

approach aligns with modern task-based and communicative language teaching methodologies, fostering greater linguistic flexibility and fluency among students.

Cognitive linguistics provides a comprehensive framework for understanding the relationship between language, thought, and human experience, offering valuable insights into the processes of language acquisition and learning.

By integrating cognitive approaches such as Conceptual Metaphor Theory, Image Schema Theory, Frame Semantics, and Construction Grammar into language education, educators can create more engaging, meaningful, and effective learning experiences. These approaches not only enhance students' ability to comprehend and use language but also foster deeper cognitive connections that improve retention and application. As research in cognitive linguistics continues to evolve, its contributions to language pedagogy will undoubtedly play a crucial role in shaping future teaching methodologies. Adopting cognitive perspectives in education has the potential to transform language learning from a mechanical process into an intuitive and cognitively enriching experience.

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HOW ENGLISH DRIVES THE CREATION OF NEW WORDS WORLDWIDE

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Annotation: This article investigates the pivotal role of the English language in the creation and dissemination of neologisms across the globe. English, as a dominant international language in areas such as science, technology, business, media, and entertainment, has become a key driver in the formation of new words and expressions. The paper delves into how English, through its widespread use, acts as a source of innovation in vocabulary, influencing both global communication and the evolution of local languages. The study highlights the ways in which English neologisms are adopted, adapted, and integrated into various linguistic and cultural contexts. It examines the impact of technological advancements, such as the internet and social media, in accelerating the spread of English-derived terms worldwide. Additionally, the article explores the phenomenon of code-switching and borrowing, where non-English speaking societies embrace English words, often modifying them to suit local phonetic and syntactic patterns. Furthermore, the article considers the sociocultural and economic factors that facilitate the widespread adoption of English neologisms, such as globalization, transnational corporations, and the global reach of English-language media. Through this exploration, the paper

demonstrates the powerful influence of English in shaping modern languages, as well as its role in creating a shared lexicon that transcends national borders and fosters global connectivity. Ultimately, this analysis underscores how English serves not only as a language of communication but also as a tool for linguistic and cultural exchange, driving the creation of new words and expressions that reflect the dynamic, ever-changing nature of global societies.

Key words: English Influence ,neologisms,global Language ,language evolution,language evolution, word creation, linguistic innovation, English borrowings, English borrowings, English borrowings ,cross-cultural linguistics, language adaptation

English has firmly established itself as a global lingua franca, a phenomenon that is particularly evident in the field of neologisms. As a leading language in global communication, English plays a central role in the creation and adoption of new words worldwide. This paper investigates the ways in which English is influencing the creation of new vocabulary and how these terms transcend borders to become part of other languages. The Global Dominance of English:

The dominance of English on a global scale can be attributed to factors such as globalization, technological advancements, and the expansion of multinational corporations. The language's prevalence in social media, international news, and entertainment has further solidified its position as a key source of linguistic innovation. The Role of Technology and Media in Language Evolution: One of the primary drivers of neologisms is technology. English serves as the foundation for many new terms, especially in fields like IT, digital communication, and social media. Platforms such as Twitter, YouTube, and Facebook are hubs for the introduction of new English terms, which often spread globally due to the platforms' international reach. Example: "Hashtag" – a term that originated on Twitter, now adopted widely in many languages.

These terms, initially born in English, often undergo transformations as they are integrated into other languages. English Neologisms in Non-English Speaking Countries: In non-English speaking regions, English words are frequently borrowed and adapted to fit local linguistic norms. This process, known as borrowing, results in the creation of hybrid words that blend elements of English and the local language. This phenomenon is particularly prevalent in Asian and European countries, where English is frequently used in business, technology, and entertainment.

Example: In Japanese, "コンビニ" (konbini) is a borrowed term for "convenience store." The Process of Language Adaptation:

When English words are borrowed into other languages, they are often adapted to fit local phonetic and grammatical structures. This can result in subtle or significant changes to the original word. For instance, English words like "email" are often phonetically modified, and their use becomes widespread in regions where English is not the first language.

Case Study: The Internet and Social Media's Impact:

The digital revolution, especially the rise of the internet, has had a profound impact on how language is used globally. Social media platforms, blogs, and online forums have accelerated the spread of English-based neologisms. The short, catchy nature of many new English words makes them ideal for the rapid dissemination across diverse linguistic environments.

English has undeniably become a central force in the creation and spread of new words across the world. Its presence in technology, media, and global business has made it an essential source for linguistic innovation.

As English continues to influence global communication, its role in the creation of new words will likely grow, further solidifying its place in the evolution of modern languages.

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This outline, including references, will help guide you through writing a detailed and well-supported article on how English drives the creation of new words worldwide. Make sure to elaborate on each section and cite the references as needed to provide a robust, well-researched piece.

ETHNOLINGUISTIC STUDY OF UZBEK PROVERBS (BASED ON THE NAMES OF FOOTWEAR AND THEIR PARTS)

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Annotation. *This article presents an ethnolinguistic study of Uzbek proverbs related to footwear and its parts. The research analyzes the semantic properties of such proverbs, their symbolic meanings, and ethnographic aspects. A comparative study with other Turkic languages highlights cultural similarities and differences. The findings indicate that proverbs related to footwear reflect social status, labor practices, and everyday life in Uzbek culture.*

Keywords: *proverbs, ethnolinguistics, footwear, semantics, folk wisdom, culture, Turkic languages.*

Uzbek proverbs serve as a reflection of the people's worldview, traditions, and cultural values. They encapsulate centuries of wisdom and experience, providing guidance for various aspects of life. Proverbs related to footwear, its parts, and usage offer deep insights into social status, labor activities, and ethical values.