Neologisms in Urdu
A Linguistic Investigation of Urdu Media

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Abstract

Scientific-technical revolution, development of mass media, impetuous development of social life resulted in appearance of an enormous amount of new words and meanings. It resulted in so-called "neologism". Neologism is an important morphological process to produce new words in a language. It is used as one of the ways to generate new words and word forms in the language. Neologisms are especially useful in identifying inventions, new phenomena, or old idea, which have taken on a new cultural context. The present paper will discuss the process of neologisms in Urdu media.

Keywords: Word-formation, Neologism, Coinage, Society and Media, Word-formation processes.

1.1 Introduction

The speakers of a language can coin new words according to their needs with the help of already existing words or word-forming elements in the language. The amount of newly generated information that we utilize in our daily lives far surpasses the accumulative amount of information that we produced in past generations. Therefore, we need to create or coin a huge number of new labels and names for everything new that has come into existence in recent times.

Languages as social phenomena have ceaseless links with other languages and cultures. When civilizations and cultures interact with native languages, they exercise considerable impact on the languages in various ways. These interactions, sometimes, result in showing up new kind of morphological and syntactical structures.

Urdu is also one of the languages that absorbed many foreign elements due to various socio-linguistic backgrounds. The outcome of this interaction enables speakers to create new expressions in the language and these newly coined expressions often become popular and used by the way of mass media as well as electronic media. Media plays an important role to introduce these newly coined words. After being introduced, these words or word

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combinations become the accepted part of the language if generally used by the public even rejected by its opponents.

1.2 Methodology

Creating new words is especially reflected in language as needs of society in terms of new concepts, constantly arising from the development of science, technology, culture, public relations, etc. Neologisms reflect the socio-cultural situation in Urdu media too. In this way to identify the neologisms and its process, the data was taken from the leading Indian Urdu newspapers "Rashtriya Sahara" and "Inquilab".

1.3 Neologisms and Linguistics

A *neologism*, from Greek *neo* 'new' + *logos* 'word', is a newly coined word that may be in the process of entering common use, but has not yet been accepted into mainstream language. Neologisms are often directly attributable to a specific person, publication, period, or event. According to *Oxford English Dictionary* the term *neologism* was first used in print in 1772, and thus, is arguably a neologism itself.

The main purposes of neologisms in the light of linguistic observation are to update the existing lexicons and dictionaries with the newly coined words, and the analysis and description of the neologisms themselves in terms of distribution over word-classes, statistics on derivational methods, statistics on loan words origination etc.

Neologism as a linguistic phenomenon can be seen from different aspects: time (synchronic), geographical, social and communicative. Thus neologism is
"...a unit of the lexicon, a word, a word element or phrase, whose meaning, or whose signifier-signified relationship, presupposing an effective function in a specific model of communication, was not previously materialized as a linguistic form in the immediately preceding stage of the lexicon of the language. This novelty, which is observed in relation to a precise and empirical definition of the lexicon, corresponds normally to a specific feeling in speakers. According to the model of the lexicon chosen, the neologism will be perceived as belonging to the language in general or only to one of its special usages; or as belonging to a subject-specific usage which may be specialized or general" (Rey, 1995,77).

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Neologisms can be either loan words in the form of direct loans and loan translations, or newly coined terms, either morphologically new words or by giving existing words a new semantic content. For the individual, some words may be unknown without necessarily being neologisms. A special term that the interpreter does not understand is not automatically a neologism. It is a part of the linguistic competence and general knowledge of the interpreter that s/he is able to determine whether a term is "new" or just unknown to him/herself. Neologisms have to become generally known to the public through their usage in a specific context. (Banjar, 2011)

According to Crystal (1992), Neologism can be defined as the creation of new lexical items as a response to changed circumstances in the external world, which achieves some currency within a speech community at a particular time. The newly coined words convey the idea of novelty to a certain extent. New words in the language are constantly entering the lexicon to describe new concepts and technologies and what they mean to us. Conversely, older words continually fall out of use as they decrease in cultural significance.

Neologisms form a highly relevant linguistic category for many reasons. They are elements that make a language living and dynamic rather than dead, they are indicative of language change, they form a serious obstacle in computational analysis and translation, and they help to show productive morphology of a language (Janssen, 2011).

Neologisms or coinage is one of the processes of creating new words. In the media journalists often coin new expressions with the help of different word formation processes (compounding, shortening, hybridization, claque and affixation etc). People try to outdo each other with more attractive and unique expressions to name their products, which results that these trademarks names are adopted by the common person and become "everyday words of language" (Yule 2006, 53).

1.4 Neologisms and Society

Neologisms tend to occur more often in cultures that are changing rapidly and also in situations where there is easy and fast propagation of information. The new terms are often created by combining existing words or by giving words new and unique suffixes or prefixes.

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After being coined, a newly coined word invariably undergoes scrutiny by the society and by language experts to determine its suitability to the concerned language. Many of newly coined words are accepted very easily where as some are rejected. Non-experts who dislike the neologism sometimes also use this argument, deriding the neologism as "abuse and ignorance of the language." Some neologisms, especially those dealing with sensitive subjects, are often objected to on the grounds that they obscure the issue being discussed, and that a such word's novelty often leads a discussion away from the root issue and onto a sidetrack about the meaning of the neologism itself. Proponents of a neologism see it as being useful, and also helping the language to grow and change; often they perceive these words as being a fun and creative way to play with a language. In addition, the semantic precision of most neologisms, along with what is usually a straightforward syntax, often makes them easier to grasp by people who are not native speakers of the language (Banjar, 2011).

Neologisms are accepted as parts of the language. Other times, however, they disappear from common use just as readily as they appeared. Whether a neologism continues as part of the language depends on many factors, probably the most important of which is acceptance by the public. If a newly coined word continues to use by the masses, it always eventually sheds its status as a neologism and enters the language even over the rejection of its opponents.

1.5 Neologisms and Media

A neologism can be a brand new word gaining usage in a language, or a new meaning for a word already in existence. Such a term isn't typically in common use, but may become so if it is used often. Neologisms can come from a variety of places and might be gleaned from scientific or technical language, come from other languages, be derived by putting two words together, or they may be solely invented.

Language specialists suggest new words often migrate into a language most with great cultural changes or with the integration of two cultures that speak two different languages. Arguably, things like social media may also have great influence on what new words could become part of a language.

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Neologisms are especially useful in identifying inventions, new phenomena, or old idea which has taken on a new cultural context. Neologisms often become popular by way of mass media, the internet, or word of mouth. Every word in a language was, at some time, a neologism, though most of these ceased to be such through time and acceptance.

Neologisms are central for innovation, and that journalism is central for introducing them, using the following intuitive arguments:

-innovation is the introduction of something new;

-in order to introduce something, it needs to be communicated;

-communication requires shared language;

-new things need new words or word combinations to be a part of the language;

-the news makes/spreads the new words to us so that the new things can be included in our language, discussed and introduced;

-therefore: Journalism enables society to discuss new things and introduce innovations.

Media introduces language for how innovation happens. Therefore, innovation journalism enables society to discuss innovation processes, which can affect the rate of innovation even more than the journalism about the innovations themselves.

1.6 Classification of Coinages in Urdu Media

New words in the language are created with a variety of morphological processes there are some common processes, which are extensively used to create new words. In this paper, I have tried to classify the various processes, which are used to coin new words in the Urdu media.

1.6.1 *Hybridization*

Among many features of languages, hybridization is a very common phenomenon in bilingual or multilingual communities. Hybridization can be simply defined as the mixing of words and phrases of two different codes or languages. It plays an important role in the language variation and change. It is also used in Urdu media to create new words. Here are some examples of hybridized expressions coined in Urdu media.

- saibar mujrim   cyber-criminal   (Nov, 04, 12 Inquilab)

- aitimi hathiyar   atomic weapon   (Dec, 12, 12 Sahara)

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• kisaan union	farmers union	(Dec, 12, 12 Sahara)
• jame parternership	Comprehensive partnership	(Dec, 11, 12 Sahara)
• gosht suplayar	meat supplier	(Dec, 18, 12 Sahara)
• tol vasuli	toll collection	(Nov, 28, 12 Sahara)
• sigret noshi	smoking	(Nov, 27, 12 Sahara)
• sher bazaar	share market	(Nov, 27, 12 Sahara)
• baik sawaar	bike rider	(Oct, 07, 12 Sahara)
• khalai mission	space mission	(Nov, 20, 12 Sahara)
• film saaz	film maker	(Nov, 28, 12 Sahara)
• shadi haal	marriage hall	(Dec, 14, 12 Sahara)
• urdu akedemi	Urdu academy	(Dec, 11, 12 Sahara)
• sikyaorti daste	security troops	(Nov, 22, 12 Sahara)

The above examples reflect the innovations specific to the Urdu media, which is the result of English impact on Urdu. These coinages can be regarded as deviation with reference to the norms of classical Urdu.

1.6.2   *Loan translation or Calque*

Sometimes new words are coined with the help of loan translation or loan words. Loan translation or calque is a process of translating the components of a word or phrase from another language to create new words in the target language. Crystal (1997) defines calque as "a type of borrowing where morphemic constituents of the borrowed word are translated item by item into equivalent morphemes in the new language. Here are some examples of loan translation used in Urdu media.

• kala bazaari	black marketing	(Nov, 15, 12 Sahara)
• mahi parvari	fishery	(Nov, 01, 12 Sahara)
• sabz inqilaab	green revolution	(Jan, 06, 12 Sahara)

In the above examples *kalabazaari* and *sabz inqilaab* are the translated forms of original English words *black-marketing* and *green revolution* where as *mahi parvari* is the translated form of original Hindi word *machhli paalan*.

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1.6.3 *Compounding*

Compounding is a common morphological operation, which is extensively used as one of the various ways to generate words and word forms. According to Toman (1992) a compound is a morphological complex word containing at least two elements, which can otherwise occur as free form i.e., as independent word. In case of Urdu, compounds are formed from a variety of sources such as Perso-Arabic, Indic as well as English. Here are some compounds used in Urdu media today.

- aag zani   conflict   (Nov, 04, 12 Inquilab)
- muslim kush   anti Muslim   (Nov, 08, 12 Sahara)
- jhola chhap   quack   (Nov, 09, 12 Sahara)
- chhota haathi   small elephant   (Nov, 08, 12 Sahara)
- khud sozi   self burning   (Nov, 28, 12 Sahara)
- chiragh khana   light house   (Dec, 14, 12 Sahara)

1.6.4 *Affixation*

Affixation is the morphological process whereby an affix is attached to a root or stem, It is a very common morphological process, which is productively used to coin new word in the language. The two primary kinds of affixation are *prefixation* (the addition of a prefix) and *suffixation* (the addition of a suffix). Here the examples of affixation in Urdu media can be cited from bollywood movie names and T.V programmes as well.

I.   Suffixation

- zaiqe baaz   a good cook   (T.V show, Starplus)
- hunar baaz   skilful / talented   (T.V show, Likfe OK)

ishq zaade   a person who is

madly in love   (Hindi movie)

II.   Prefixation

- be khwabi   dreem less   (Dec, 13, 12 Sahara)

1.7 Conclusion

To conclude the discussion we can say that neologism or coining new words is an important tool to study the variation or change in the language. We often coin new words to describe new ideas and things, but also when no word currently in existence can accurately express our sentiments. The interaction of the different people speaking various languages

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especially in bilingual or multilingual communities is resulting in the formation of new vocabulary. These new words are created from a variety of sources and might be gleaned from scientific or technical languages, come from other languages in the form of borrowing (direct words or translated forms) or they may be solely invented.

After the coinage, sometimes these new words become the accepted part of the language or disappear from common use just as readily as they appear. The acceptance by the public is most important factor of a neologism for being a part of the language. If its speakers continuously use a newly coined word, it gradually enters the language even over the rejection of its opponents.

The role of media is very important to introduce these new words in the language; a new word is popular by way of media because media introduces these words. Journalists often coin new expressions to make news interesting and effective which sometimes results the coinage and if these newly coined words are accepted by the masses, they become the part of the language.

In case of Urdu like other languages, it also permits neologism. Media is allowed to create new words for new expressions, new names for the products, technology and medicine can create for new ideas and techniques, and writers are allowed to neologies to convey the new ideas but finally in that of the many neologisms created, adapted, mutilated, very few survive.

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