

The Function Of Neologisms And “Trending” Words In Advertising Texts

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Annotation. Neologisms, or newly coined terms and expressions, have long played an important role in the formation of language and communication in various fields. In advertising, neologisms are often used as a powerful tool to attract attention, convey novelty, and evoke specific emotions in the target audience. By introducing new words or reworking existing ones, advertisers strive to create memorable messages, distinguish their products from competitors, and reflect cultural interests. This article focuses on the function of neologisms in advertising texts, as well as the function of “trending” words, how they can increase brand reputation, strengthen emotional connections and facilitate consumer engagement.

Keywords. Advertising, new words, neologisms, “trending” words, consumer personality, impact, psychological impact

Successful marketing is marketing that can introduce or promote products to the general public and customers. In this place, the importance of language in audio, visual and text ads is insignificant. Marketers often ignore the power of words in this field. As a society, we are constantly manipulated by words, phrases and advertising slogans that influence our consumer choices. Marketing has never been more technologically diverse or open to creativity than it is today. We’re sure there’s never been a better time for service providers than there are different platforms, forward-thinking techniques, and an audience open to trying new things.

How well can a product sell by changing one word in a sentence?! When companies focus on creating product language to attract customers, they often find that their customers are much more receptive to purchasing the product. People like to believe that what they buy is really good. If they have a clear idea of what they are getting, they will be interested in the product and willing to buy it.

In the rapidly developing world of marketing, language is an important tool not only for conveying information, but also for shaping consumer perceptions and influencing behavior. Neologisms (newly coined words or phrases) and “trending” (buzzwords) words (terms that have become popular over time) are common in advertising texts. These linguistic tools have the ability to influence the psychological landscape of consumers, shaping their attitudes, feelings and decisions in subtle but powerful ways. Through this article, we have studied the psychological impact of neologisms and trend words on the emotional appeal and overall credibility of marketing messages, as well as on the consumer’s mind through advertising texts. Neologisms (Greek. *neos* - new, *logos* - word) are words expressing new things and concepts that have appeared due to the development of society and the needs of life. The novelty of neologisms is noticeable only at the time of their initial appearance: over time, they lose the “novelty value” feature and usually become active words. For example, the words *marketing*, *rating*, and *tender*, which have been considered new for the Uzbek language for several years, have now become common words. In addition to general neologisms in the language, there are also individual stylistic or occasional neologisms. Such neologisms are created by authors based on methodological requirements in a certain context¹.

The use of neologisms in advertising serves several purposes:

- Among these, one of the most important aspects is **innovation**. People naturally crave novelty and this tradition is reinforced in advertising text. When consumers encounter a new, unfamiliar word, it often creates curiosity and aspiration. This is especially important in a market saturated with traditional advertising messages. Neologisms make an advertising more memorable and a product or service more interesting.

¹ <https://uz.wikipedia.org/wiki/Neologizmlar>

- From a psychological point of view, the introduction of neologisms can create a **sense of originality and novelty**. The use of advanced language in advertisements indicates that the product or service being sold is at the forefront of culture and technology. For example, take the phrase “**self-care**” - once a unique concept that has become the main criterion of lifestyle and understood a range of wellness products, now the word is a personal affordances and socially relevant meanings that lead consumers not only to purchase the product, but also to align themselves with a broader, desired cultural movement. Nowadays, this phrase is often found in advertising for *psychological courses, yoga classes, consumer goods and beauty products*.
- In addition, neologisms can **affect the personality of the consumer**. When people adopt and use new terms, they indicate that they belong to a particular social group or subculture. In advertising, this can create a strong association between the consumer’s personality and the brand. Let’s look at how brands like Apple or Nike have become part of our permanent lifestyle or mindset. For example, in the advertising of these brands, not only the name of the product is given as a neologism, but also the following slogan is chosen for it, which serves its success: “Think different!” (Apple) or “Just do it!” (Nike) expressions are more important to the consumer than giving the quality of the product. by influencing their inner feelings, it serves as a strong incentive to purchase.
- Also, neologisms help to **remember the brand**. For example, words such as “Google”, “Yandex”, “Uzum” are the basis for the names of other services in our daily life, in addition to their main services. In this way, this service helps to be remembered: “Google map”, “Yandex eat”, ...

“Trending” (buzzwords) words and social influence.

Trending words are any of the words, topics, or names that are frequently mentioned on a social media website or news website at a given time². There are two types of language used in marketing:

- 1. The words of representatives of the marketing field (use of different meanings of linguistic units);**
- 2. Using buzzwords to attract customers³.**

In the first of the above, words that reveal different aspects of meaning are used in order to show the quality of the product or its superiority over other products.

In the second case, it is understood the use of the type of language used to communicate with the target audience, i.e. “trending” words. Using buzzwords in marketing companies helps build trust with consumers. But these famous words lose their importance over time and new ones come in their place.

For example, in the 2000s, some sentences of the film based on the popular work “Shaytanat” rose to the level of “trend”. These sentences have entered the tradition not only in the work, but also in the language of the population. In the “Arktika” water advertisement of that period, we find such a “trending” sentence:

- Hey, I told you “Arktika”. Did you cheat on me?! Did you know that I only drink Arctic with my family? You knew! So, you disrespected not only me, but also my family. Do you know what awaits those who disrespect us? Botqa, pour it!

- Well, brother! Here is “Arktika”.

In advertising texts, marketers can use the power of social influence and collective identity of trending words. These words are often associated with social, political, or cultural movements, and their use in advertising can have a bigger impact than expected. In particular, brands and services can strongly attract attention in response to consumer demands.

From a psychological point of view, trending words are very effective in fostering a sense of belonging and shared values. Consumers don’t just buy a product—they participate in a larger story or social movement. We know that trending words appear at a certain time - one person starts using a certain word, and others use it⁴. Eventually, the word spreads to different groups and places. Whether or not to include them in the dictionary is discussed by lexicographers. It can be seen that neologisms are mainly referred to the general public, while trending words are usually limited to a certain group.

² https://dictionary.cambridge.org/dictionary/english/trend#google_vignette

³ <https://mailchimp.com/resources/marketing-buzzwords/>

⁴ <https://www.thelanguagegallery.com/blog/20-trendy-new-words-and-how-to-use-them-in-everyday-life>

In conclusion, we can say that neologisms and “trending” words are a powerful tool in psychological influence for advertisers. They stimulate the natural interest of consumers, help build personality and take advantage of the social impact of collective action. If these types of tools are used effectively, these linguistic units can create strong emotional connections between consumers and brands. However, the psychological effect of neologisms and “trend” words is not without dangers. Too much use of such units, i.e. superficiality, can lead to consumer fatigue or distrust.

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