

## NEOLOGISM BASED POLITICAL TERMS FROM PAKISTANI POLITICAL ENVIRONMENT AS PRESENTED IN WESTERN MEDIA

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### **Abstract**

*The study focuses on the comparative analysis of Neologism based political terms from Pakistani political environment as presented in western media. In the context of politics, political terminology functions as a common language and discourse. Moreover, public perception can be influenced by how political terminology is understood. The research is significant because the idea of neologism in Pakistani political terms and their representation in western media is explored for the very first time. Peter Newmark's contributions in the field are of worth consideration. There has never been a thorough linguistic analysis of the Urdu language conducted in Pakistan. To close the gap, this study examines neologisms and their usage in western media. The data for the study was chosen from News channels such as BBC News, Aljazeera, Down News, HBO and social media Applications such as YouTube, Facebook and Twitter. The research paper is based on qualitative method and aim of the researcher is to analyse the concept of Neologism in political terms. Furthermore, the theoretical framework of the study is based on the notion of Neologism. This research will pave a way for other researchers to work on other political terms.*

**KeyWords:** *Neologism, Political Terms, Pakistani Politics, News Channel, Discourse Analysis, Qualitative Approach. Western Media Asia*

### **1. Introduction**

The study of neologisms, in particular, political neologisms is a key field of research which provides useful information regarding the development of the language in relation to the shifting political values and the utilization of this language to influence public opinion and socio-political practices. Neologisms in politics are not mere entries to the vocabulary, but also reflect the ideological tendencies and politics of power in society. Naya Pakistan, a U-turn, Selected Hakumat, and similar terms are neologisms that define the political discourse of both domestic and international arenas by integrating into the broader political contexts of the specific politics (and the context of the word) (Dr. Gul Zamin Khan and Dr. Islam Badshah 2025). Regarding the question of media and translation studies, the presence of neologisms is a challenge that will always be present in terms of equivalence, culture, and interpretation strategies, therefore, proving that neologisms are not mere new words in vocabulary but conceptual centers that are endowed with socio-political significance (Chalaya and Ghashim 2023; Hanaqtah 2019a; Voloshchuk and Nalyvaiko 2020). Research on political neologisms in Pakistani context is un-researched and no such detailed research has been conducted so far to trace these terms as they are presented and translated in the western media. The present study fills this gap since it is the first linguistic research that provides an analysis of these neologisms representations on both Pakistani and Western media.

The language constantly changes, and there is continuous adjustment to the technological, social, and political forces. Neologisms play a crucial role in political discussion as they enable political actors and news media to reduce the complicated happenings into a small linguistic

package. In his definition of neologism, Newmark presents two general types including new forms and old words used in new meanings which have considerable implications in the field of translation as well as in the study of political discourse (Li 2024). The Western media being a significant global discursive venue plays a crucial role in spreading local political language to the international audience, and in certain cases, plays with political neologisms in other communicative settings (Chernyavska 2020). Neologisms are generated by such linguistic devices as borrowing, compounding, derivation, and semantic extension that are not only an expression of linguistic creativity but also constitute the expressions of the shifting socio-political reality (BOYKO 2023; Kukiboyeva and Rakhimova 2024). Neologism in a political context, the research therefore requires a conceptual framework that combines linguistic creativity and socio-cultural meaning.

Previous research has demonstrated that neologisms are translation challenges due to their cultural particularity and socio-political background, particularly when they cross the linguistic boundaries (Hanaqtah 2019a; Pak et al. 2023; Tarasova et al. 2023). Besides, political neologisms are not only lexical formations but also ideological markers; this has been brought into the limelight in critical analysis of the political discourse where neologisms are applied in creating group identities (Ezeifeke 2019; Samoylova 2023).

Neologism as an academic study is a by-product of both lexicographic and socio-linguistic studies (Margalitadze 2018). The seminal work of Newmark (1988) was the start of a systematic research into neologisms and they were categorized based on their creation and meaning change. The classification system suggested by Newmark (1988) comprises the following categories: new formations, derivatives, abbreviations, eponyms, and transposed lexical items with new referents, which are the cornerstones of the further study of the formation of neologisms in the political discourse.

Judging by this theoretical framework, newer studies have broadened the scope of the neologism studies. The study of neologisms in British newspapers by (Sergejs Usevičs n.d.) revealed that neologisms were the outcome of technological convergence, cultural convergence and lexical convergence in the discourse of the media. (Kh Assist n.d.) associated the translation of neologisms with linguistic and contextual competence with the pragmatic challenges of the translator when handling the lexical innovations that are not contained in the normal dictionaries. Specifically, (Tahir and Tariq 2018) focused on the formation of the political neologism in Pakistani TV talk shows and discovered that English is a significant source language in creating political lexical innovation in South Asia. All these studies indicate that there is a growing scholarly interest to classify, as well as to contextualize, neologisms in media and translation studies.

Greater emphasis on the interdependence between linguistic creativity, media discourse and socio-political factors in the formation of neologisms is increasingly being recognized. The model introduced by Newmark still remains at the center of the analysis of the formation and the functions of neologisms in discourse (Newmark 1988.). (Sergejs Usevičs n.d.) emphasizes the role of media in the spread of neologisms by saying that the media can best facilitate lexical innovations. The issue of translation is emphasized in the work by (Sayadi, 2011) who argues that translation problems are centered on semantic innovation and cultural importance and that neologisms require a complex interpretation.

A structural semantic classification of neologisms has also been proposed by Russian linguist L. A. Haham and considers the form and meaning of the words. This classification suggests that neologisms can be of three basic types. The former type comprises of new words in form and meaning. These words bring new vocabulary in the language. The latter type contains words that are new in their form but with an already existing meaning in the language. New

morphological and phonological patterns are used to form these words. There is the third type which has words that maintain their current form but has a different meaning.

(Tahir and Tariq 2018), has noted in the Pakistani context that the political neologisms in political talk shows are predominantly English in nature and not Urdu or other local languages, which are indicative of the influence of English in Urdu politics. This fact is true to the general observation that social communication platforms and the media have increased the rate of lexical innovation by making new words to spread faster. Political neologisms also have to do with identity formation and ideological discourses. As an example, the popular slogans in the contemporary media like *Vote ko Izzat Do*, *Tabdeeli aa gayi hai* is the rhetoric that can be used to translate political ideologies, and the aspiration of the population of the country in terms that should be attentively translated to preserve the meaning and connotations of the translated words in the context of the Western media.

Going outside of the Pakistani politics context, the studies of political discourse have shown that neologisms are rhetorical tools employed in the creation of ideology and identity. Indicatively, the qualitative studies on the political discourse have discovered ways in which the political figures manipulate lexical innovations as a form of political instruments to shape political identity and to appeal to a certain group of the population (Memon and Khoso).

## 2. Methodology

This paper adopts a qualitative research methodology to analyze the political neologisms using terms of neology that have developed in the Pakistani political sphere and how they are portrayed in the media of the West. A qualitative methodology is used because it will enable a more detailed linguistic and contextual study of political neologisms and the focus of the investigation will be on the meaning, usage, and discursive practices and not on quantitative measurement.

### 2.1 Research Design

The design of the research is descriptive and analytical. It will recognize the political neologisms, categorize them based on the word formation processes, and the semantic and contextual roles of neologisms. The research has a theoretical basis in the sense of neologism, relying mostly on the classification of neologisms provided by Peter Newmark, as well as lingual theory of words formation.

### 2.2 Data Sources

To cover the political discourse, different national and international electronic media sources along with research papers were used to obtain data. The Pakistani political information was received through the top local news sources including Dawn News, The Nation and Express Tribune and the political information available on social media like Youtube, Facebook and twitter. To examine the representation of the same in the Western media, international news outlets such as BBC News, Al Jazeera, and HBO were chosen based on their international coverage, credibility, and constant reporting of Pakistani politics.

### 2.3 Sampling Technique

In this study, purposive sampling was used. The selection of the political terms, expressions, and slogans was predetermined by their appropriateness to the Pakistani political discourse and their frequent repetition in the media texts. Only the political terms that were based on neologisms, namely the newly created lexical material or the words that already existed but had new definitions attached to them were included in the dataset.

### 2.4 Data Collection Procedure

Systematic review was carried on political news coverage, talk shows, interviews, opinion articles, and social media content on Pakistani politics. Based on this content, political terms and phrases based on neologism were found and mined. All the chosen materials were written

down and tabulated in MS Word to be analytically studied. There were both word-level neologisms, and above-word-level neologisms, including political slogans and phrases, in the dataset.

### 2.5 Data Analysis

The analysis was performed in several steps. To begin with, all the recognized neologisms were analysed to identify the lexical status of the neologisms, that is, to define whether the word was a novel neologism or the already existing word with a new meaning. Second, the neologisms were categorized based on the word formation processes such as coinage, derivation, compounding, borrowing, loan translation, conversion, semantic shift as per the framework and the general linguistic theory of Newmark.

Third, a lexical and semantic analysis was conducted to determine the tendencies of lexical adjustment and meaning extension in the political environment. Fourth, in neologisms that are used outside of the word level a comparative analysis was performed to investigate how the terms were equivalent and represented in the Western media. This phase concentrated on translation strategies, (literal and sense-based translation) to determine the level of preserving the original political meanings. Lastly, the frequency of word formation processes was also noted to establish the predominant tendencies in the formation of neologisms in Pakistani politics.

### 2.6 Ethical Considerations

The media sources analysed to obtain all of the data in this study were publicly available. No confidential or personal information was involved, and the study follows the best practices in terms of ethics in linguistic and media studies.

## 3. Results

### 3.1 Neologism at the level of words

Sr.NO	Neologism based Terms	Word formation
1	Patwari	Conversion
2	Youthiye	Derivation
3	Bhuttoism	Derivation
4	Hybrid Regime	Compounding and Borrowing
5	Container politics	Compounding and borrowing
6	Dhandli	Coinage
7	Sindh Card	Compounding and Borrowing
8	Jiyaly	Coinage
9	Karkun	Coinage
10	Inqilab	Old word with new meaning
11	Motorway politics	Compounding and Borrowing
12	U-turn	Borrowing
13	Selected Hakumat	Loan translation
14	Neutrals	Derivation
15	Pindi Boy	Compounding and Borrowing
16	Naya Pakistan	Coinage
17	Khalai makhlooq	Compounding and Loan Translation
18	Invisible forces	Compounding and Borrowing
19	Powerful circles	Compounding and Borrowing

20	Third Empire	Compounding and Borrowing
21	Diesel	Old word with new meaning

### 3.1.1 Container politics

The term container politics was used when it comes to Pakistani politics to describe an approach by which political leaders used to address their followers and present their platforms standing on shipping containers. This practice would be famous all over the Pakistani cities especially in Islamabad when it was used during political rallies and political demonstrations.

### 3.1.2 Patwari

The term patwari is commonly applied in Pakistani politics to mean a supporter or a member of the Pakistan Muslim League (Nawaz), particularly one who is attached to Sharif family. The term has been employed by the opponents of the political system rather derogatively and more often than not, the term was employed to suggest blind loyalty or a deep-rooted devotion to the party leadership.

Patwari is a word explored in the British colonial era where the tax officers who recorded land were called patwari. The term has come to refer to the Pakistani politics followers of PML-N over the years, especially those who are believed to be unwavering supporters of the party hierarchy, especially to the Sharif family.

### 3.1.3 Bhuttoism

The political philosophy and legacy of the Bhutto family, which includes Benazir and Zulfikar Ali Bhutto, who played a significant part in the Pakistani politics, and their daughter, is known as Bhuttoism. Zulfikar Ali Bhutto, the founder of the party, was the prime minister of Pakistan between 1973 and 1977. His daughter Benazir Bhutto became the first woman prime minister in Pakistan in the year 1988.

### 3.1.4 Hybrid Regime

Political scientists often employ the term hybrid regime to describe the political systems that comprise the aspects of authoritarian and democratic systems. The term, hybrid regime, has been used by scholars and observers to describe the political environment of Pakistan to show the complexity and dynamism of the system.

### 3.1.5 Dhandhli

The Urdu word, dhandhli, is translated into English as rigging or electoral fraud. The term is commonly used to describe any unjust or unethical acts of elections in the context of the Pakistani political situation. Electoral rigging can be exemplified by suppression of voting, ballot manipulation, intimidation, and other forms of false maneuvering that are meant to influence the election outcome.

### 3.1.6 Jiyala

Jiyala is a common term in the Pakistani political street lingo to refer to a staunch and loyal supporter of the Pakistan Peoples Party (PPP), which is among the largest political parties in Pakistan. The word Jiyala that is translated as devotee or ardent follower originated in Urdu. When talking about a sense of devotion and brotherhood to party members, it is often used in a positive context.

### 3.1.7 Motorway Politics

Political infrastructure projects such as highways and motorways developed and advanced, particularly driven by political interests, can be called motorway politics in politics. Development of infrastructure has become a top political campaign point in most countries such as Pakistan. One of the ways through which politicians can show their concern with modernization, connectivity, and economic growth is by constructing highways.

### 3.1.8 U-turn

The term U-turn is commonly used in the Pakistani political lingo as a tool of disapproving a political leader or political party who has changed their standpoints on certain matters. The term implies that the party/leader has reneged their decision which is synonymous to a U-turn when driving.

It is an adjective often used by politicians to highlight some perceived contradictions, backtracking, or change of heart. The accusation of a u-turn is the powerful political rhetoric that can be invoked by an opponent or critic of a leader or party in question to undermine the reliability, integrity or legality of that person or party.

### 3.1.9 Selected Hakumat

The legitimacy of a government in Pakistani political language has been undermined or derided by stating that it has been a Selected Government (Selected Hakumat) meaning that the government was elected in some way other than democratically. The phrase gained popularity as the ruling party of Prime Minister Imran Khan and Pakistan Tehreek-e-Insaf (PTI) party were in power. This phrase has been used by critics and more so the opposition parties to indicate that the administration was either planted or sponsored by the influential institutions and not elected in a free and fair democratic process.

### 3.1.10 Youthiye

At the beginning of 2018, Youthia was established based on a combination of Urdu and English. After the election of Pakistan, the majority of the youths elected a former cricket star and celebrity Imran Khan as the prime minister of the country. Youth is an English word, the origin of which is the word Thiya or Thia in Urdu is Chuthia.

### 3.1.11 Neutrals

Individuals or organizations which do not ascribe to any political party or philosophy can be called neutrals in Pakistani politics. These neutrals can choose to continue being objective as opposed to engaging in partisan politics.

### 3.1.12 Pindi Boy

In Pakistan, the term Pindi boy is used to describe a type of slang that is usually applied to the military and political domain. It characterizes an individual with connections or a background of Rawalpindi, a military city and a strategically important city in the Pakistani Punjab province. Rawalpindi is the GHQ of the Pakistan Army.

### 3.1.13 Naya Pakistan

The translation of Naya Pakistan into the English language is New Pakistan and it has become a renowned political slogan in Pakistan, particularly with reference to the Pakistan Tehreek-e-Insaf (PTI) party led by Imran Khan. One of the biggest campaign platforms of a former cricketer turned politician, Imran Khan was the concept of Naya Pakistan.

### 3.1.14 Khalai Makhlooq

In Pakistani political speak, the term Khalai Makhlooq has been common usage as of January 2022, the last time that I revised my understanding. In English, it is translated as the creatures of foreign origin or the aliens. However, in the political arena of Pakistan it is often applied figuratively to refer to inexplicable or unknown forces which are opined to influence or govern political events behind the scenes.

Whenever the politicians or any other individual in Pakistan calls another one of them Khalai Makhlooq, they might be hinting that they are being controlled by overseas players or some dark forces. This may be as little as the implication that intelligence services are at work to as much as accusing other nations or conspiracies.

### 3.2 Neologism Above word level

S.NO	Neologism based terms in Pakistani political environment beyond word level	Presented in Western media
1	Tabdeli a Nahi Rahi tabdeli a gai Hai	I) change is not coming II) Hope and change mantra
2	Vote ko Ezzat do	Honor the vote
3	New Pakistan	Naya Pakistan
4	Tum jitney Bhutto Maro Gy Ghar Ghar Sy Bhutto Nikly ga	Many Bhutto's were killed but even more would emerge

#### 3.2.1 Tabdeli a Nahi rahi, tabdeli a gai hai.

The phrase Tabdeli Aa Nahi Rahi, Tabdeli aa gai Hai gained better popularity in Pakistani politics, especially the 2013 general elections. It was linked with the leader of a political party Pakistan Tehreek-e-Insaf (PTI), Imran Khan. The PTI and Imran Khan used the motto to facilitate a positive change in Pakistani politics during the election campaign.

Uzair Younas on the other hand, when interviewed by Sandra Gathmann in Aljazeera talk show, said that it is just a mantra of hope and change and on one of the facebook posts as well the individual has translated like change will not come, change has come. In both sources, it is also clear that both the interviewee and the newscaster knew the Pakistani politics and spoke similar language. Although the former came up with a new phrase, lateral had a literal meaning to it. Therefore, although one of the interviewees has come up with a new term, the interpretation of the phrase has not changed in western media.

#### 3.2.2 Vote ko Ezzat do

Pakistani politics Vote ko izzat do is translated by the Aljazeera and BBC News as either Giving respect to vote or honor the vote in English. This is a phrase that has been used by many of the political groups and organizations in Pakistan to emphasize the importance of respecting the results of the election as well as the will of the people. Another often quoted opinion that the democratic process is to be upheld and that election outcomes must be accepted unchallenged is the slogan. The same meaning has been retained as translators of the news channels have made same translation using a literal translation of the news.

#### 3.2.3 New Pakistan

Naya Pakistan has been translated into English as New Pakistan by BBC news. It has been a political slogan of the Pakistan Tehreek-e-Insaf (PTI) party led by Imran Khan. The phrase gained popularity during the 2013 Pakistani general elections due to the promises of Imran Khan and the PTI to bring a Naya Pakistan that would be characterized by accountability, transparency and changes in all boards.

#### 3.2.4 Tum Jitney Bhutto Maro Gy Ghar Ghar Sy Bhutto nikly ga.

It was translated by BBC's Shehbaz Jilani reports as, many Bhuttos were murdered, and more would surface. The name was neologism since the terms were in existence, but the meaning attached was specifically used by PPP. Pakistani politics have been greatly engaged with the Bhutto dynasty including Benazir Bhutto who was the daughter of Zulfikar Ali Bhutto, the prime minister of Pakistan. The slogan has been used to convey the long-term political legacy and popularity of the Bhutto name, especially to those Pakistani masses that support the PPP. The individual has employed base translation of senses to translate the expression.

#### 4. Discussion

The current research examined political neologisms that have been as a result of the Pakistani political context and how they are portrayed by the western media. The findings indicated that Pakistani political neologisms occur as a result of different word formation systems including coinage, derivation, compounding, borrowing, conversion and semantic shift. Moreover, the analysis showed that translation strategies employed in Western media in translating these expressions to English are not the same; some of the expressions were translated literally, whereas others had to be rendered in terms of sense in order to maintain a contextual value.

Function and Role of Political Neologisms.

The results affirm that the political neologism is a component constituent of the political discourse in Pakistan. Such words as Naya Pakistan, Patwari, and Selected Hakumat are not only linguistic novelties, they are ideological signs that represent political standpoints, loyalties, and criticism. Such observation is consistent with studies that show that political neologisms are one of the factors that help in the construction and propagation of political ideologies and discourse frames. As an example, neologisms indicate the changing socio-political situation and are a carrier of meaning that summarizes group beliefs and attitudes in the discourse community (Storjohann 2025).

On the same note, other linguistic studies on socio-political texts have also confirmed that neologisms can be used as instruments of political expression. During the social-political text analysis, neologisms were observed as an expression and impact of both political ideologies, the general discourse, and general values of societies (Ilhomjonovna n.d.). This is similar to what is presently found, where the neologisms mirror as well as influence the Pakistani politics, implying that the innovation of political lexicon is a cross-cultural phenomenon in politics.

Processes of Formation of Words and Linguistic Innovation.

The process of categorizing neologisms in the current research based on the processes of word formation aligns with the existing theoretical bases of neology. The prevalence of the process of compounding and derivation in the development of Pakistani political terms, as an example, is consistent with the results of other media-political contexts. The studies of English-language political media discourse revealed that the processes of compounding, derivation, and blend formation were the fruitful methods of producing political neologisms to reflect modern socio-political processes (Shangaraeva, Deputatova, and Pomortseva 2021).

The findings also show that a large portion of the political terms used in the Pakistani environment are borrowed or adapted to English, and some of these terms are borrowed directly, or through the combination of the Urdu elements with English ones. This tendency is aligned with other situations where the impact of the prevailing languages, particularly English as lingua franca, is one of the factors that lead to the formation of neologism into the local political language. The English cross-linguistic influence on the local political vocabularies highlights the impact of globalization and cross-linking in media on the development of political language.

Translating and Representing in Western Media.

Comparative study of the ways the Pakistani political neologisms are translated into the Western media can bring valuable information about the cross-linguistic representation. Literary translation was mostly used in simple slogans like *vote ko izzat do* - Honor the vote and does not lose the semantic meaning and remain understandable by the audience around the world. Complex or culturally loaded phrases such as *Tum jitney Bhutto maro gy ghar ghar sy Bhutto nikly ga* in their turn had to be translated through sense, given the pragmatic and cultural overtones that were installed in such slogans.

This observation is consistent with the current studies, according to which, the difficulty in translating political neologisms lies in the fact that a politically oriented word is often culturally specific and may be hard to translate without the necessary specific background. According to the study of political neologism translation by Hanaqtah, cultural and linguistic competence of translators is vital because politically generated neologisms usually have ideological implications which can not be effectively translated only through literal translation.

Within the context of other languages, researchers have observed that political neologisms present certain difficulties to translators because they are relatively new, context-specific, and semantically difficult. These issues are also apparent in the analysis of the translation strategies in the Western media in the current study where sense-based translation methods were required to preserve political meaning to the international viewers. The necessity to apply culturally responsible translation policies supports the thesis that political neologism translation is not a matter of words only, but rather a contextual issue.

*The Social Media as a Venue of Neologism Dissemination.*

The other important conclusion of this study is that social media has a major role that it plays in spreading and propagating political neologism. Such wide circulation of words like U-turn, Hybrid Regime, and Motorway politics on the social sites like twitters and Facebook is a testimony that political term usage on the social sites is like an active venue where lexical innovation is possible. The given observation is consistent with the general literature that mass media and online communication platforms speed up the process of creating and popularizing neologisms (Anvarovna 2025). In her work, Ruzmuratova emphasizes the fact that the digital platform promotes the quick change in language, and the neologism can be introduced into the mainstream discourse faster than with the use of traditional media.

These discoveries imply that the cross-section between the political communication and the digital media creates a dynamic space within which the language develops according to the political processes, the discussions among the public, and the general mood. Political neologisms, therefore, do not only characterize political phenomena but they also contribute to the creation of this phenomenon in the sense that they promote more people being involved and spreading political narrations.

The current study builds on the previous studies of political neologisms in a number of aspects. Although a significant part of the literature is devoted to either the lexical innovation as the general neology or the problems of translation in political texts, the given study satisfies both directions and investigates the formation of neologisms in politics and the representation of it in international media. Speaking of examples, the focus on theoretical aspects of lexical innovation and semantic change has been traditionally presented in studies on neologism and discourse (Storjohann 2025), whereas the current research applies these theoretical concepts to the case of political discourse, offering empirical data on the topic in a non-Western setting. Moreover, the combination of the translation analysis and the word formation processes would characterize this work as opposed to the studies that consider these dimensions independently. Unlike such research as (Hanaqtah 2019b) is rather interested in translation strategies of political neologisms, and the others are interested in the formation processes in the context of the media (Shangaraeva et al. 2021), the present study summarizes these factors, showing how political language changes and is reflected on the linguistic borders.

### **Conclusions**

This paper has discussed how political neologisms were created and used and represented within the Pakistani political context and how they have been translated and depicted in the Western media. The results indicate that political neologisms are mostly coined with the use of compounding, derivation, coinage, borrowing, and semantic transfer, which indicate the

linguistic creativity as well as ideological stance. Such neologisms are not only the indicators of political affiliation and prevalence of opinion but can be used to construct political discourse and shape popular opinion. The analysis also shows that the Western media would use literal translation to interpret simple terms but in cases where an expression is culturally or politically sensitive, it is almost always required to use sense-based translation, which makes linguistic and cultural proficiency very significant. Twitter, Facebook, and YouTube are the main social media platforms which significantly contribute to the propagation, popularization, and normalization of political neologisms, as it is the venue that links formal politics with the common masses. Altogether, this work indicates the complicated interdependence of language, politics, and media because, as this paper shows, political neologisms are the product and the source of the modern political language. These results are a basis in conducting future research on cross-cultural political linguistics, translation habits, and how digital media impacts communication politics.

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