regard, these two types of

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media can be regarded as complementary functional systems in the development of the modern lexical system of the Uzbek language

Conclusion. The use of new lexical units in newspaper and online publication headlines in the Uzbek language represents one of the most significant linguistic processes in contemporary media language. The conducted analysis shows that, during the period of independence, the lexical system of the language has significantly expanded, and new lexical units arising from socio-economic and technological changes have become actively integrated into media discourse. According to the results of the comparative analysis, online publications serve as the leading communicative environment for the rapid emergence, widespread dissemination, and innovative usage of new lexical units. This phenomenon can be explained by the speed of information exchange on the internet, the broadness of its audience, and its stylistic freedom.

Newspaper publications, on the other hand, adopt new lexical units at a relatively slower pace and primarily use them in standardized and formalized forms. This is closely related to the language policy of newspapers and the requirements of formal style.The analysis also shows that the use of new lexical units in headlines performs not only an informational function but also pragmatic functions such as attracting the reader's attention, creating a sense of novelty, and increasing communicative impact. In particular, a higher level of emotionality and expressiveness is observed in online headlines.

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