

**THE MINISTRY OF THE HIGHER AND SECONDARY SPECIAL
EDUCATION OF THE REPUBLIC OF
UZBEKISTAN**

THE UZBEK STATE WORLD LANGUAGES UNIVERSITY

On the rights of manuscript

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**SEMANTIC AND FUNCTIONAL CHARACTERISTICS OF
NEOLOGISMS IN MODERN ENGLISH**

Speciality: 5A 120102

Linguistics (the English language)

DISSERTATION PAPER

Dissertation for Master's Degree

The work has been discussed
and recommended for defense
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Tashkent -2013

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INTRODUCTION

The President of Republic Uzbekistan I.A.Karimov has noted that «only that country, that nation can achieve the great future, prosperity and well-being which will manage to prepare knowing, professionally competent and vigorous persons, present patriots of the country, to enrich with their huge spiritual heritage of great national culture, to attach to treasures of a world science and culture»¹.

In this connection the President of Republic Uzbekistan I.A.Karimov has put at the ninth session of Oliy Majlis of Republic Uzbekistan such all-important problem: «... we should prepare faster a technique on the accelerated learning of foreign languages, based on national features». Here the foreground is taken away to the general, comparative-historical, typological, comparative and applied linguistics which bears responsibility for a condition such socially and scientifically significant area of knowledge, as linguistics, dictionary business, lexicology, a technique of teaching of language and so on.²

Topicality of the research: No living vocabulary is ever stable. “It is not today what it was a century ago, still less what it will be a century hence. Its constituent elements are in a state of slow but incessant dissolution and renovation. Old words are ever becoming obsolete and dying out; new words are continually pressing in”³.

The XX century is reputed to be the most neogeneous one. The influx of new words has never been as rapid as in the past 25 years. It is evident by now that science transforms man’s environment at a pace which is nor merely rapid, but swiftly accelerating.” Throughout all the ages the elderly have lectured their

¹ Каримов И.А.. Узбекистан по пути углубления экономических реформ.-Т:1995.-16с.

² Национальная программа по подготовке кадров// Гармонично развитое поколение – основа прогресса Узбекистана,- Т: 1997.- 35с.

³ Murray James A.H. General Explanation. A new English dictionary on historical principles. Vol. 53

juniors on the happiness of the old days and the decadence of present manners, but nowadays change is so rapid that anyone out of the first flush of youth tends to feel slightly out of date”⁴.

So the great influx of new words can be accounted for not only by intra-linguistic systematic factors, but by a number of extra-linguistic stimuli of language development, such as science-technological progress, mass media development, etc.

The English language just like other European languages is now facing “a neological boom”. This process has boosted a new branch of linguistics- neology. It’s a science concerned with the investigation and description of the new vocabulary items.

Neology is a branch of linguistics which studies new words – neologisms. These studies are related to such topics as the essence of neologisms, their origin in the English language, means by which they are created, their assimilation in speech, delimitations of neologisms and nonce words, problems of nomination processes in the language, the role of motivation in creation of new words, etc. Thus, we may draw a conclusion that neology presents so many disputable areas that it can still be considered as a timely and relevant topic for linguistic investigation. The most crucial problem is that of the term itself. So far no universal definition has been proposed, though the term is clearly motivated: neos/new/ + logos/word/. So the simplest definition is “any new word or expression”. It is quite laconic, but not quite scientifically correct. We proceed from the assumption that language evolution is expressed in the change of nomination, i.e. correlation between form and meaning of a vocabulary unit. A neologism then is any unit new either in form or in meaning⁵. It is but another testimony to a well-known fact that “language reflects faithfully the spirit of the age and the latest outlook of a given society. So a

⁴ Foster Br. The Changing English language. -Lnd: Macmillan, 1968.

⁵ Розен Е. В. Новое в лексике немецкого языка. -М., Наука, 1976.

neology is a very much socially bound science and implies some sociological study".⁶

The aim of the work is the study of neologisms in Modern English. The problem of neologisms is one of the main problems in the study of Lexicology. The topic of neology is one of the disputable themes in Modern English and that is why we consider our work to be **scientifically relevant**.

The tasks of the dissertation are as follows

- To observe the causes and results of nomination processes in the English language;
- To examine the influence of globalization process on creation of neologisms;
- To explore the productivity of word formation means in creation of neologisms;
- To determine the theoretical and practical difficulties in the translation of neologisms;
- To investigate the assimilation processes in borrowed neologisms;
- To present the effective ways and mechanisms of neologisms' translation from English into Russian.

The novelty of this research lies in several areas: we focus on description of the means of replenishing English vocabulary and the study of neologisms and ways of their translation into English.

In this paper we have used different methods of linguistic research, such as descriptive and analytical methods, as well as some elements of componential, contextual, distributional and dictionary definition analyses⁷.

The language material of the work is gathered from the various English and American periodicals, magazines⁸, mass media sources, internet sites as well as

⁶ Foster Br. The changing English language . Lnd.: Macmillan, 1968.

⁷ Арнольд И.В. Основы научных исследований в лингвистике.- М.: Высшая школа, 1991.

⁸ Cosmopolitan, Vogue, 2012

from economic, political magazines⁹ and dictionaries¹⁰. Thus, words, their definitions are taken from the following `new words dictionaries` which have it as their aim adequate reflection of the continuous growth of the English language:

- Twentieth Century Words,
- Concise Oxford Dictionary of Current English,
- Longman Dictionary of Contemporary English,
- International Dictionary of Finance
- The Dictionary of Banking and Finance
- Macmillan Dictionary of Modern Economics

The following Internet dictionaries and databases were used as well:

<http://www.urbandictionary.com/>

<http://www.thefreedictionary.com/dictionary.htm>

<http://www.randomhouse.com/features/rhwebsters/>

The theoretical value of this paper lies in presentation of the traditional and modern points of view on the problem of neology and ways of translation, influence of globalization process on creation of neologisms, assimilation processes in borrowed neologisms;

The practical value of the paper lies in its applicability to the course of English Lexicology, General Linguistics and practical English classes.

The hypothesis of the work is that the close study of neologisms and their subtypes presents an opportunity to have a deeper insight into the mechanisms of the language functioning and provides better understanding of the semantic and lexical peculiarities of the English language and the mechanisms of word formation as well.

⁹ The economist oct.2009, The financial times sep.2009

¹⁰ Graham Bannok. International Dictionary of Finance ,1995.Peter Collins. The dictionary of Banking and Finance 2003 David W. Pearce. Macmillan Dictionary of Modern Economics 1992

The structure of the work consists of the Introduction, two Chapters, Summary to chapter I and summary to chapter II, Conclusion, Glossary, and The List of Used Literature.

The Introduction describes the theoretical foundation of the work and its relevance. The main part includes two chapters, which present the problems of neologisms and ways of their translation. In Conclusion we present the main findings and the theoretical and practical results of the work.

In the Glossary we give a list of neologisms which were not included into the dictionaries we have studied. The Bibliography includes the alphabetical list of the bibliographical sources used to carry out the work on the paper.

Chapter I. Neology and word formation in Modern English

1.1. Causes and results of nomination processes in the language

The theory of nomination, first of all, is connected with the determination of correlation between the conceptual forms of thinking. It deals with the creation, establishment and distribution of the names of some fragments from the objective reality. The subject of the given theory is the study of the results of interaction of human thinking, language and reality in the processes of nomination. According to Kubryakova's point of view: "В центре внимания номинации, оказывается не только анализ результатов номинации, но и анализ самого процесса номинации"¹¹.

During the process of the joint action of an addresser and an addressee a certain feature of an object or an event is selected. It becomes a fundament of naming. A.A.Potebnya considers the principal feature of an object as a "presentation" or an "inner form", while its external name is determined by lexical and grammatical selective means of the language. According to the scientist's point of view, one of the features, which dominates is the inner form¹².

According to Boduen de Courtene "форму языка составляет нечто постоянное и единообразное в деятельности духа, выражения мысли"¹³. The artistic approach enables linguists to study the process of transmission and organization of the information between the subjects. Hence, different contexts of the meaning of the expression and the factors of a speaker and an addressee must be taken into consideration. In the sphere of the creation of lexical units with the ability of the performance of nominal functions, the specificity of each concrete language does not proceed only from the peculiarities of its grammatical structure. The potential of the conceptual thinking (how universal it could be) contains

¹¹ Кубрякова Е. Номинативный аспект речевой деятельности.- Москва.1986,-127 с.

¹² Потебня А. Полное собрание трудов. Мысль и язык.- Москва. 1999

¹³ Бодуэновские чтения: Бодуэн де Куртенэ и современная лингвистика. Способы номинации и мотивации композитообразований.- Казань. 2001,-50 с.

specific nuances and is subjective for each individual considering psychological and socio-cultural factors.

In principle, language **nomination** draws either on morphemes and their combinations or words and their combinations (in most languages). Depending on the language in question, these might appear as single-word or multi-word lexemes, but in some cases as stable sentences (e.g. proverbs), too, a question which I propose not to go into here¹⁴.

There has never been much attention paid to the interrelationship of derivation, compounding, collocation and polysemy across languages, these being the standard linguistic names used for processes and their results of various types of language nomination. While the first three, being of a formal nature, have been mentioned above and have to be examined separately, their obvious semantic counterpart, polysemy, is common to all.

In the sixties, S. Ullmann has summed up, in his search for potential semantic universals, what has been repeatedly taken for granted before, also in the Prague school. In doing this, he established a link between three of the four major formal internal types of nomination formation, or, rather, in his terms of the time, of word formation. In his view, some languages use (A) *derivation* and (B) *compounding* for the formation of new words, while other, using these two sporadically, exhibit a tendency to fill gaps in the vocabulary by resorting to (C) *polysemy*, i.e. by addition of new meanings to the existing ones. Although this is no straightforward rule, being limited and modified by a number of factors (including borrowings), our practical every-day experience with different languages and language types may basically suggest this, too, without any prior research.

¹⁴ Čermák, F., Language Nomination: Character and Relationship of Some Universals in Semantics and Morphology 20006 1, 249-256

However, should one want to be more specific, he or she is faced with problems, the most difficult one being polysemy¹⁵.

The ways in which new words are formed, and the factors which govern their acceptance into the language, are generally taken very much for granted by the average speaker. To understand a word, it is not necessary to be aware of how it is constructed, or of whether it is simple or complex, that is, whether or not it can be broken down into two or more constituents. We are able to use a word which is new to us when we find out what object or concept it denotes. Some words, of course, are more 'transparent' than others. We need only have met the separate elements of the adjectives *unfathomable*, *indescribable*, to be able to recognize the familiar pattern of negative prefix + transitive verb + adjective-forming suffix on which many words of similar form, like *uneatable*, are constructed. Knowing the pattern, we can guess their meanings: 'cannot be fathomed', 'cannot be described* - although we are not surprised to find other, similar-looking words, for example *unfashionable*, *unfavourable*, for which this analysis will not work. We recognize as 'transparent' the adjectives *unassuming*, *unheard-of*, while taking for granted the fact that we cannot use *assuming* or *heard-of*. We accept as quite natural the fact that although we can use the verbs *to drum*, *to pipe*, *to trumpet*, we cannot use the verbs *to piano*, *to violin*; and we cope effortlessly with the apparent paradox of *to dust*, meaning either 'to remove dust from something' or 'to apply a dust-like substance to something'

But when we meet new coinages, like *tape-code*, *freak-out*, *shutup-ness*, *beautician*, *talkathon*, we may not readily be able to explain our reactions to them. We may find them acceptable and in accordance with our feelings about how words should be built up; or they may seem to us offensive, and in some way contrary to the rules. Innovations in vocabulary are capable of arousing quite

¹⁵ Ullmann S., Semantic Universals. in: J. Greenberg, , *Universals of Language*. M.I.T. Press Cambridge, ed., 1966 (2. vyd.)217-262.

strong feelings in people who may otherwise not be in the habit of thinking very much about language¹⁶.

Theory of nomination developed first of all as the theory directed to explanation of the way between the things to its meaning, i.e. way from subjective world to nomination of its certain fragments.

That is concerned with onomasiology approach to the investigation of the language; approach, which is regarded to look through substantial sides of language units from the point of view of its objective orientation, i.e. correlation with extra linguistic objective line as a means of designation.¹⁷

A person, creating new word, aims individualization and originality. Then the word passes through several stages of socialization (acceptance by society) and lexicalization (fixation in language system). Word is perceived by mediators which distribute it among mass. They are usually teachers of universities, school teachers, reporters, workers of mass media.

Word is fixed in periodicals. Next stage of socialization is- acceptance of the word by wide mass of language users. Then comes the process of lexicalization, after that – acquisition of skills of adequate use of new word that is acquisition of communicative-pragmatic competence by the language bearers.¹⁸

In the result of nomination the unit is created, which refers to one of the types of nomination units (derived or compound word).

Each type of nomination units is characterized by unique number of features. Such features are: a) synthesis/analysis of nomination, which allows to contrast nominations closed in frame of one word to verbose nominations.

b) globality of unit, its semantic integrity and motivation, which allows to contrast non-derivative word as holistic sign to all others demonstrating different

¹⁶ Adams V. An introduction to Modern English Word formation Longman Inc. New York., 1973

¹⁷ Ворно Е.Ф., Кашеева М.А., Малишевская Е.В., Потапова И.А. Лексикология английского языка. Пособие для учителей: Л.: Просвещение, 1955.

¹⁸ Арбекова Т.И. Лексикология английского языка. Учеб. пособие для II-III курсов ин-тов и фак.иностр.яз.: М.: Высш.шк., 2007.

stage of ruggedness. So, derived words are less rugged in their semantics than compound;

c) absence or presence of predicative connection between component signs, which allows to single out simple word without this connection and contrast it to all other units of nomination where this connection exists in latent type or it is externally expressed.¹⁹

Heightened interest to the problem of neology is determined by important role of neologisms as the mirror of linguistic development, which reflects accommodation of language to its changeable under extra circumstances factors of its functioning. The starting point of the process of lexical innovation is practice, so far as lexical-nominative activity is influenced by cultural-historical and social-political conditions of life and activity of language society.

Taking into account the fact that the majority of nominative stimulus is supplied by social, political, scientific-technical, cultural spheres of activity of person. On the modern period of development of language science it becomes necessary to complex study of linguistic and socio-cultural processes in their functional interaction.

Reasonability of such approach becomes more obvious in connection with cultural globalization, which is understood as acceleration of nation's integrity into world system, which is accompanied by global informatization of world community.

1.2 Neologisms and their interpretation in Linguistics

Every nation is known by the culture represented through the language it keeps, and every aspect of the life of a people is reflected in their vocabulary. Some words get out of usage or get transformed; new words are created to

¹⁹ Ворно Е.Ф., Кашеева М.А., Малишевская Е.В., Потапова И.А. Лексикология английского языка. Пособие для учителей: Л.: Просвещение, 1955.

represent the reality brought to us by mass media in particular through news reporting.

At this moment English language as many other languages passes through “neologistic boom”. Great amount of new words and necessity of their interpretation led to creation of special branch of lexicology-neology-science about neologisms. Great success in development theories of neology achieved French linguists.²⁰

A neologism (from Greek *neos* '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 *neologism* was first used in print in AD 1483.²¹

Although there are general patterns of word-formation, language is not a fixed, rigid system; according to the current stage of development new words enter the vocabulary continuously, and certain tendencies of forming new words appear and may disappear again. In linguistics, a neologism is understood as a recently invented word. Neologisms are especially useful in identifying new inventions, new phenomena, or old ideas which have taken on a new cultural context.

New words and expressions or *n e o l o g i s m s* are created for new things irrespective of their scale of importance. They may be all-important and concern some social relationships, such as a new form of state, e. g. *People's Republic* or something threatening the very existence of humanity, like *nuclear war*. Or again the thing may be quite insignificant and short-lived, like fashions in dancing, clothing, hairdo or footwear (e. g. *roll-neck*). In every case either the old words are appropriately changed in meaning or new words are borrowed, or more often coined out of the existing language material either according to the patterns and

²⁰ Заботкина В. И. Новая лексика современного английского языка, М: Высшая школа, 1989, р.3

²¹ Oxford English Dictionary, 1998, p. 532

ways already productive in the language at a given stage of its development or creating new ones.

Thus, a *neologism* is a newly coined word or phrase or a new meaning for an existing word, or a word borrowed from another language.

The intense development of science and industry has called forth the invention and introduction of an immense number of new words and changed the meanings of old ones, e. g. *aerobic, black hole, computer, isotope, feedback, penicillin, pulsar, quasar, tape-recorder, supermarket* and so on.

The laws of efficient communication demand maximum signal in minimum time. To meet these requirements the adaptive lexical system is not only adding new units but readjusts the ways and means of word-formation and the word-building means. Thus, when radio location was invented it was defined as *radio detection and ranging* which is long and so convenient abbreviation out of the first letter or letters of each word in this phrase was coined, hence *radar*²².

The process of nomination may pass several stages. In other words, a new notion is named by a terminological phrase consisting of words which in their turn are made up of morphemes. The phrase may be shortened by ellipsis or by graphical abbreviation, and this change of form is achieved without change of meaning. Acronyms are not composed of existing morphemes according to existing word-formation patterns, but on the contrary revolutionise the system by forming new words and new morphemes out of letters.²³

A language grows by infusion of new words. Anyone who has been on the Internet for more than a few days knows what a webmaster is. Yet only a few years ago if we came across a "webmaster", we wouldn't know what that person did for a living.

There are many ways to coin words. You can make words out of thin air: googol, a word for a very large number (1 followed by 100 zeros) was coined by a

²² www.aetherlumina.com/gnp/listing.html

²³ Арнольд В.И. Лексикология современного английского языка М.1986, p. 216-218

nine-year-old boy. It was the inspiration behind the naming of the Google search engine.

The language can redefine old words. The Google name, in turn, became generalized as a verb meaning to search for something, not necessarily on the Web. You can find a 'sandwich' of two existing words (web + master) or you can fuse them together: lexpert (lexics + expert), someone who is an expert in words. Such an amalgamated word is also known as a portmanteau (from French, meaning a bag for carrying clothes, one that opens on two sides) since Lewis Carroll gave them this moniker in his 1872 classic "Through the Looking-Glass". Carroll himself coined some great portmanteaux, such as chortle (chuckle + snort), and slithy (slimy + lithe).

Coining words is easy. Getting them into a dictionary and common use is another matter. Among neologisms different categories can be distinguished.

A protologism is a new word created in the hope that it will become accepted. A protologism may be no more than suggestion of a word that might be used, whereas a neologism is a word that has been used. The term *protologism*, itself a neologism, was coined by Mikhail Epstein in 2003. Neologisms don't necessarily begin as protologisms since they may arise rapidly and unintentionally.

Evolution of neologisms is another aspect for their study. Newly-created words entering a language tend to pass through the following stages:

- Unstable - extremely new, being proposed, or being used only by a small subculture (also known as Protologisms)
- Diffused - having reached a significant frequency of use, but not yet having gained widespread acceptance
- Stable - having become recognizable, being *en vogue*, and perhaps, gaining lasting acceptance
- Dated - the point where the word has ceased being novel, entered formal linguistic acceptance and, even may have passed into becoming a cliché
- Passe - when a neologism becomes so culturally dated that the use of it is

avoided because its use is seen as a stigma a sign of being out of step with the norms of a changed cultural tradition, perhaps, with the neologism dropping from the lexicon altogether.²⁴

Sources of neologisms can be also very difference and diversified. Many examples of neologisms can be found in sciences, fiction, branding, literature, linguistic and popular culture. Here we are presenting some neologisms from different areas of human activity presented in Internet sources:

Science

- *x-ray*. or rentgenograph (November 8, 1895, by Rentgen)
- *radar* (1941) from Radio Detection And Ranging
- *black hole* (in the 1960s)
- *laser* (1960) from Light Amplification by Stimulated Emission of Radiation
- *lidar* (late 1990s) from Light Detection And Ranging²⁵
- *alien space* (1998)²⁶
- *genocide* (1943)
- *homophobia* (1969)
- *political correctness* (1970)
- *pro-choice* (1975)
- *heterosexism* (1979)
- *doe-whistle politics* (1990)
- *Islamophobia* (1991)
- *soccer mom* (1992)
- *corporatocracy* (2000s)
- *Islamofascism* (2001)
- *Saddlebacking* (2009)²⁷

²⁴ See the website: www.longman.com/webdictionary

²⁵ The Oxford English Reference Dictionary, 2d edition, Oxford University Press, 1997

²⁶ The Collins paperback English dictionary. 2nd edition, 1993.

• Words or phrases evolved from mass media content or used to describe popular cultural phenomena (these may be considered a variety of slang as well as neologisms) include:

• *Internet* (1974); *queercore* (mid 1980s); *plus-size* (1990s); *webinar* (early 2000s); *wardrobe malfunction* (2004); *truthiness* (2005) (already existed as an obscure word previously recorded by the *Oxford English Dictionary*, but its 2005 usage on *The Colbert Report* was a neologistic one, with a new definition); *Simpsons* (1989) are now in common use.

Commerce and advertising include many compound generalised trademarks:

• *consumerization* ; *hoover*; *kleenex*; *Laundromat* (2004)²⁸

Linguistics, as any other science, also have created many neologisms in its metalanguage to denote terms and notions:

• *hyperonym* (popularized in 1980); *backronym*(1983); *aptromm* (2003; popularized by Franklin Pierce Adams); *snowclone* (2004); *protologizm* (2005)²⁹; *nonce words*— words coined and used only for a particular occasion, usually for a special literary effect.

Many neologisms have come from popular literature and tend to appear in different forms. Most commonly, they are simply taken from a word used in the narrative of a book; a few representative examples are: "grok"³⁰-(to achieve complete intuitive understanding)"McJob"³¹, "Vyberspace"³² "nymphet"³³ from *Lolita* by Vladimir Nabokov. Kurt Vonnegut's *Cat's Cradle* was the container of the Bokononism , family of nonce words.

Another category is words derived from famous characters in literature, such as *quixotic* (referring to the titular character in *Don Quixote de la Mancha* by

²⁷ George S. Tavlas The International Use of Currencies, Finance & Development, #6, 1998.

²⁸ Rand McNally. Commercial Atlas and Marketing Guide. Rand McNally & Co. 2000

²⁹ Encycloædia Britannica. See www.britannica.com

³⁰ Robert A. Heinlein. Stranger in a Strange Land

³¹ Generation X: Tales for an Accelerated Culture by Douglas Coupland

³² "Neuromancer" by William Gibson

³³ "Lolita" by Vladimir Nabokov.

Cervantes), a *scrooee* (from the main character in Dickens's *A Christmas Carol*). Lewis Carroll has been called "the king of neologistic poems" because of his poem, "Jabberwocky", which incorporated dozens of invented words³⁴.

Neologisms are by definition "new", and as such are often directly attributable to a specific individual, publication, period, or event. The term "neologism" was itself coined around 1800. So in the early 19th century, the word "neologism" was itself a neologism.

In psychiatry, the term is used to describe the use of words that only have meaning to the person who uses them, independent of their common meaning. It is considered normal in children, but a symptom of thought disorder (indicative of a psychotic mental illness, such as schizophrenia) in adults. Use of neologisms may also be related to aphasia acquired after brain damage resulting from a stroke or head injury. People with autism may also create neologisms³⁵.

In theology, a neologism is a relatively new doctrine (for example, rationalism). In this sense, a neologist is an innovator in the area of a doctrine or belief system, and is often considered heretical or subversive by the mainstream clergy or religious institution(s)³⁶.

Neologisms tend to occur more often in cultures which are rapidly changing, and also in situations where there is easy and fast propagation of information. They are often created by combining existing words (see compound noun and adjective) or by giving words new and unique suffixes or prefixes. Those which are portmanteaux are shortened.

Neologisms can also be created through abbreviation or acronym, by intentionally rhyming with existing words, or simply through playing with sounds. Neologisms often become popular through memetics by way of mass media, the Internet, word of mouth (including academic discourse, renowned for its jargon, with recent coinages such as Fordism, Taylorism, Disneyfication and

³⁴ neologia.org/html/word_birthing.

³⁵ P. J. McKenna., *Schizophrenia and Related Syndromes*. Page 363

³⁶ G. E. Berrios (2009) Neologisms. *History of Psychiatry* 20: 480-496

McDonaldization now in everyday use). Every word in a language was, at some time, a neologism, ceasing to be such through time and acceptance.

Neologisms often become accepted parts of the language. Other times, however, they disappear from common usage. Whether a neologism continues as part of the language depends on many factors, probably the most important of which is acceptance by the public. Acceptance by linguistic experts and incorporation into dictionaries also plays a part as does whether the phenomenon described by a neologism remains current, thus continuing to need a descriptor.

It is unusual, however, for a word to enter common use if it does not resemble another word or words in an identifiable way. (In some cases, however, strange new words succeed because the idea behind them is especially memorable or exciting; for example, the word 'quiz', which Richard Daly brought into the English language by writing it on walls all around Dublin.) When a word or phrase is no longer "new", it is no longer a neologism. Neologisms may take decades to become "old", however. Opinions differ on exactly how old a word must be to no longer be considered a neologism; cultural acceptance probably plays a more important role than time in this regard³⁷.

1.3 The influence of globalization on the creation of neologisms

There is no doubt that the English language today is the most widely used language for international communication. Words and expressions are born, live for a short time and then die or find their place in our vocabulary according to the temporary or permanent nature of the phenomena they describe.

Indeed, if no new words were to appear, it would be a sign that the language was moribund; the progress of arts and sciences gives birth to a large majority of new words: each new word that does appear should be severely scrutinized before it becomes generally accepted.

³⁷ Arnold I.V. The English word .1986. p.62.

No new science is possible without neologisms, new words or new interpretations of old words to describe and explain reality in new ways. How could Aristotle have developed the logic of syllogisms or Newton the theory of dynamics without new vocabularies and definitions? They were neologists, and everybody wanting to contribute new knowledge must be. «To reject neologisms, often despicably, is to reject scientific development. No sign of scientific conservatism is so telling as the rejection of all but the established concepts of a school of thought. Neologisms are, however, relative to the terminological paradigm actually dominating a field of knowledge. It may be a radical renewal to introduce terms from a tradition believed to be outmoded»³⁸

There exist various definitions of such a linguistic notion, as neologism, and every of them expresses the gist of this notion taking into the consideration one of the numerous aspects of neologism. The most general are:

«Neologism: Neologisms are «words that have appeared in a language in connection with new phenomena, new concepts, but which have not yet entered into the active vocabularies of a significant portion of the native speakers of the language»³⁹.

«A neologism is the term used to describe a word that has been made-up or invented by a speaker, which appears in a transcript of spontaneous speech dialogue. It can also be described as a word which does not appear in the dictionary of the primary spoken language, but which is also not a foreign word»⁴⁰
(Internet <http://en.wiktionary.org>)

The common thing in these both definitions is that neologism is not yet registered in dictionaries and in most cases it is a colloquialism for the time being⁴¹.

³⁸ Barnhart, R. (1995) *Some Thoughts about Neologisms before Starting BDNE IV*. Journal of the Dictionary Society of North America.

³⁹ Woodhouse dictionary, 1972, p. 225

⁴⁰ <http://en.wiktionary.org>

⁴¹ Карпов А.К. Учебный словарь лингвистических терминов и понятий. Нижневартовск: Издательство НГПИ. 2002.

If we consider the cultural acceptance, we can reckon that after being coined, neologisms invariably undergo scrutiny by the public and by linguists to determine their suitability to the language. Many are accepted very quickly; others attract opposition. Language experts sometimes object to a neologism on the grounds that a suitable term for the thing described already exists in the language. 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 such a 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. Also, 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.

As it was pointed out by Andrew Lloyd James, a Welsh linguist, «A language is never in a state of fixation, but is always changing; we are not looking at a lantern-slide but at a moving picture». As English is a growing language new words and phrases emerge everyday at a pace that the Oxford English Dictionary and the Webster's cannot keep up with. While these dictionaries wait for years before they consider words 'fit to publish', the Web is working faster to bring these new terms to light. (The Broadcast Word, 1935)

It is estimated that more than 40% of the neologisms appeared in the nineties, it can be explained by the sudden jump in computer technologies and the more evident results of the sexual revolution. In the eighties, 24% of the new words were coined, that was more or less a stable period of the contemporary society. As for the 2000–2004, for this period more than 36% of the neologisms

were built. That is the richest period, as the progress became faster, as well as, the time itself⁴².

It's the first time new words were fixed in newspapers. Such tabloids, as The INDEPENDENT (London), Chicago TRIBUNE, THE WASHINGTON POST, The AUSTRALIAN, CANADIAN Issues are the productive sources. The Internet sites give birth to the numerous words which deal with technologies, for instance, the esato.com gave life to the word BLUEJACKING. Not only English speaking countries tabloids are among the sources, THE JERUSALEM POST «bore» the floor time, etc. Some other local newspapers like THE DENVER POST, FLORIDA TIMES, THE TORONTO STAR, THE NATION, etc. can also be called the sources. Issues, discussed at conferences (Digital Rights Management Conference) can be the reasons for the new words appearance (dark net) as well⁴³.

Men and women links are also of interest, ¼ of all new notions (according to our investigation) make up in this sphere. *Irritable Male Syndrome* (-anger and irritableness in men caused by a sudden drop in testosterone levels, particularly when brought on by stress or the word) *men breasts* (excess fatty tissue that causes a man's chest to resemble a woman's breasts) show us how men begin to resemble a woman more and more, physically and psychologically. Or take for example, a *metrosexual individual*, who spends much money on his appearance and lifestyle⁴⁴.

The second richest branch is Computer. New computer technologies give rise to new words. Most of them are connected with the Internet and E – mail, as the Internet offers us more and more opportunities, as well as, all computer technologies. Software in many people's lifetime has been mostly a wonderful way to live, because we're just learning how to do it and anybody with some time and talent and initiative can try out any crazy idea. We have so much processing power and so much memory and such great tools and we still fail, most times, to produce

⁴² Манерко Л.А English through the History of the British People. - Рязань: Рязанский государственный педагогический университет им. С.А. Есенина, 1998.

⁴³ Morrison S. The English Newspaper: Some Account of the Physical Development of Journals Printed in London between 1622 & the Present Day. Cambridge University Press. 1932

⁴⁴ Reah, D. The Language of Newspapers. London: Routledge, 2002

things that are fun to use. Neologisms like, GOOGLE, «SPIM» became an indispensable part of Internet users' speech. One can google and find any information he or she needs and the other gets spIM every time he or she uses Instant Messenger.

Culture sphere is developing along with the society that is why it is the third richest. Television and food and drink branches have more fresh words, than ever now, and again, it is connected with the technological and social development. Individuals suffer from passive over-eating, that is the excessive eating of foods that are high in fat because the human body is slow to recognize the caloric content of rich foods; eating whatever is put in front of you, even to the point of discomfort. The ground for it all is the change of the life rhythm – shortage of time.

Science is the forth richest, new sciences and discoveries are made in this sphere – that is neurotheology, for example.

Technology and the world have the equal number, in the technology branch more than a half of all new words are connected with cell phones. The majority of civilized people have «cellies» to save time and money. Some have problems with BLUEJACKING while standing in a line in the supermarket (temporally hijacking another person's cell phone by sending anonymous messages using the Bluetooth system). Or one can make 911 butt call, that is definitely is not worth responding to.

Business and language are less influenced, these spheres are more or less stable, business – is because it is the matter of money. Market succeeds in creating immense quantities of (unevenly distributed) wealth, lifting people out of rural poverty and urban slums, in arranging that most people have jobs, that most things that are built that are needed, and the most things that are needed are built. These are not small accomplishments. Also, it can be marked that business is often a filthy practice. It encourages both vile venial and monstrous mortal sin, all as an organic consequence of the competitive marketplace. That explains our statistics,

we have three new words, connected with this topic, and one of them deals with crime – *419 scam* (fraud, making people pay money, which hope to get more later, the numbers «419» is the number of the law, prosecuting this type of a crime). The other word deals with the stock market – *dead cat bounce* (a temporary recovery from a major drop in a stock's price).

Language is the sphere which is really flexible and prone to changes, but still people need more or less stable language system to communicate. New words in this sphere are *kippers* (an acronym) and *himbo* (an insult) or *hathos* (feelings of pleasure derived from hating someone or something), they are a rare case in point.

In most cases words have a noun as another part of speech, like in words *neurotheology*, the new form is neurotheologian or *metrosexual* – metrosexuality, also *straight supremacist* – straight supremacy. As for creating the adjectives, we have such examples, as *hathos* – *hathotic*, or *spim* – *antispim* and *lipstick lesbian* – lipstick with a suffix – ic highly employed. Verbs are also common: *bluejacking* – to bluejack, *manscaping* – to manscape, flash mob-to flash mob. Neologisms like, *spim*, *flash mob* are the brightest representatives to show how productive the words can be, they have a noun, a verb, an adjective and even they have a plural form – flash mobs, for example. Few words have a plural form. These facts show that while speaking sometimes people have to converse words into a different part of speech. The bigger paradigm of morphological forms the word develops the more probability it will have to survive for a while and even stay in the language. The reason for this event is that these new notions as well as words are gradually becoming the essential part of the civilized world⁴⁵.

According to our statistics, most words acquire a new meaning rather than a new word appears with a new notion. This can be explained by the fact, that there

⁴⁵ Матюшенко В.С. Dictionary of slang in North America, Great Britain and Australia. - М.: «Флинта», «Наука», 2002.

is not enough, we would say proper, words to express all the variety of newly created and used notions in the rapidly changing world⁴⁶.

Most majority of neologisms appeared with the development of press. *Bigger bang for a buck* - эффективное использование ассигнований на оборону, в основном за счет ядерных средств сдерживания. *Big lie* - большая ложь, гитлеровская пропаганда. *Black hats* - злодеи, негодяи. *Can carrier* - козел отпущения. *Green power* - власть денег. *Jane Crow*-дискриминация женщин. *Larger than life* - невероятный, сказочный, преувеличенный. *Log-roller* - политический толкач. *Man on horseback* - военный диктатор. *Pot-culture* - образ жизни наркоманов. *Put-down* - резкий ответ. *Trade off* - компромисс. *Roll-call* - переключка для проверки наличия.

With the development of aviation there appeared such lexical units: *airbus* - "аэробус", *helibus* - "вертолет-автобус", *seadrome* - "гидроаэродром", *to bail out* - "катапультироваться" and others. When appeared planes which require a little space for taking –off and landing, such neologisms were born: *STOL* (Short Take-Off and Landing) - "укороченный пробег", *STOL-port* - "аэродром для самолетов, с укороченным пробегом", *verti-port* - "аэродром для самолетов с вертикальным взлетом и посадкой".

In the sphere of arts happens a great process of experiments, new ways of pictures and other artistic works appear.⁴⁷ So, in 60-s of XX century abstract arts appeared which is based on geometric forms. In connection with it the number of synonymous neologisms appeared: *minimal art*, *minimalism*, *rejected art*, *reductivism*. These years other artistic movements came into existence: *ABC art* - "искусство, упрощающее и разлагающее на элементарные составные части цвет и форму", *soft art* - "искусство, использующее мягкие материалы", *kinetic art* - "искусство, использующее движущиеся предметы (обычно части

⁴⁷ Арнольд И.В. Семантическая структура слова и методика ее исследования. - М.: Просвещение, 2006.

машин)”, *luminal art* - “искусство, использующее световые эффекты”, *optical art (op art)* - “искусство, использующее оптические эффекты”, *pop art* - “поп-арт, поп-искусство” (неавангардистское искусство, черпающее образы и формы из рекламных плакатов, комиксов и т.п. и создающее из них произвольные комбинации), *action painting* - “живопись, использующая приемы разбрызгивания, наклеивания красок”, *revivalism* - “школа современной живописи, возвращающаяся к старым формам и приемам живописного искусства”. In the 70s with appearing of new trend further widening of this semantic group happened. This trend makes stress on processes which happen in the mind of artist during creation of new piece of art. This trend is reflected in following neologisms: *conceptual art*, *process art*, *antifoam art*, *impossible art*. In the sphere of cinema, television and video technology appeared many new technic means, after that appeared a lot of neologisms, e.g.: *inflight movies* - “кинофильмы, демонстрирующиеся в полете на борту самолета”, *inflight videosystem* - “видеосистема, используемая на борту самолета”, *serial* - “многосерийный фильм с единой фабулой”, *series* - “многосерийный фильм, в котором каждая серия имеет отдельный, законченный сюжет”, *featurette* - “короткометражный документальный фильм”, *satellite-delivered show* - “программа, передаваемая при помощи спутника”, *HDTV (High Definition Television)* - “телевидение высокой четкости изображения”, *chat show* - “интервью с знаменитостью, транслируемое со студии”, *kidvid* - “телепередачи для детей”, *videoplayer* - телевизор для воспроизведения видеозаписей”, *video cassette* - “видеокассета”, *video-cassette recorder* - “видеомагнитофон”, *video-camera* - “видеокамера”, *video-screen movie* - “видеофильм”.

Most neologisms appeared with social changes which happened in English speaking states. One of the most widespread social phenomena typical for Britain

is feministic movement.⁴⁸ Due to this movement appeared very many new lexical units, e.g. : the *Lib Movement* - “феминистическое движение”, *libber*, *libbie* - “участница или сторонница феминистического движения”.

It is interesting to notice, that in 70s participants of feminist movement proclaimed English as a sexist language that is language which discriminates female sex because English mostly consist of words in masculine gender than feminine (usually because of word *man* as a second component of names of professions).

In the result names with the second component man were changed, e.g.: instead of cameraman the word camera operator was used, *firemen* - *firefighter*, *policemen* - *police-officer*, *chairman* - *chairperson*, *Congressman* - *Congressperson*, *businessmen* - *businesspeople*, even in church *mankind* was changed into *people*.

An important aspect of human life is the system of education. In 1988 in Great Britain new law of education was published, in was named *Gerbil* (Great Education Reform Bill). In connection with this law many neologisms appeared, e.g.: *City Technology Colleges* – special type of school which is subsidized by central organs of education, *Standard Assessment Tasks (SATs)*, grand-maintained status, *City Technology Colleges*, *Teacher Appraisal*, *licensed teachers*, *star schools*, *non-star schools*, *sleep-teaching* - “обучение во сне”, *CLASS (Computer-based Laboratory of Automated School System)* - “класс программированного обучения”, *TEFL (Teaching English as a Foreign Language)* - “система обучения английскому языку как иностранному”, *multimedia*, *telelecture*, *telecourse*, *megaversity*, *multiversity*, *para-university*, *para-school*.

Instead of words student, pupil often are used terms as *educatee*, *schooler*;

⁴⁸ Беляева Е.И. Семантическое содержание и прагматический диапазон языковых форм // Семантические и функциональные аспекты германских и романских языков. Тезисы докладов и сообщений межвузовской научной конференции. - Курск, 2002.

educationalist - “specialist in the sphere of enlightenment”.

English as well as other world languages actively enriches at the expense of lexicon inherent of representatives of different professions, social groups, ages.⁴⁹ So, e.g. jargonisms are created with the second component *-speak*: *Artsspeak* - “jargonism of artists”, *Sportsspeak* - “jargonisms of sportsmen”, *Medsspeak* - “jargonism of medical workers”, *Teacherspeak* - “jargonism of teachers”, *Videospeak* - “jargonism of video equipment users”, *Cablespeak* - “jargonism of workers of cable TV” and others. Characteristic lexicon of higher society like dial-a-meal, dial-a-taxi became well-known. Also some words usually used by teens became popular, e.g.: *Drugs!* - “Согласен! ”, “Хорошо! ”, “Правильно!” (used instead of OK), *sweat* - “бег на длинные дистанции”, *task* - “домашнее сочинение”, *brunch* (сокр. от breakfast+lunch) - “поздний завтрак”.

1.4 Productivity of word formation means in creation of neologisms

How does a neologism come into this world? And why? Is this serious business, or just good fun? Neologisms stand for innovation in every language. New words are created every day and their number in English is growing fast. Thus it is important to analyze the reasons for appearance of neologisms in a language. Newspapers are one of the media which has a significant role in creating and spreading neologisms by using these new words in their articles. It is significant to learn how these words are created, because neologisms undergo certain linguistic processes, the so-called word formation processes, and to try to find out to what structural-semantic types neologisms belong and in which sphere of life they are used more frequently. The theoretical findings of the research allow putting forth the following hypothesis: mass media is one of the main discourses in the framework of which neologisms are created, and the most frequently used

⁴⁹ Беляева Е.И. Семантическое содержание и прагматический диапазон языковых форм // Семантические и функциональные аспекты германских и романских языков. Тезисы докладов и сообщений межвузовской научной конференции. - Курск, 2002.

structural-semantic types of neologisms to be encountered in the newspaper language are the neologisms with new form and already existing meaning. Neologisms have been allotted a lot of different definitions. In dictionaries, *neologism* is generally defined as ‘a new word or a new meaning for an established word’. To be more specific, Peter Newmark defines neologisms as “newly come lexical or existing units that acquire a new sense”⁵⁰

New words are a sign of a growing, evolving culture. With new discoveries, new technologies, and new perceptions, we need terms to describe and represent them. Also, some words become dated or worn-out, and need to be refreshed or replaced over time. Groups and subcultures (e.g., sports, gangs, musicians) often create esoteric words and phrases, some of which spill over into everyday language. These and other sources account for the burgeoning harvest of English neologisms that seem to be increasing every year⁵¹.

Not all new words come into this world the same way. In fact, there are several basic sources for coining words:

Naming: Some neologisms are simply “assigned” to stand for something new. When physicist Murray Gell-Mann identified subatomic particles, for example, he needed to call them something. He assigned the term “*quark*”, a nonsense word from Joyce’s *Finnegan’s Wake*. Italian author M. Rosano dubbed a dumb or loose woman a “*bimbo*”, and jazzmen chose “*bebop*” for a 40’s dance craze (and now, we have “hiphop”).

Fusion: The biggest hatchery of them all, this is the joining of two or more words or word-parts into new coinage. Since all words were once neologisms, the vast majority of English words were fused from Latin, Arabic, Greek, or other ancient language parts (e.g., universe, from Latin *unus* (“one”) and *versus* (“to turn”). Fusion continues at an accelerating level, producing “ebonics” (“ebony” + “phonics”), “wordplay”, “coopetition”, “carjacking”, “vegan”, among many others.

⁵⁰ Newmark, P. (1988) *A Textbook of Translation*. - New York: Prentice-Hall International, 1988

⁵¹ Plag I. (2002) *Word-Formation in English*. - Cambridge: Cambridge University Press. 2002

Portmanteau: Similar to fusion, the portmanteau is a combination of two words that homogenize into a new word that carries both of their meanings. The newly coined “*jobstacle*,” means “anything that prevents you from doing your work,” while “*burniture*” is defined as “furniture you buy at a fire sale” (WordRight, M.C. Andres, Burnaby, BC, Canada).

Description: When computer programmers introduced the “\” symbol, it became known as the “*backslash*.” It describes it. So does “*turnstile*” depict a rotating gate, “*gofer*” suggests someone read to fetch, and “*flip-flops*” captures the essence of the thong sandal.

Contraction: Some words are shortened versions of their parent term. Examples of abbreviations-turned-words include: “*carb*” for carbohydrate, “*phone*” for telephone, “*email*” for electronic mail, and “*cords*” for corduroy pants. The fused word “*weblog*” (a portmanteau from World Wide Web and log) has now been contracted to “*blog*,” just as “*sitcom*,” “*modem*,” and “*defcon*” derive from combining parts of two words.

Extension: Words are also enlarged, by having parts added to the front or back. Eighteenth century author Horace Walpole, for example, added a y to “*Serendip*” (the ancient name of Sri Lanka) and coined a term we couldn’t do without today. Other examples of words on steroids include “*discography*” (based on disc, as in vinyl recording), “*hyperactive*”, and “*brookage*”. (WordRight, Leslie Brook of Plymouth NH, USA).

Acronyms: We live in an age of acronyms, as government, technical, and organizational names seek shorthand references. When all letters are capitalized, they remain acronyms (ASAP, FYI, NASA). But some become so familiar they turn into words. The military acronym “G.P.” (for General Purpose vehicle) became “*jeep*” to the US Army, and has now further moved to a capitalized brand name. A few other common examples: “*scuba*,” “*laser*,” “*okay*,” and “*snafu*.”

Morphing: Words can evolve. Your mother might “ring you” on the telephone, using a verb that began as a noun that derived, in turn, from a bell

sound. You might “*google*” (here, a verb) something, borrowed from today’s premier search engine Google™, itself derived from “googol” (a coined term from mathematician Edward Kasner, meaning 10¹⁰⁰).

Random: Sometimes words just seem to pop up and become adopted by popular culture. Your grandpa smoked a “*stogie*” despite your grandma’s “*phooey*” reaction (both terms arose spontaneously). And today, “*gnarly*” people are “*jones ’n*” (no, not “jonesing”) for whatever “*fix*” they crave⁵².

As the aim of our work is to investigate the problem of neologisms, and ways of their forming, we will overview the word-building means. At first we will tackle the problem of various classifications of word-formation, linguists used to mention morphological, syntactic and lexico-semantic types of word-formation. At present the classification of the types does not, as a rule, include lexico-semantic word-building. Of interest is the classification of word-formation means based on the number of motivating bases, which many scholars follow. Some of the ways of forming new words in present – day English can be resorted to for the creation of new words whenever the occasion demands – these are called productive ways of forming words. Other ways of forming words cannot produce new words as readily and these are commonly termed non-productive or unproductive. For instance, affixation has been a productive way of forming new words ever since the Old English period, whereas, sound-interchange must have been at one time a productive word-building means but in Modern English its function is actually only to distinguish between different classes and forms of words.

The high productivity of conversion finds its reflection in speech where numerous occasional cases of conversion can be found, which are not registered in dictionaries and which occur momentarily, through the immediate need of situation. Conversion is universally accepted as one of the major ways of enriching English vocabulary with new words.

⁵² neologia.org/html/word_birthing.

It follows that productivity of word-building ways, individual derivational patterns and derivational affixes is understood as their ability of making new words which all who speak English find no difficulty in understanding, in particular their ability to create what is called occasional words or nonce-words (more unstable, serve the immediate purpose as compared to neologisms, but the border is very slight). The term means that the speaker coins such words when he needs them, if on another occasion the same word is needed again, he coins it afresh. Needless to say dictionaries do not as a rule record occasional words. The following words may serve as illustration: collarless (appearance), a Dickensish (office), to unlearn (the rules), etc.

Recent investigations seem to prove however that productivity of derivational means is relative in many respects. Moreover there are no absolutely productive means, derivational patterns and derivational affixes have different degrees of productivity. Each part of speech is characterized by a set of productive derivational patterns, peculiar to it. Three degrees of productivity are distinguished for derivational patterns and individual derivational affixes: 1) highly-productive, 2) productive or semi – productive and 3) non-productive. By productive affixes we mean the ones, which take part in deriving new words at this particular period of language development. The best way to identify productive affixes is to look for them among nonce words. They are usually formed on the level of living speech and reflect the most productive and progressive patterns in word building. One should not mix the productivity of affixes with their frequency of occurrence. There are quite a number of high-frequency affixes which, nevertheless, are no longer used in word derivation (the adjective-forming native suffixes – ful, – ly; the adjective-forming suffixes of Latin origin – ant, – al which are quite frequent)⁵³.

As for compounding, we can say that the structural type of compound words and the word-building type of composition have certain advantages for

⁵³ Заботкина В.И. Новая лексика современного английского языка. М.: «Высшая школа». 1989.

communication purposes. Composition is not quite so flexible (productive) a way of coining new as conversion but flexible enough to create numerous nonce words. These words are comparatively laconic, absorbing into one word an idea that otherwise would have required a whole phrase (cf. *The hotel was full of week-enders* and *The hotel was full of people spending the week-end there*).

We should also mention the reason why such word building ways as shortening, acronyms and blendings are so productive. It can be explained by their brevity and it is due to the ever-increasing tempo of modern life. In meeting the needs of communication and fulfilling the laws of information theory requiring a maximum signal in the minimum time the lexical system undergoes modification in its basic structure: namely it forms new elements not by their combining existing morphemes and proceeding from sound forms to their graphic representation but the other way round – coining new words from the initial letters of phrasal terms originating in texts.

The basic means in word-derivation are affixation and conversion. Derived words usually consist of a root and an affix, which in their turn fall into prefixes which proceed the root in the structure of the word (*re-write*, *mis-pronounce*) and suffixes which follow the root (*teach-er*, *dict-ate*). Derived words are extremely popular in the English vocabulary. Successfully competing with this structural type is the so-called root word which has only a root morpheme in its structure. This type widely represented by a great number of words belonging to the original English word stock or to earlier borrowings (*house*, *book*, *work*), and in Modern English, has been greatly enlarged by the type of word building, called conversion (*pale*, adj. – *to pale*, v; *to find*, v- *a find*, n.) Conversion sometimes is referred to as an affixless way of word-building or even affixless derivation. Conversion is a process of creating a new word from some existing one or by changing the category of a part of speech, the morphemic shape of the original word remaining unchanged. The new word has a meaning which differs from that of the original

one though it can more or less be easily associated with it. It has also a new paradigm peculiar to its new category as a part of speech (nurse, n. – to nurse, v)⁵⁴.

Another type includes the means of building words containing more than one motivating base. Needless to say, they are all based on compounding (country-club, door – handle).

This type of word building, in which new words are produced by combining two or more stems, is one of the most productive types in Modern English, the other two are conversion and affixation. Compounds, though certainly fewer in quantity than derived or root words, still represent one of the most typical and specific features of English word-structure. Compounds are not homogeneous in structure. Traditionally three types are distinguished: neutral, morphological, syntactic. In neutral compounds the process of compounding is realized without any linking elements, by a mere juxtaposition of two stems (shop-window, bedroom, tallboy). Morphological compounds are fewer in number. This type is not productive and it is represented by words in which two compounding stems are combined by a linking vowel or consonant (Anglo – Saxon, statesman, handiwork). In syntactic compounds we find a feature of a specifically English word-structure. These words are formed from segments of speech, preserving in their structure numerous traces of syntagmatic relations typical of speech: articles, prepositions, adverbs, prepositions, as in lily-of-the-alley, good-for-nothing. Syntactical relations and grammatical patterns current in present-day English can be traced in the structures of such compound nouns as pick-me-up, know-all, and whodunit. In this group of compounds, we find a great number of neologisms, and whodunit is one of them. The structure of most compounds is transparent, and it is clear that the origin of these words is a simple word combination.

Most linguists in special chapters and manuals devoted to English word-formation consider as the chief processes of English word formation affixation, conversion and compounding. Apart from these a number of minor ways of

⁵⁴ Арбекова Т.И. Лексикология английского языка. М.: «Высшая школа». 1977.

forming words such as back-formation, sound interchange, distinctive stress, sound imitation, blending, clipping and acronyms are traditionally referred to Word-formation.

Some minor types of word-formation can not belong neither to word derivation nor to compounding, as some words while shortening, for example, can have two bases, e.g. V-day, some can have one, e.g. lab. The same reason can be applied to other minor types. We will not be strict and consider them as minor word building means.

Shortenings are produced in two different ways. The first is to make a new word form a syllable (rarer two) of the original word. The latter may lose its beginning (as in phone made from telephone), its ending (as in hols – holydays, ad – advertisement) or both the beginning and ending (as in flu-influenza). The second way of shortening is to make a new word form the initial letters (similar to acronymy) of a word group: U.N.O. from the United Nations Organization. This type is called initial shortenings and found not only among colloquialisms and slang. So, g.f. is a shortened word made from the compound girlfriend.

As a type of word-building shortening of spoken words, also called clipping or curtailment, is recorded in the English language as far back as the 15 century. It has grown more and more productive ever since. This growth becomes especially marked in many European languages in the 20th century, and it is a matter of common knowledge that this development is particularly intense in English.

Shortenings of spoken words or curtailment consists in the reduction of a word to one of its parts (whether or not this part has previously been a morpheme), as a result of which the new form acquires some linguistic value of its own.

Newly shortened words appear continuously: this is testified by numerous neologisms, such as demo form demonstration: frog or fridge from refrigerator; trunk from tranquilizer. Many authors are inclined to overemphasize the role of «the strain of modern life» as the mainspring of this development. This is, obviously, only one of reasons, and the purely linguistic factors should not be

overlooked. Among the major forces are the demands of rhythm, which are more readily satisfied when the words are monosyllabic.

When dealing with words of long duration, one will also note that a high percentage of English shortenings is involved into the process of loan word assimilation. Monosyllabism goes farther in English than in any other European language, and that is why shortened words sound more like native ones than their long prototypes.

The other word building means can be called: blends, blendings, fusions or portmanteau words. The process of formation is called telescoping, because the words seem to slide into one another like sections of a telescope. Blends may be defined as formations that combine two words and include the letters or sounds they have in common as a connecting element. Blends or portmanteau words i.e. fusions are the “formations that combine two words and include any letters or sounds they have in common. The two words are literally blended or fitted into each other”⁵⁵ E.g. *Adulthood*- moving back in with your parents after graduating from college; *Amerindians*-This word refers to the people who were on the North American continent before the arrival of Europeans. These people are also called Indians, Native Americans, or American Indians. This term was coined to make one of the more politically correct phrases shorter and therefore more convenient.

English is continuing to expand through borrowing but at a drastically lower rate than in the Middle English or the Renaissance.

Among borrowings there's a group of barbarisms/ non-assimilated items/ which are characterized by the highest degree of novelty: *dolce vita*/ *fr. Italian* / - “sweet life”; *inshallah* / *fr. Arab interjection*/ - God willing; *petit dejeuner*/ *fr. French*/ - breakfast. As it appears, the spelling of recent loanwords is generally faithful to the system of the original language.

⁵⁵ Barnhart C.L., Steinmetz S., Barnhart R.K. the second Barnhart Dictionary of new English.- Lnd., 1980.

Borrowings just like phonological neologisms present sound-clusters non-existent in English. They may be qualified as ‘strong’ neologisms. It can be accounted for by their lack of motivation, irregular morphological deviation, phonemic distribution non-typical for English.

The analysis into immediate constituents is helpful so far as it permits the definition of a blend as a word with the first constituent represented by a stem whose final part may be missing, and the second constituent by a stem of which the initial part is missing. The second constituent, when used in a series of similar blends may turn into a suffix. A new suffix – on is, for instance, well under way in such terms as *nylon*, *rayon*, *silon*, formed from the final element of cotton.

Depending upon prototype phrases with which they can be correlate two types of blends can be distinguished. One may be termed additive, the second, restrictive. The respective type is transformable into an attributive phrase where the first element serves as modifier of the second: *cine (matographic pano) rama – cinerama*. Other examples are: *medicare – medical care*, *telecast – television broadcast*.

Both types involve the sliding together not only of sound but of meaning as well. Yet the semantic relations, which are at work are different. The additive type is transformable into a phrase consisting of the respective complete stems combined with the conjunction and, e.g. *smog – smoke and fog ‘a mixture of smoke and fog’*. The elements may be synonymous, belong to the same semantic field or at least be members of the same lexico-grammatical class of words: *French + English = Frenglish*.

Blends, although not very numerous altogether, seem to be on the rise, especially in terminology and also in trade advertisements.

Another way of forming new words is acronymization, as for this process, we can say, that, because of ever closer connection between the oral and the written forms of the language it is sometimes difficult to differentiate clippings

formed in oral speech from graphical abbreviations. They are becoming more employed in oral speech and widely used in conversation.

During World War I and after it the custom became very popular not only in English-speaking countries, but in other parts of the world as well, to call countries, governmental, social, military, industrial and trade organizations and officials not only by their full titles but by initial abbreviations derived from writing. Later the trend became even more pronounced; e.g. the USSR, the U.N.O., MP. The tendency was to omit full stops between the letters: GPO (General Post Organization). Some abbreviations nevertheless appear in both forms: EPA and E.P.A. (Environmental Protection Agency). Such words formed from the initial letter of each of the successive parts of a phrasal term have two possible types of orthoepic correlation between written and spoken forms.

If the abbreviated written form lends itself to be read as though it were an ordinary English word and sounds like an English word, it will be read like one. The words thus formed are called acronyms (from GREEK *akros* – ‘end’ + *onym* ‘name’). This way of forming new words is becoming more and more popular in almost all fields of human activity, and especially in political and technical vocabulary: U.N.O., also UNO (ju:nou) – United Nations Organization, NATO – the North Atlantic Treaty Organization, SALT – Strategic Arms Limitation Talks. The last example shows that acronyms are often homonymous to ordinary words: sometimes intentionally chosen so as to create certain associations. Thus, for example, the National organization for Women is called NOW. Typical of acronymic coinages in technical terminology are JATO, laser, radar.

Acronyms present a special interest because they exemplify the working of the lexical adaptive system.

As for semantic word – building, we can say, that it is any change in word – meaning, for instance the word *bench* – ‘a long seat of wood or stone’; ‘a carpenter table’. The majority of the linguists, however, understand this process only as a change in the meaning of a word that may result in the appearance of homonyms,

as is the case with flower – «a blossom» and flour – : the fine meal», «powder made from wheat and used for making bread», etc. The application of the term word-formation to the appearance of homonyms due to the development of polysemy seems to be debatable for the following reasons:

As semantic change does not, as a rule, lead to the introduction of a new word into the vocabulary, it can scarcely be regarded as a word-building means (neither can we consider the process a word-building means even when an actual enlargement), the vocabulary does come about through the appearance of a pair of homonyms. Actually, the appearance of homonyms is not a means of creating new words, but it is the final result of a long and laborious process of sense-development. Furthermore, there are no patterns after which homonyms can be made in the language. Finally, diverging sense-development results in a semantic isolation of two or more meanings of a word, whereas the process of word-formation proper is characterized by a certain semantic connection between the new word and the source lexical unit. For these reasons diverging sense-development leading to the appearance of two or more homonyms should be regarded as a specific channel through which the vocabulary of a language is replenished with new words and should not be treated on a par with the processes of word-formation, such as affixation, conversion and composition.

1.5 Semantic derivation as a means for formation of neologisms

The development of new meanings in existing words proves another fruitful source of new vocabulary. Semantic extension presents the qualitative aspect of vocabulary growth. Traditionally there have been distinguished such semantic processes as metaphor, metonymy, extension or generalization of meaning, specialization or narrowing of meaning; pejoration and melioration. Among these metaphor is predominating.

A figurative sense can provide a vivid comparison. *Adrenalin*, a hormone used to stimulate the heart, when used figuratively is extended to mean “something

that stirs to action; a stimulant or stimulus”. A similar vivid comparison is provided by figurative use of the word brandy- originally it meant “ a strong alcoholic drink distilled from wine of grapes” now it has developed a new meaning- “ something, that stimulates or excites.

Do any words have meanings that are predictable- that is, meanings that can be worked out on the basis of the sounds or combinations of sounds that make them up? The answer is certainly “yes”, but not necessarily for reasons that immediately come to mind. It is true that there are some words whose sound seems to reflect their meaning fairly directly. These include so-called onomatopoeic words, such as words for animal cries: bow-wow, miaow, cheep, cock-a-doodle-doo. But even here convention plays a large part. Onomatopoeic words are not the same in all languages; for example a cock-crow in German is *kikeriki*, and dog’s bark in French is *ouab ouab* (pronounced roughly ‘wah wah’). There are also sets of words in which some similarity in sound (say, in the cluster of consonants at the beginning) seems to reflect a vague similarity in meaning, such as smoothness or wetness or both in the set of words *slip, slop, slurp, slide, slither, slick, sleek, slaver, slug*. A technical term for this situation is sound symbolism. But in sound symbolism, quite apart from the role of convention, the sound–meaning relationship is even less direct than in onomatopoeia. The fact that a word begins with *sl-* does not guarantee that it has anything to do with smoothness or wetness (consider *slave, slit, slow*), and conversely there are many words that relate to smoothness and wetness but do not begin with *sl-*.

The idea that some words have meanings that are ‘natural’ or predictable in this way is really a leftover from childhood. Young children who have been exposed to only one language are often perplexed when they encounter a foreign language for the first time. ‘Aren’t *cat* and *dog* obviously the right words for those animals?’ , an English-speaking child may think; ‘ Why, then, do French people insist on calling them *chat* and *chien*?’ Pretty soon, of course, everyone comes to realize that, in every language including their own, the associations between most

words and their meanings are purely conventional. After all, if that were not so, the vocabularies of languages could not differ as much as they do. Even in onomatopoeia and sound symbolism this conventionality is still at work, so that people who know no English are unlikely to predict the meaning of *cock-a-doodle-doo* or *bow-wow* any more accurately than they can predict the meaning of *cat* or *dog*.

What kinds of word do have predictable meanings, then? The answer is: any words that are composed of independently identifiable parts, where the meaning of the parts is sufficient to determine the meaning of the whole word. Here is an example. Most readers of this book have probably never encountered the word *dioecious* (also spelled *diecious*), a botanical term meaning ‘having male and female flowers on separate plants’. (It contrasts with *monoecious*, meaning ‘having male and female flowers, or unisexual flowers, on the same plant’.) If you had been asked the meaning of the word *dioecious* before today, you would probably have had to look it up in the dictionary.

Consider now sentence: *Ginkgo trees reproduce dioeciously*. To work out what this sentence means, do you now need to look up *dioeciously* in a dictionary? It is, after all, another word that you are encountering here for the first time! Yet, knowing the meaning of *dioecious*, you will agree that dictionary is unnecessary. You can confidently predict that means ‘Ginkgo trees reproduce by means of male and female flowers on separate plants’. Your confidence is based on the fact that, knowing English, you know that the suffix *-ly* has a consistent meaning, so that *Xly* means ‘in an X fashion’, for any adjective X. Perhaps up to now you had not realised that you know this; but that merely reflects the fact that one’s knowledge of one’s native language is implicit, not explicit- at least until aspects of it are made explicit through schooling.

Dioeciously is an example of a word that, although not brand new (it may even be listed in some dictionaries), could just as well be brand new so far as most readers of this book are concerned. The fact that you could nevertheless understand

it (once you had learned the meaning of dioecious, that is) suggests that you should have no difficulty using and understanding many words that really are brand new-words that no one has ever used before. It is easy to show that that is correct. Here are three sentences containing words that, so far as I know, had never been used by anyone before my use of them today, in the year 2000:

Vice-President Gore is likely to use deliberately *un-Clintonish electioneering* tactics.

It will be interesting to see how quickly President Putin *de-Yeltsinises* the Russian government.

The current emphasis on rehabilitative goals in judicial punishment may give rise to an *antirehabilitationist* reaction among people who place more weight on retribution and deterrence.

You will have no difficulty interpreting these sentences. Un-Clintonish tactics are tactics unlike those that President Clinton would use, and a de-Yeltsinised government is one purged of the influence of Boris Yeltsin. The word antirehabilitationist may strike you as ugly or cumbersome, but its meaning is likewise clear. In fact, it is virtually inevitable that words with predictable meanings should exist, given that English vocabulary changes over time. If one examines words that first came into use in the twentieth century, one will certainly encounter some that appear from nowhere, so to speak, with meanings that are unguessable from their shape, such as jazz and gizmo. The vast majority, however, are words whose meanings, if not predictable, are at any rate motivated in the sense that they can be reliably guessed by someone who encounters them for the first time in an appropriate context. Examples are *computer* or *quadrasonic* or *gentrification*, all of which have meanings that are sufficiently unpredictable to require listing in any up-to-date dictionary, but none of which would have been

totally opaque to an adult English-speaker encountering them when they were first used.⁵⁶

Semantic extension of words already available in the language is a powerful source of qualitative growth and development of the vocabulary though it does not necessarily add to its numerical growth; it is only the split of polysemy that results in the appearance of new vocabulary units thus increasing the number of words.

In this connection it should be remembered that the border-line between a new meaning of the word and its lexical homonym is in many cases so vague that it is often difficult to state with any degree of certainty whether we have another meaning of the original word or its homonym — a new self-contained word, e.g. in the verb *to sit-in* — ‘to join a group in playing cards’ and a newly recorded use of *to sit-in* — ‘to remain unserved in the available seats in a café in protest against Jim-crowism, or ‘to demonstrate by occupying a building and staying there until their grievances are considered or until the demonstrators themselves are ejected’ — the meanings are so widely apart that they are definitely felt as homonyms.

The same may be said about the word *heel (sl.)* — ‘a traitor, double-crosser’ and *heel* — ‘the back part of a human foot’. On the other hand, the meaning of the verb *freeze* — ‘to immobilise (foreign-owned credits) by legislative measures’ and its further penetration into a more general sphere seen in *to freeze wages* and the correlated compound *wage-freeze* is definitely felt as a mere development of the semantic structure of the verb *(to) freeze*. The semantic connection is felt between the meanings of such words as *hot*: 1) *(mus.)* ‘having an elaborate and stimulating jazz rhythm’ 2) *(financ.)* ‘just issued’ and 3) *(sl.)* ‘dangerous because connected with some crime’ as in the phrase *hot money*;

A great number of new meanings develop in simple words which belong to different spheres of human activity. New meanings appear mostly in everyday general vocabulary, for example a *beehive* — ‘a woman’s hair style’; *lungs (n pl.)*

⁵⁶ Andrew Carstairs-McCarthy *An introduction to English morphology*. - Lnd :Edinburgh University Press, 2002.

— ‘breathing spaces, such as small parks that might be placed in overpopulated or traffic-congested areas’;

There is a strong tendency in words of specialised and terminological type to develop non-specialised, non-terminological meanings as, for example, the technical term *feedback* that developed a non-terminological meaning ‘a reciprocal effect of one person or thing upon another’, *parameter* that developed a new meaning ‘any defining or characteristic factor’, *scenario* — ‘any projected course or plan of action’. It is of interest to note that many new meanings in the sphere of general vocabulary are stylistically and emotively non-neutral and marked as colloquial and slang, for example *juice* (*US sl.*) — ‘position, power, influence; favourable standing’; *bread* (*sl.*) — ‘money’; *straight* (*sl.*) — ‘not deviating from the norm in politics, habits; conventional, orthodox’, etc.

On the other hand scientific and technical terminological meanings appear as a result of specialisation as in, e.g., *read* (*genetic*) — ‘to decode’; *messenger* — ‘a chemical substance which carries or transmits genetic information’.

New terminological meanings also appear as a result of expansion of the sphere of application, i.e. when terms of one branch of science develop new meanings and pass over to other branches, e.g. a general scientific term *system* (*n*) in cybernetics developed the meaning ‘anything consisting of at least two interrelated parts’; logic acquired in electronics the meaning ‘the logical operations performed by a computer by means of electronic circuitry’.⁵⁷

It follows from the foregoing discussion that the principal ways of enriching the vocabulary of present-day English with new words are various ways of productive word-formation and word-creation. The most active ways of word creation are clippings and acronyms⁵⁸. The semantic development of words already available in the language is the main source of the qualitative growth of the vocabulary but does not essentially change the vocabulary quantitatively. The

⁵⁷ C Barnhart, op.cit. 194

⁵⁸ Brown, K. *Encyclopedia of Language and Linguistics*. - Cambridge: Elsevier, 2006

above cited counts show that new meanings of the words already existing in the language and new homonyms account for 1/4 of the total number of new items.⁵⁹

Why this should be a large question, still not fully answered, involving the study of linguistic semantics, of language change, and of how knowledge about words is acquired and stored in the brain. For present purposes, what matters is to be aware that not every word can be listed in a dictionary, even in the fullest dictionary imaginable.

Summary of Chapter I

Thus, the 1st Chapter of the research work we devoted to nomination processes of languages, the influence of globalization process on creation of neologisms and the linguistic interpretation of the notion “neologism”. During our investigation we found out that the theory of nomination, first of all, is connected with the determination of correlation between the conceptual forms of thinking. It deals with the creation, establishment and distribution of the names of some fragments from the objective reality. The subject of the given theory is the study of the results of interaction of human thinking, language and reality in the processes of nomination.

A person, creating new word, aims individualization and originality. Then the word passes through several stages of socialization (acceptance by society) and lexicalization (fixation in language system). Word is perceived by mediators which distribute it among mass. They are usually teachers of universities, school teachers, reporters, workers of mass media.

A neologism (from Greek *neos* '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 *neologism* was first used in print in AD 1483.

⁵⁹ Ginzburg R.S and others A course in Modern English Lexicology.-M.: Высшая школа, 1979

According to the investigation $\frac{1}{4}$ of all new notions are made up in the sphere of men and women links. One of the richest branch is Computer. New computer technologies give rise to new words. Most of them are connected with Internet and E-mail, as Internet offers us more and more opportunities, as well as, all computer technologies.

As the aim of our work is to investigate the problem of neologisms, and ways of their forming, we overviewed the word-building means. At first we tackled the problem of various classifications of word-formation, linguists used to mention morphological, syntactic and lexico-semantic types of word-formation. At present the classification of the types does not, as a rule, include lexico-semantic word-building. Of interest is the classification of word-formation means based on the number of motivating bases, which many scholars follow. Some of the ways of forming new words in present – day English can be resorted to for the creation of new words whenever the occasion demands – these are called productive ways of forming words. Other ways of forming words cannot produce new words as readily and these are commonly termed non-productive or unproductive. For instance, affixation has been a productive way of forming new words ever since the Old English period, whereas, sound-interchange must have been at one time a productive word-building means but in Modern English its function is actually only to distinguish between different classes and forms of words.

Chapter II: Problems of translation of English neologisms

2.1 Theoretical and practical difficulties in the translation of neologisms

As it is known, translation is a kind of moral, cultural and spiritual wealth and activity of human. It goes back down to ancient history. It always played a significant role in the cultural history of nations and the world culture on the whole.

In our days translation activity obtained unprecedented scope thanks to the increased international contacts. This fact allows some foreign authors writing about the role of translation to call our century “the age of translation”⁶⁰. True is the fact that translation attracted attention of writers and scholars since the old times and were evolved principal considerations which were all shaped in the normative translation concept. Nowadays this interest has been increased with a new force and there appeared necessity to systematize and generalize scientifically the result of the experiences accumulated in this sphere.

In modern philology a new theoretical field of science began to develop as a special discipline about the translation named as “theory of translation” and “science of translation”. Along with the names mentioned above there were created specific terms in English for more exact indication of this field of philological science, “translatology”⁶¹. The occurrence of these terms and notions testifies to the fact that the sphere of questions has gained status of definite sphere of science is just the translation itself.

Naturally, in translation the role of language is just the same which it has always performed - the most important means of human communication.

The art of translation is as old as written literature. Etymologically, *translation* is carrying across or bringing across. As Retsker Y.I. pointed out “translation is the action of interpretation of the meaning of a text, and subsequent production

⁶⁰ Konurbaev M., Shveitser A. D. Theory and practice of translation.- Moscow, 2000

⁶¹ Cacciare C. The place of idioms in a literal and metaphorical world.-Hillsdale, 1993

of an equivalent text, that communicates the same message in another language.”⁶² English poet and translator John Dryden wrote: “when words appear... literally graceful, it was an injury to the author that they should be changed. But since... what is beautiful in one language is often barbarous, nay sometimes nonsense, in another, it would be unreasonable to limit a translator to the narrow compass of his author's words: 'tis enough if he chooses out some expression which does not vitiate the sense.”⁶³

The special role of the translator in society was well described in an essay, published in 1803, by Ignacy Krasicki: “Translation... is in fact an art both estimable and very difficult, and therefore is not the labor and portion of common minds; it should be practiced by those who are themselves capable of being actors, when they see greater use in translating the works of others than in their own works, and hold higher than their own glory the service that they render to their country.”⁶⁴ From the point of view of Nida E.A.: “translation consists of producing in the target language the closest natural equivalent of the source language message, firstly with respect to meaning and secondly with respect to style.”⁶⁵

According to Komissarov V.N., “the translation process fluctuates passing from formal inter-language transformations to the domain of conceptual interrelations. Many people believe that translation is an easy job and all translator has to do is to change words from the source text into the equivalent words of a target text. However, this is not true since some phrases, if translated literally, would make no sense. Translation is a very complicated process which has to consider many factors like the genre and the style of the original text, the translator's competence, the timeline allocated to the project and many more. Like

⁶² Рецкер Я.И. Учебное пособие по переводу с английского языка на русский. –Москва, 1981

⁶³ Dryden J. Poetry and its translation.-London ,1683

⁶⁴ Krasicki I. Poland's La Fontaine.- Warsaw,1803

⁶⁵ Nida E.A. Toward a science of translating.- Leiden,1964

any other translation it should convey the meaning and the music of the source language.”⁶⁶

That is why the task of the translator is not only to transfer meaning of a word or a set expression, but also to inform its figurativeness and expressiveness.

During the investigation about how the translation may be implemented in social life, Shveitser A.D. comes to the following conclusion⁶⁷:

1. from one language into another non – kindred languages closely related;
2. from one literary language into its dialect or vice-versa;
3. from the ancient form of language into the present state of the same language.

In translation there are always two texts. The first is the original text which is created irrespective of the other; the second text is created on the basis of the first with the help of certain operations – interlinguistic transformations. The first text is called the text of the original, the second – the text of translation. The language which the original text is written in is called the source language, the language into which the translation is done is called the target language.⁶⁸

The translation techniques have been thoroughly described in translation theory, and we will try to apply these techniques to our language material. We assume, that the English neologisms may be translated by means of:

1. Equivalent - Russian neologism coinciding with the English in meaning and in imagery(exchange rate - .
2. Analogue-a set Russian neologism that is equivalent to the English in meaning but differs completely or partially in its imagery.
3. Descriptive translation-translation by conveying the meaning of the English expression with a free neologism. Descriptive translations are used when no equivalent or analogue is available in Russian.

⁶⁶ Комиссаров В.Н. Пособие по переводу.- Москва,1960

⁶⁷ Швейцер А.Д. Теория перевода. Статус, проблемы, аспекты .- Москва,1988

⁶⁸ Левицкая Т.Р., Фитерман А.М. Пособие по переводу с английского на русский.-Москва, 1973

4. Antonymic translation-conveying the meaning of a negative construction by means of a positive construction or vice versa.

5. Calque or loan translation-this method is used when the author wishes to stress the imagery used in the English neologism or when the neologism cannot be rendered in any other way .

6. Combined translation-in cases when the Russian analogue does not fully convey the meaning of the English expression or has a different specific coloring of a place or time, we give a loan translation, followed by descriptive rendering and the Russian analogue for comparison.

While allowing complete or partial loan translation in individual cases, the author rules out the literalism, i.e. unjustifiable literal rendering that distorts the meaning of the English neologism or runs counter to the norms of contemporary Russian.

The above mentioned forms of translation do not cover all the possible ways of rendering a neologism, depending on the context. The so-called occasional, situational equivalents used only for translating neologisms in one particular context, figure prominently in the dictionary. These equivalents are suitable only for rendering examples and cannot be used to convey the meaning of neologisms. The occasionality of the given equivalent is determined exclusively by the specific features of the context, while the same expression may be differently rendered in another context.

Neologisms are perhaps the non-literary and the professional translator's biggest problem. New objects and processes are continually created in technology. New ideas and variations on feelings come from the media. Terms from the social sciences, slang, dialect coming into the mainstream of language, transferred words, make up the rest. It has been stated that each language acquire 3000 new words, annually, but in fact, neologisms can not be accurately quantified, since so many hover between acceptance and oblivion and many are short-lived, individual creations.

Nowadays, there seems to be a consensus that neologism is a word that expresses a novel concept either through coining a new vocabulary item or through attaching a new meaning to an already existing one.⁶⁹

Dictionaries lag behind changes in languages. New words, figurative words and phrases, slang and *nonce words* are coined in the language so swiftly that no dictionary can and should register them immediately. Indeed, the number of neologisms appearing in mass media during a year amounts to tens of thousands in developed languages.

In the period of mass communication there are truly unprecedented opportunities for development and spreading of neologisms. The bright example is the language of press contemporary. The language of press is enriched with neologisms almost everyday. Most of them remain just as *nonce-word*, while others "*words-impromptu*" gradually transfer into the main lexical stock. These are particularly such words and word combinations, as: *sweat shop* - предприятие, на котором существует потогонная система; *trouble shooter* - уполномоченный по улаживанию конфликтов, *dark horse* - темная лошадка, то есть кандидат, неожиданно выдвинутый на какой-то пост в разгар предвыборной кампании; *favorite son* - кандидат, выдвигаемый в президенты делегацией своего штата (на предвыборном съезде партии); *boondoggling* – the word which was once slang now is known in politic lexicon as "заниматься пустыми делами"; term "*hooverize*" literally means "жить по Гуверу", that is "экономить на еде", "недоедать"⁷⁰.

The expression *pork barrel* once was included into American slang. However now it is universally recognized political term which means "бочка с салом", "кормушка", "казенный пирог", that is special events held by government aimed at gaining popularity among the broad masses. Nowadays quite

⁶⁹ Bolinger and Sear, 1981; Collins Cobuild English Dictionary 1995; Newmark, 1995

⁷⁰ Пивовар А.Г. Большой финансово-экономический словарь. - М.: Экзамен, 2000

decent political term '*lame duck*' once was known as just political slangism. Now this term means "политик-неудачник", "человек, которому не везет".

It is interesting to observe creation of the neologism '*sky marshal*'. This word was born in the boom period of hijacking of planes by robbers (highjackers). The wave of forcible capture and hijacking of planes in the USA gave birth to a special science hijacker profile determination. Besides, accordingly lots of new words and expressions connected with this sphere appeared.⁷¹

Neologisms *lunatic fringe* and *little old lady in tennis shoes* express emotive rough-expressive phraseological units. These words have approximately the same meaning as a traditional political term '*extremist*' - экстремист.

To this group we can also refer such catchword neologisms as '*nuts and cooks*' - махровые реакционеры; '*diehards*' - твердолобые; '*dinosaur wing*' - (букв) 'крыло динозавра', то есть группа людей с устарелыми взглядами; '*hidebounds*' - лица с узким политическим кругозором; '*moss-backs*' - ультраконсерваторы и '*old fogies*' - старые консерваторы.

Concerning the history of political neologisms it is rather interesting to notice the development of lots of political term. Number of such terms in American political lexicon is quite considerable: besides already approved words and expressions such as *political hireling* - политический наймит; *political drudge* - работяга (о трудолюбивом работнике); *stooge* - политическая марионетка, appear lots of new ones.

These are already mentioned terms '*wardheeler*', '*wheelhorse*', also (party) *hack*, *hanger-on*, *hangdog politician*, *hatchetman*. Unfortunately this lexic didn't enter contemporary bilingual (translational) dictionary and translator must suggest his own variants of translation relying on his own inference. *Wardheeler* – is political term with disparaging derogatory coloring, in Russian its meaning is-

⁷¹ Мурашкевич А.М. Англо-русский словарь по авиационному оборудованию и бортовым системам. В 2 томах. Том 1. Буквы А-М. Том 2. Буквы N-Z. 2003.

‘мелкий политикан, прихлебатель (при боссе)’. The term ‘*wheelhorse*’, is also used in oral speech. Considering that meaning which is given to this word in American explanatory dictionary is equivalent to Russian lexical units: работяга, человек, который везет на себе весь воз. Therefore, terms *drudge*, *wheelhorse* are very close in meaning. *Party hack* - политический наймит. *Hanger-on* is not difficult to translate because the meaning is quite clearly understood by the word itself (ср. to hang-on - цепляться): приспешник, подхалим. *Hang-dog politician* should be translated as ‘прихлебатель, карьерист’.

From the point of view of psycholinguistic analysis very interesting list of neologisms were created in 60s. These are words which denote symbolic power or imaginary power: *straw man*, *paper tiger*, *stalking horse*, *satellite*⁷².

Literary phraseological unit ‘*puppet government*’ – ‘марионеточное правительство’ is widely known. At the same time newest neologisms mentioned in the synonymic list may puzzle even the most outstanding and experienced translator. Indeed, how to translate such political neologism *straw man* (или man of straw)? Its literary meaning is "соломенный человек". It is clear that it is a metaphor and consequently we should give this metaphoric element in Russian. Apparently, the most successful variants are "соломенное чучело", "ненадежный человек".

But reconsideration of this neologism went further. *Straw man* in contemporary political language means "подставной (фиктивный) кандидат, выдвигаемый с целью отвлечь внимание избирателей от другого кандидата". Neologism *paper tiger*, as it is known already entered into Russian language long ago. It is translated via calque - бумажный тигр, that is used in the meaning of "неопасный противник". Word combination ‘*stalking horse*’ is very difficult to translate if the translator doesn’t know the sphere where it is used. In the dictionary "The American Heritage" neologism ‘*stalking horse*’ is defined as follows: "any

⁷² Леонтьев А.А. Семантическая структура слова. Психолингвистические исследования, 2001.

sham candidate put forward to conceal the candidacy of another or divide the opposition" ("любой "липовый" кандидат, который выдвигается для того, чтобы отвлечь внимание от другой кандидатуры или расколоть оппозицию")

As far as such verbose interpretation can't be used as a variant in translating in this case it should be clarified at least the most basic features of this neologism. Then it can be translated as 'фиктивная кандидатура, подставная фигура (в политической игре)'.

Recently in political language appeared the word *off the reservation*, where this neologism means "оставаться в рядах партии, но не поддерживать кандидата, выдвинутого партией". It figures principally in politicians 'speech and may be not known even to native speakers of English. The next step after '*off the reservation*' is taking a walk - "поддержка кандидата другой партии". And finally the last step in this regard is '*bolting*' - "переход в ряды другой партии". This neologism is used basically in oral speech and gradually displaces literary variant 'switching to the other party'.

It becomes clear from our research that it makes difficulty for translator to translate neologisms without being aware of extra linguistic conditions. Knowing the language is not enough to find out the appropriate variant of the word in target language.

2.2. Borrowed neologisms and their assimilation processes

English has more than 15 century long history as recorded in written manuscripts. During its development the English language happened to come in close contact with several other languages, mainly Latin, French and Old Norse (or Scandinavian). A number of historical causes account for the great influx of borrowings from these sources.

Due to the great influence of the Roman civilisation Latin was for a long used in England as the language of learning and religion. Old Norse was the language of the conquerors who were on the same level of social and cultural

development and who merged rather easily with the local population in the 9th, 10th and the first half of the 11th century. French (to be more exact its Norman dialect) was the language of the other conquerors who brought with them a lot of new notions of a higher social system — developed feudalism, it was the language of upper classes, of official documents and school instruction from the middle of the 11th century to the end of the 14th century.

In the study of the borrowed element in English the main emphasis is as a rule placed on the Middle English period. Borrowings of later periods became the object of investigation only in recent years. These investigations have shown that the flow of borrowings has been steady and uninterrupted. The greatest number has come from French. They refer to various fields of social-political, scientific and cultural life. A large portion of borrowings (41%) is scientific and technical terms.

The number and character of borrowed words tell us of the relations between the peoples, the level of their culture, etc. It is for this reason that borrowings have often been called the milestones of history. Thus if we go through the lists of borrowings in English and arrange them in groups according to their meaning, we shall be able to obtain much valuable information with regard to England's contacts with many nations. Some borrowings, however, cannot be explained by the direct influence of certain historical conditions, they do not come along with any new objects or ideas. Such were for instance the words *air*, *place*, *brave*, *gay* borrowed from French.

It must be pointed out that while the general historical causes of borrowing from different languages have been studied with a considerable degree of thoroughness the purely linguistic reasons for borrowing are still open to investigation.

The number and character of borrowings do not only depend on the historical conditions, on the nature and length of the contacts, but also on the degree of the genetic and structural proximity of languages concerned. The closer the languages, the deeper and more versatile is the influence. This largely accounts

for the well-marked contrast between the French and the Scandinavian influence on the English language. Thus under the influence of the Scandinavian languages, which were closely related to Old English, some classes of words were borrowed that could not have been adopted from non-related or distantly related languages (the pronouns **they**, **their**, **them**, for instance); a number of Scandinavian borrowings were felt as derived from native words (they were of the same root and the connection between them was easily seen), e.g. **drop** (*AS.*) — **drip** (*Scand.*), **true** (*AS.*)-**tryst** (*Scand.*); the Scandinavian influence even accelerated to a certain degree the development of the grammatical structure of English.

Borrowings enter the language in two ways: through oral speech (by immediate contact between the peoples) and through written speech (by indirect contact through books, etc.).

Oral borrowing took place chiefly in the early periods of history, whereas in recent times written borrowing gained importance. Words borrowed orally (e.g. *L.* **inch**, **mill**, **street**) are usually short and they undergo considerable changes in the act of adoption. Written borrowings (e.g. *Fr.* **communiqué**, **belles-lettres**, **naïveté**) preserve their spelling and some peculiarities of their sound-form, their assimilation is a long and laborious process

Though borrowed words undergo changes in the adopting language they preserve some of their former peculiarities for a comparatively long period. This makes it possible to work out some criteria for determining whether the word belongs to the borrowed element.

In some cases the pronunciation of the word (strange sounds, sound combinations, position of stress, etc.), its spelling and the correlation between sounds and letters are an indication of the foreign origin of the word. This is the case with **waltz** (*G.*), *psychology* (*Gr.*), **soufflé** (*Fr.*), etc. The initial position of the sounds [v], [dʒ], [ʒ] or of the letters x, j, z is a sure sign that the word has been borrowed, e.g. **volcano** (*It.*), **vase** (*Fr.*), **vaccine** (*L.*), **jungle** (*Hindi*), **gesture** (*L.*), **giant** (*Fr.*), **zeal** (*L.*), **zero** (*Fr.*), **zinc** (*G.*), etc.

Borrowing as a means of replenishing the vocabulary of present-day English is of much lesser importance and is active mainly in the field of scientific terminology. It should be noted that many terms are often made up of borrowed morphemes, mostly morphemes from classical languages.¹⁾ The present-day English vocabulary, especially its terminological layers, is constantly enriched by words made up of morphemes of Latin and Greek origin such as words with the morphemes **-tron** used chiefly in the field of electronics, e.g. **mesotron, cyclotron, etc.**; **tele-**, e.g. **telecast, telelecture, telediagnosis, -in**, e.g. **protein, penicillin; -scope**, e.g. **iconoscope, oscilloscope; meta-**, e.g. **meta-culture, metaprogram; para-** meaning 'related to, near', e.g. **paralinguistic, parabiospheric; video-**, e.g. **videodisk, videophone**, etc. But though these words consist of borrowed morphemes they cannot be regarded as true borrowings because these words did not exist either in the Greek or in the Latin word-stock. All of them are actually formed according to patterns of English word-formation, and many function in Modern English as new affixes and semi-affixes.⁷³

There are true borrowings from different languages as well. They, as a rule, reflect the way of life, the peculiarities of development of the speech communities from which they come. From the Russian language there came words like **kolkhoz, Gosplan, Komsomol, udarnik, sputnik, jak**, etc. The words borrowed from the German language at the time of war reflect the aggressive nature of German fascism, e.g. **Blitzkrieg** ('aggressive war conducted with lightning-like speed and force'), **Wehrmacht** (Germany's armed forces), **Luftwaffe** ('the air force of the Third Reich'). As most of these words remain unassimilated in present-day English, they are all the time felt as foreign words and tend to drop out from the language.

L o a n - t r a n s l a t i o n s also reflect the peculiarities of the way of life of the countries they come from, and they easily become stable units of the

⁷³ Barnhart C. A Dictionary of New English, 1963 — 1972. Longman, 1973. p. 316; see also Э. М. Медникова, Т. Ю. Каравкина, *op. cit.*

vocabulary, e.g. **fellow-traveller, self-criticism, Socialist democracy, Worker's Faculty**, etc. which all come from the Russian language.

The period between the end of the 20th and the beginning of the 21st centuries faces the appearance of big number of new words mostly due to changes in politics, science, culture, etc. From the linguistic point of view this time period can be characterized as a clash of two tendencies. The native speakers tend to create new words (that could be explained by aspiration of native speakers to express their identity) but creation of neologisms usually meets certain criticism from the native speakers-proponents of standard language.⁷⁴

During the last decades researchers focused on the so called "blended languages"- the products of English blended with other languages. The Internet has been enriched with websites of Japlish, Spanglish, Chinglish, Hinglish, etc.⁷⁵

The process of assimilation in the recipient language passes several stages. T. Strekaleva distinguishes five stages of assimilation of the borrowings in the Russian language. On the first stage the word is used "as it is", with its phonetic and orthographic form remaining intact as in the source language. The next stage involves the assimilation of the word by the recipient language through transcription or transliteration. The newly borrowed word develops the characteristics of a certain part of speech in the recipient language. On the third stage this word comes in general use by speakers and loses its novelty. The fourth stage involves the final development of the word's semantic with further loss of genre and stylistic peculiarities it had in a donor language. On the final stage the word is registered in dictionaries of the recipient language.⁷⁶ This process can be

⁷⁴ Лаврова Н. А. О некоторых особенностях авторских неологизмов (окказионализмах)// Актуальные проблемы гуманитарных и естественных наук, 2010

⁷⁵ Заботкина В.И. Новая лексика современного английского языка : [учеб. пособие для филол. фак. ун-тов] / М. : Высш. шк., 1989

⁷⁶ Стрекалева Т. В. Морфологическая ассимиляция галлицизмов в современном русском языке//Вестник Сибирского государственного университета имени академика М. Ф. Решетнева. Красноярск, 2006

complex and time-consuming. Nevertheless, as the information society develops, influencing the process of assimilation, today even the recent borrowings can easily integrate into a recipient language with further assimilation in it.⁷⁷

The growing influence of English on world Englishes and other languages seems to be evident. It comes from a range of political, cultural and social factors – such as the position of the USA on the international arena, in sciences and technologies, in the sphere of entertainment. The French linguist Ch. Bertrand takes this impact to be the leading factor in creation of “the language of new age”⁷⁸

According to the recent studies of Russian and foreign linguists, certain fields of activities tend to absorb linguistic borrowings from American English more quickly than the others. For instance, the high percentage of new words emerges in the domain of science (new terms). This tendency can be traced in any languages. As G. Ivanova notes, more than 90 percent of new words in the language are terms coined or borrowed for specific purposes.⁷⁹

English continues to play an important role as a major source for borrowing slangisms though some linguists claim that modern languages seem to be less open for new borrowings.⁸⁰

Last decades witnessed the growing role of Internet in the process of lexical borrowing. According to data of 2009, more than 70% of the Internet users (non-

⁷⁷ Сон Л. П. Социокультурный аспект английских заимствований в современном испанском языке в условиях информационного общества// Вестник Ярославского государственного университета им. П. Г. Демидова. Серия Гуманитарные науки 2009. р. 97-103

⁷⁸ Bertrand Ch. La langue du nouvel age: rencontre du troisieme sens - http://www.sceptiques.qc.ca/assets/docs/bertrand_nouvelage.pdf

⁷⁹ Иванова Г. А. Неонимы в метаязыке лингвистики: лексикографический аспект русская академическая неография (к 40-летию научного направления). Материалы международной конференции.- СПб.: Наука, 2006.

⁸⁰ Крысин Л. П. Современный русский язык: Активные процессы на рубеже XX—XXI вв. М.: Языки славянской культуры, 2007

native speakers) have good command of spoken and written English.⁸¹ The development of Internet requires a certain compression of language to create a new social dialect by Internet users .⁸²

Today Internet contributes to the process of assimilation of new linguistic units in other languages. For instance, J. Androutsopoulos notes that a big number of Americanisms come to young German's language by means of Internet.⁸³

American linguists emphasize the growing speed of renovation in slang (esp. among young people for this age group is the most prone to unconventional usage of language) in the recent years along with the growing social and creative impact of the Internet, popularity of TV productions and an almost total access to online communication. American TV-shows high rates in the USA and in other countries cause americanisms to “migrate” to Spanish, French, German, Russian and other languages.⁸⁴

There are a number of ways in which English seems to be pro-active in extending the vocabulary of other languages. By far the most common, as one might expect, appears to be where a word of English origin is adopted but changed morphologically to reflect the norms of other languages. However much more frequently the English word is adopted and, rather than being translated, is modified to reflect the spelling conventions of the adoptive language, a process sometimes referred to as transliteration. The Russian language along with other languages is facing the enormous influence of American English. As several

⁸¹ Сон Л. П. Социокультурный аспект английских заимствований в современном испанском языке в условиях информационного общества// Вестник Ярославского государственного университета им. П. Г. Демидова. Серия Гуманитарные науки 2009. р. 97-103

⁸² Березовская О. М., Кирьянова Л. Г. Тенденции этноязыковых процессов в условиях глобализации современного общества// Известия Томского политехнического университета. – 2009

⁸³ Androutsopoulos Jannis. Born in the USA. // Do you speak American? - <http://www.pbs.org/speak/words/sezwho/globalslang.html>

⁸⁴ Dalzell Tom. The Power of Slang.// Do you speak American?- <http://www.pbs.org/speak/words/sezwho/slang/>

Russian linguists state, today it seems possible to speak about “the English language imperialism”.⁸⁵

There were many examples of this process in the other languages, especially in the domain of computing and the Internet, as one might predict. Among the examples from Russian there are:

Russian	English	Russian	English
Кликнуть	to click	Шаровара	shareware
Майлануть	to mail	Лайк	like
Мэйл	mail	Спамер	spammer
Хакнуть	to hack	Фишинг	phishing
Оффтопик	off-topic	ИМХО	IMHO

The last example is particularly interesting. Instead of translating 'in my humble opinion' (по-моему) and adopting an acronym based on their own language, i.e. (П-М), which would be more readily understandable to all Russians, the English acronym has been taken over directly and made to sound Russian. Above it the word for phishing (the practice of using fraudulent e-mails and copies of legitimate websites to extract financial data from computer users for purposes of identity theft) has likewise been transliterated directly from English rather than being based on the Russian word for fishing, i.e. (рыбная ловля). This kind of transliteration of Internet terminology is a common phenomenon in other languages too. It is the evidence which confirms the perception of English as the accepted language of the Internet worldwide.

⁸⁵ Власенко С. В. Массовая «колонизация» англицизмами языкового сознания русскоговорящих как проблема когнитивной фильтрации // Вопросы психолингвистики / РАН. Ин-т языкознания. – 2007

Such impact of English on Russian and other languages could probably stem from democratization and liberalization that take place all over the world.⁸⁶

In terms of globalization in many countries the role of English in the process of “neologization” in general and the American English in particular has increased. In the recent years the research has been conducted in the domain of neology with a view to exploring the processes of neologization and assimilation of new units in a linguistic community. K. Maxwell describes the ways of integration of Americanisms in other languages in the world as the process of borrowing the new word with changing its morphological structure to fit in the norms of the recipient language. He argues that several languages such as Russian, Danish, Italian, Serbian and Polish are the languages with the highest percentage of direct borrowing from American English whereas the speakers of other languages tend to translate the borrowed neologisms.⁸⁷

Although assimilation processes have long been in the focus of Russian linguistics, this aspect tends to remain controversial. This controversy stems from difficulty in defining such concepts as borrowing and calque (as well as loan blend and partial calque) and in creating schemes of cognitive adaptation of new borrowings.⁸⁸ Moreover, scholars have not developed a comprehensive classification of new units by far. Nevertheless, in neology, certain types of neologisms can be identified regarding the level of assimilation. Thus, it is possible to speak about non-assimilated borrowings (in works of V. Eliseeva termed as barbarisms) (without changing orthographic structure), partly assimilated (with partial assimilation of orthographic structure) and completely assimilated (with complete transformation of the borrowing according to orthographic system of

⁸⁶ Лаврова Н. А. О некоторых особенностях авторских неологизмов (окказионализмах)// Актуальные проблемы гуманитарных и естественных наук. 2010. п. 195-198

⁸⁷ Maxwell K. Brave New Words: a Language Lover’s Guide to the 21st century. – KENT: Pan Books, 2007.-218 p

⁸⁸ Власенко С. В. Массовая «колонизация» англицизмами языкового сознания русскоговорящих как проблема когнитивной фильтрации// Вопросы психолингвистики / РАН. Ин-т языкознания. – 2007

recipient language)⁸⁹. L. Son recommends distinguishing between borrowed words and borrowed meanings. Thus, L. Son's classification of unassimilated "neologisms-meanings" (not accepted by literature standards) and assimilated "neologisms-meanings" (registered in dictionaries and used in the terms of norms of literature)⁹⁰. A. Doubenets suggests a classification based on frequency of the new borrowings and the way they were borrowed (written or oral form). Thus, the linguist subdivides the partly assimilated borrowings into a) borrowings non-assimilated semantically, b) borrowings non-assimilated grammatically, c) borrowings non-assimilated phonetically, d) borrowings partly assimilated graphically.⁹¹

In contrast to the adoption and transliteration of English words, another process which seems common across the languages we investigated is the incorporation of English words in terms of form, but not meaning. In other words, English words are accepted into the vocabulary but are given a meaning which is unique to the adoptive language and does not necessarily bear any relation to the original English meaning. Sometimes the semantic link is clear. In Italian for example, the word *fiction* means 'TV series', the word *discount* is used to describe a cheap supermarket, and an *after-hours* is a club which is open all night long. In Polish, the word *billing* means 'itemized bill', and in Dutch, a *lunchroom* is a café selling sandwiches. At other times the link is more tenuous, as in Italian *lifting*, meaning 'face lift', Polish *adapter*, meaning 'record player' and Dutch *coffeeshop*, which is a café that doesn't only sell coffee, but also marijuana. Occasionally, another language's use of an English word brings with it very specific

⁸⁹ Елисеева В. В. Лексикология английского языка - СПб: Изд-во СПбГУ, 2003.- 144 p.

⁹⁰ Сон Л. П. Социокультурный аспект английских заимствований в современном испанском языке в условиях информационного общества// Вестник Ярославского государственного университета им. П. Г. Демидова. Серия Гуманитарные науки 2009. p. 97-103

⁹¹ Дубенец Э. М. Лексикология английского языка – КАРО, 2004.-192 p.

connotations. For example, in Dutch, being single strongly implies a conscious decision not to be in a relationship.

Conversely, languages sometimes adopt English meanings but apply them to their own forms. So for example the Polish word warsztat (workshop) has extended its range of meaning to refer to the educational event known as a workshop, as well as the room full of tools. The Polish word dokładnie, meaning 'exactly' in the sense of 'carefully, with attention to detail', has now under the influence of English taken on the sense of expressing agreement, as in Yes, exactly! Another common phenomenon is to adopt and extend, figuratively or otherwise, the original sense of an English word. So for instance in Serbian, a provajder (provider) is not just an ISP (internet service provider), but a person from whom you can buy homemade food or drink, and the verb ulogovati meaning 'to log on', can also be used to mean 'to get going after waking up'. In Dutch, shoppen (shopping) describes a recreational pursuit rather than just the daily humdrum of buying groceries⁹².

Across our investigation we can therefore identify three general ways in which English is currently influencing the development of the lexicon: 1) adaptation (transliteration) of English terms to correspond to spelling conventions in the adoptive language, 2) adoption of English words in form which are then given new uses, and 3) 'wholesale' adoption of new English words both in terms of form and meaning. The latter was the starting point of our investigations, and it seems there is definite evidence of English neologisms making their mark in other languages, which do seem to be borrowing terminology for 21st century concepts that have largely originated in the English-speaking world.

Integration and assimilation of borrowed neologisms is a complex process. With the global influence of American English in the world, the research

⁹² Maxwell K. Brave New Words: a Language Lover's Guide to the 21st century. – KENT: Pan Books, 2007.-218 p

conducted in the field of neology can help gain insights into the nature of this process and anticipate future trends in the development of various languages.

Our research indicates that English undoubtedly has a major influence in the vocabulary development of other languages, and with the Internet now an integral feature of everyday life, the capacity of English to pollinate other languages can only increase.

2.4. Ways and mechanisms of neologisms' translation

In practice of translational work the appreciable place is occupied with a problem of translation of neologisms. Denominative formations naturally were a part of language, and are specified by the dictionary under corresponding verbal remark, for example: plan (v) to make the plan, to plan ship (v) to load, make landing. Translation of such verbs comes easy. However it is necessary to consider that this way of formation of a verb from a noun is productive in modern English language and serves one of sources of occurrence of neologisms. Authors quite often resort to it, using the most various nouns and creating absolutely new verbs which we will not find in the dictionary⁹³. Meaning of such denominative new growths can be correctly understood only in a certain context by comparison to value of an initial noun.⁹⁴

For example: *The delegates were planed to the conference last night.* The verb planed is formed from a noun plane the *plane*. Function of the passenger plane - transportation of people. Proceeding from it, we translate the given sentence: *Вчера вечером делегаты были отправлены на конференцию самолетом.* Another example: *The trunks were tractored to the river bank to be floated then downstream.* Tractor's function - towing of vehicles and trunks of

⁹³ Головнин И.В. Грамматическая категория социально-личностных отношений // Головнин И.В. Грамматика современного японского языка. - М.: Изд-во МГУ им. М.В. Ломоносова, 2004. - p.161-167.

⁹⁴ Борисова Л.И. Особенности перевода общеупотребительной и общенаучной лексики с английского языка на русский. - М.: ВЦП, 2000. – p. 171.

trees, from here offer transfer: *Стволы деревьев были отбуксированы трактором к берегу реки с тем, чтобы затем сплавить их вниз по реке.* Still examples: *The river is bridged in two places. На реке имеется два моста. The rioters were machine-gunned by the police. Полиция обстреляла бунтовщиков из пулемета.* Quite often similar formations from the nouns, issued by a suffix - ed, are used as attributes. *There are several multistoried buildings in Moscow. В Москве имеется несколько высотных зданий. We saw a two-funneled steamer. Мы увидели двухтрубный пароход*⁹⁵.

The problem of correct understanding and transfer of neologisms is connected by that at modern rapid period of development of a science and technology any dictionary is not available to be aware of occurrence of new words and terms in various areas of human activity.

Therefore if in the text there is a neologism which is absent in the dictionary, the translator is obliged to define independently its definition, considering word-formation elements of the given word and leaning against a context, for example: *Jet propelled planes consume enormous quantities of propellant.* In the given sentence we meet a new word propellant which is not present in the general dictionary and which definition is required to be established. We separate in a word a suffix - ant and find the initial form propel having rejected the second letter. We find in the dictionary a word meaning "to propel" as a verb - "*to advance, actuate to move*". Considering that the suffix - ant forms nouns from a verb, we define an approximate word meaning propellant: "*that actuates*". Proceeding from a context, we select the most suitable definition: *fuel*. After that we translate the whole sentence: *Реактивные самолеты поглощают огромное количество горючего.* If the neologism represents a usual word, but used in special terminological sense, that, obviously, in the unique way of an establishment

⁹⁵ Латышев Л.К. Курс перевода: Эквивалентность перевода и способы ее достижения. - М.: 2004. - 300 с.

of its definition there is a support on a context, on the general maintenance of a translated fragment. For example, in the sentence: *This proved to be an Arab film, but as it was dubbed into English we were able to enjoy the smartness and vividness of its dialogues*. We meet a neologism *dubbed* which means - "to duplicate a film", - is easily established from a context then translation does not cause difficulties:

Этот фильм, оказался арабским, но так как он был дублирован на английский, мы смогли насладиться остроумием и живостью его диалогов.

Definition of denominative verbs as it has been specified above should be deduced from definitions of initial nouns at obligatory orientation to a context⁹⁶.

While translating loan-neologisms- the basic means of disclosing its meaning is the context and, of course, the dictionary of that language from which the loan word is borrowed.

Proceeding from the definition of the term "neologism" it can be assumed that the translator, meeting a neologism for the first time, naturally has no idea about the concept designated by it. Therefore the meaning of a neologism can be found out more often from a context, where possible. At a written translation the context, as a rule, is informative enough. In the process of word translation usually there are two stages:

1. Word meaning explanation in a context;
2. Translation of its meaning by means of TL.

In case of neologism's translation the first stage plays a main role, and last is an only purely technical question though also it is important to solve methods the most comprehensible for TL⁹⁷.

Within the general concept of a context the narrow context (microcontext) and a wide context (macrocontext) differs. Under a narrow context it is understood

⁹⁶ Головнин И.В. Грамматическая категория социально-личностных отношений // Головнин И.В. Грамматика современного японского языка. - М.: Изд-во МГУ им. М.В. Ломоносова, 2004

⁹⁷ Комиссаров В.Н. Теория перевода (лингвистические аспекты): Учеб. для ин-тов и фак. иностр. яз. - М.: Высшая школа, 2006

the context of the sentence, that is the linguistic units making an environment of given unit, not beyond the sentence means; the wide context is a set of the language units surrounding given unit in limits, lying out of the given sentence.

It is impossible to mark the exact limits of wide context- it may be a context of group of sentences, indentation, chapter or even the whole work (story, article or novel) as a whole. It is very important to take into consideration macro context while elucidation the meaning of a neologism, because exactly in the context there may be a hint. The narrow context, in its turn, can be divided into a syntactic and lexical context.

The syntactic context is that syntactic construction in which that word, a word combination or (subordinative) sentence is used.

The lexical context is a set of concrete lexical units, words and set phrases where this unit is met. The account of a syntactic context will allow the translator to define a neologism belonging to one of parts of speech, however at explanation of meaning of a neologism the account of a lexical context is most important⁹⁸.

New words, as a rule, arise on the basis of words already existing in language and morphemes.

The analysis of these words and morphemes can render to the translator the serious help in explanation of meaning of a neologism. For this purpose it is necessary to know ways of word-formation in English language, such as:

giving one more meaning to already existing word⁹⁹. For example, the word *call in* English language means *to name, cause, urge to convoke, a call, phone call, etc.* However with development of exchange business not so long ago it had the new meaning fixed in dictionaries as *call, an option call* (i.e. the right to buy during certain term securities at agreed price with preliminary payment of the award), and with banking development - the bank requirement to the borrower about

⁹⁸ Борисова Л.И. Особенности перевода общеупотребительной и общенаучной лексики с английского языка на русский. - М.: ВЦП, 2000. -р. 171.

⁹⁹ Головнин И.В. Грамматическая категория социально-личностных отношений // Головнин И.В. Грамматика современного японского языка. - М.: Изд-во МГУ им. М.В. Ломоносова, 2004. - р.161-167.

preschedule repayment of the credit in connection with infringement of its conditions.

Composition.

One of the most ancient, universal and widespread ways of word-formation in English language is the composition, not lost the activity and now: more than one third of all new growths in modern English language - compound words.

As norms of modern English language allow a combination of the words possessing the same lexical and grammatical characteristics, as bases connected at a composition to define, in what cases the translator deals with a difficult word-neologism and in what - with a word combination, it is represented difficult enough¹⁰⁰. Compare *closing bank* - the bank finishing the transaction in which some banks and closing bank - closed bank participated.

Now a number of criteria are developed for differentiation of compound words and word combinations. While translating neologisms in English texts of special attention are deserved by the spelling criterion which essence consists in consideration of any complex written together or through a hyphen as a compound word, and a complex, whose components are written separately as word combinations: *dividend-right certificate* - the certificate granting the right to reception of the dividend; *dear-money policy* - restriction of the credit by increase of interest rates; *fill-or-kill order* - the order of the client to the broker who should be immediately executed or cancelled.

In cases when connect the words terminating and beginning on the same vowel or a consonant, one of them falls: *net + etiquette = netiquette* - the unwritten standard rules of dialogue or information placing on the Internet. However it is necessary to notice that it is not a rule: Some sections of the American press are upping the case still further by using an even more emotive term "*cyberrape*", to describe the actions of Jake Baker, a 20-year-old American student.

¹⁰⁰ Арнольд И.В. Семантическая структура слова и методика ее исследования. - М.: Просвещение, 2006

Some American editions add fuel to the fire, using the even more emotionally loaded expression "cyber-rape", with reference to actions of twenty years' American student Jack Bejkera. Nevertheless it is necessary to notice that in many cases inconsistency in writing even of the same complex is observed.

For example, in a case man-made - artificial, created by the person, 6 % - a separate writing, 82 % - through a hyphen, 12 % - a conjoint writing.

The analysis of the components which are a part of a compound word, gives the chance to the translator, knowing their lexical meaning, to find out meaning of all complex: *Graphite bombing caused power lines destruction turning off life-supports in Belgrade hospitals.*

As we see a neologism *life-supports* consists of two parts: *life (life)* and *support to (support)*, means, it is a question about something that allows to support life or viability, and a suffix - s specifies that we deal with a countable noun in the form of plural. Thus, having taken into consideration the context, it is possible to translate this neologism as "life-support equipment". *Во время бомбардировок в Белграде были обрушены линии электропередач, что послужило остановкой работы аппаратуры, поддерживающие жизнеспособность.*

For correct understanding of meaning of the neologisms formed by such way it is necessary for translator to know productive affixes in modern English language and to be able correctly divide a word into components: lonelified - the payee under the fictitious bill, the user of the fictitious bill.

Very often at a similar way of formation of neologisms have satirical colouring, especially in press. '*... that they taste the same in Beijing as they do in London or New York, and so it was that world burgernomics was born by McDonald's*'.

In this case the author of article wants the reader to pay attention to considerable development of a network of restaurants "McDonald's" the industry of a fast food where there are laws and the phenomena and like other economic laws equally operate in different countries:

... что в Пекине они по вкусу такие же, как и в Лондоне или Нью-Йорке, вот так "МакДональдс" создала мировую гамбургерномику.

Conversion. As conversion is called functional transition of a word from one part of speech another, i.e. the use of the same word as different parts of speech. So, for example, now in Internet it is possible to see often an E-mail me/us to... Explanation of meaning of a similar neologism does not make difficulty. The syntactic context gives the chance to define a word accessory to transitive verbs, and knowing a word meaning of an E-mail (e-mail) is translated: Send e-mail messages to the address ¹⁰¹.

Borrowing from other languages. Then his *telefonino* rang, or rather squeaked piercingly... It is impossible to get away from the wretched *telefonino* wherever you are in Italy. Of all the countries in Europe, only Britain has more mobile telephones. Затем зазвонил, или скорее пронзительно запищал его *мини-телефон*. В какой бы части Италии вы ни находились, вам никуда не деться от этих назойливых *телефонино*. Из всех европейских стран, мобильных телефонов больше только в Великобритании.

The Soviets had Sputnik, but the Americans had their open-plan kitchen. No contest. Советский Союз создал "Спутник", а американцы создали кухню открытого типа. Вне конкуренции.

Back derivation. The back derivation represents the process of formation of verbs by truncation of a suffix from correlative nouns. *E.g. televise - to show on television from "television".*

Fusion. A fusion- connection or the truncated root of one word with the whole word, or connection of two truncated roots: *forex reserve (forex = foreign + exchange) - reserves in foreign currency; impex transactions (impex = import + export) - export-import transactions.*

Among existing ways of word-formation of special attention deserve partially reduced initial abbreviations, for example, *B-unit (Barclays currency unit)*

¹⁰¹ Нелюбин Л.Л. Компьютерная лингвистика и машинный перевод.- М.: Воениздат, 2002

the international monetary unit of bank, *Fed Wire* - system of a beam coupling of federal reserve banks (USA)¹⁰².

Summary of Chapter 2

In the second chapter we come across with problems of rendering neologisms in target language. There we discussed theoretical and practical difficulties in translation of neologisms. As is it known, translation is a kind of moral, cultural and spiritual wealth and activity of human. It goes back down to ancient history. It always played a significant role in the cultural history of nations and the world culture on the whole. The translation process fluctuates passing from formal inter-language transformations to the domain of conceptual interrelations.

Many people believe that translation is an easy job and all translator has to do is to change words from the source text into the equivalent words of a target text. However, this is not true since some phrases, if translated literally, would make no sense. Translation is a very complicated process which has to consider many factors like the genre and the style of the original text, the translator's competence, and the timeline allocated to the project and many more. Like any other translation it should convey the meaning and the music of the source language.

Neologisms are perhaps the professional translator's biggest problem. New objects and processes are continually created in technology. New ideas and variations on feelings come from the media. Terms from the social sciences, slang, dialect coming into the mainstream of language, transferred words, make up the rest.

¹⁰² Борисова Л.И. Особенности перевода общеупотребительной и общенаучной лексики с английского языка на русский. - М.: ВЦП, 2000. - 171 с.

In this chapter we tried to reveal the basic ways of translation and showed practical examples. The translation techniques have been thoroughly described in translation theory, and we tried to apply these techniques to our language material.

It becomes clear from our research that it makes difficulty for translator to translate neologisms without being aware of extra linguistic conditions. Knowing the language is not enough to find out the appropriate variant of the word in target language. The translator must be aware of word-formation means, morphology, derivational affixes and other linguistic units.

CONCLUSION

1. We revealed that the theory of nomination first of all is connected with the determination of correlation between the conceptual forms of thinking. It deals with the creation, establishment and distribution of the names of some fragments from the objective reality. The subject of the given theory is the study of the results of interaction of human thinking, language and reality in the processes of nomination. In the sixties, S. Ullmann established a link between three of the four major formal internal types of nomination formation, or, rather, in his terms of the time, of word formation. In his view, some languages use (A) *derivation* and (B) *compounding* for the formation of new words, while other, using these two sporadically, exhibit a tendency to fill gaps in the vocabulary by resorting to (C) *polysemy*, i.e. by addition of new meanings to the existing ones.
2. At this moment English language as many other languages passes through “neologistic boom”. Great amount of new words and necessity of their interpretation led to creation of special branch of lexicology-neology-science about neologisms. There we discussed linguistic interpretation of the phenomenon of neology, and gave various definitions to the term neologism proposed by different scholars. Thus, a **n e o l o g i s m** is a newly coined word or phrase or a new meaning for an existing word, or a word borrowed from another language. Besides we showed evolution of neologism, i.e. the stages the word must pass through to enter the language.
3. As we live in the period of globalization a lot of objects are created and lots of new words are created to name them. There is no doubt that the English language today is the most widely used language for international communication. Words and expressions are born, live for a short time and then die or find their place in our vocabulary according to the temporary or permanent nature of the phenomena they describe. In this research we tried to reveal the most productive spheres of human activity. Accordingly there are 4 leading spheres, that is men and

women links, computer technologies, culture and science. Where business and language appear more or less stable.

4. Productivity of word formation means change from time to time. The theoretical findings of the research allow putting forth the following hypothesis: the high productivity of conversion finds its reflection in speech where numerous occasional cases of conversion can be found, which are not registered in dictionaries and which occur momentarily, through the immediate need of situation. Conversion is universally accepted as one of the major ways of enriching English vocabulary with new words. Recent investigations seem to prove however that productivity of derivational means is relative in many respects. Moreover there are no absolutely productive means, derivational patterns and derivational affixes have different degrees of productivity. Each part of speech is characterized by a set of productive derivational patterns, peculiar to it.

5. The development of new meanings in existing words proves another fruitful source of new vocabulary. Semantic extension presents the qualitative aspect of vocabulary growth. Traditionally there have been distinguished such semantic processes as metaphor, metonymy, extension or generalization of meaning, specialization or narrowing of meaning; pejoration and melioration. Among these metaphor is predominating.

6. The translation techniques have been thoroughly described in translation theory, and we tried to apply these techniques to our language material. We assume that the English neologisms may be translated by means of: 1. *Equivalent* - neologism coinciding with the English in meaning and in imagery. 2. *Analogue*-a set of neologism that is equivalent to the English in meaning but differs completely or partially in its imagery. 3. *Descriptive translation*-translation by conveying the meaning of the English expression with a free neologism. Descriptive translations are used when no equivalent or analogue is available in TL. 4. *Antonymic translation*-conveying the meaning of a negative construction by means of a

positive construction or vice versa. 5. *Calque or loan translation*-this method is used when the author wishes to stress the imagery used in the English neologism or when the neologism cannot be rendered in any other way . 6. *Combined translation*-in cases when the Russian analogue does not fully convey the meaning of the English expression or has a different specific coloring of a place or time, we give a loan translation, followed by descriptive rendering and the Russian analogue for comparison.

7. The process of assimilation in the recipient language passes several stages. We distinguish five stages of assimilation of the borrowings in the Russian language. On the first stage the word is used “as it is”, with its phonetic and orthographic form remaining intact as in the source language. The next stage involves the assimilation of the word by the recipient language through transcription or transliteration. The newly borrowed word develops the characteristics of a certain part of speech in the recipient language. On the third stage this word comes in general use by speakers and loses its novelty. The fourth stage involves the final development of the word’s semantic with further loss of genre and stylistic peculiarities it had in a donor language. On the final stage the word is registered in dictionaries of the recipient language.

8. In the practice of translational work the appreciable place is taken by a problem of translation of neologisms. Therefore if in the text there is a neologism which is absent in the dictionary, the translator is obliged to define independently its meaning, considering word-formation elements of the given word and leaning against a context. While translating neologisms-loans the basic means of disclosing a word meaning is the context and of course, the dictionary of that language from which the loan word is borrowed.

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Glossary of selected neologisms

№	NEOLOGISM	MEANING	TYPE OF WORD FORMATION
1	Abroadness	state of being outside of one's country of residence for the purpose of higher education	affixation
2	Administrivia	tedious and mundane organizational and administrative tasks	blending and clipping
3	Adultolescence	moving back in with your parents after graduating from college	blend of 'adult' + 'adolescence'
4	Advertorial	What is written when a company pays to have a good story written about them in a publication	Blending advertisement + editorial
5	Aftsoac	Assume for the sake of a contradiction	acronym
6	Ah-hah	sudden realization	onomatopoeia
7	Alpha consumer	one who picks up on trends before they become trends, perhaps creating or fueling the trend; used as a predictor for what will be popular in a few weeks or months	compound of 'alpha' + 'consumer'
8	Ambiturner	able to turn around both ways	Affixation

9	Amerindians	This word refers to the people who were on the North American continent before the arrival of Europeans. These people are also called Indians, Native Americans, or American Indians. This term was coined to make one of the more politically correct phrases shorter and therefore more convenient	blend of American and Indian
10	Anyhoo	A colloquial interjection meaning the same thing as anyways	compound
11	Appetize	to be appealing to (the appetite of), to make hungry, to whet the appetite of	back formation
12	Archi	architecture student	clipping
13	Ass-flowers	there is only 1 thing that ass-flowers can possibly mean-hemorrhoids	analogy
14	Automagically	This word describes actions that happen automatically, but also seem to happen magically. The word may be used when the speaker does not understand the process by which the action	blend of automatic and magic

		occurs	
15	Autostereographics	a new branch of technology dealing with how things look on a screen	compounding
16	Awesome-itude	incredibly outstanding, nothing could be better	Blend 'awesome' (very cool, outstanding) + 'magnitude' (great in size)
17	Bacheloric	having the characteristics of a bachelor	affixation
18	Bagel	to be held scoreless	zero-derivation
19	Ball around	to hang out, be unproductive	semantic shift (possibly metaphor) and zero derivation
20	Baller	A guy who usually gains fame and wealth as well as women through success sports	Clipping (Ballplayer)
21	Ballinest	the best basketball player	analogy
22	Balling	Playing basketball	Analogy
23	Bassackwards	something exceedingly backwards.	compounding and blending
24	Beaulicious	this interesting adjective is trying to appeal to two senses, that of vision and taste. The cake under question was both	blend of 'beautiful' and 'delicious'

		beautiful and very promising in terms of taste.	
25	Bed-night snack	a midnight snack eaten in bed or perhaps a snack eaten at bedtime	blend of bed and midnight snack
26	Beerios	cereal topped with beer instead of milk	blend of 'beer' (alcoholic beverage) + 'cheerios' (type of cereal, commonly eaten for breakfast)
27	Bennifer	Noun succinctly referring to the superstar relationship and engagement between and movie stars Ben Affleck and Jennifer Lopez	blending and clipping Ben (for Ben Affleck) + Jennifer (for Jennifer Lopez)
28	Bewrecked	Deprived of something, in this case an automobile. Could possibly be used in situations involving other accidents.	a blend of bereft and wrecked
29	Bib	An apparent shortening of the French word for library: bibliotheque.	Clipping from 'bibliotheque' to 'bib'
30	Biodefense	(of or pertaining to) the military, governmental, and industrial management of the research and	compound 'bio' (life) + 'defend/defens'

		development of weapons, strategies, and other means of defending against biological weapons and warfare	
31	Bitchery	whining, complaining, and a generally negative and unpleasant conversation	derivation
32	Blacksploitation	A noun describing the experiences suffered by African-Americans during periods of discrimination and exploitation by others, most notably whites.	blending "black" (describing a certain race) and "exploit" (to take unfair advantage of) + "-ion" (Noun-forming suffix)
33	Bling	Large diamonds or other valuable gems	onomatopoeia ("bling" describes the reflection of light off of a facet of a diamond)
34	Bling-bling	shiny metal trinkets, necklaces; objects of luxury	sound symbolism
35	Blog	an online journal or diary where people can say whatever they feel like	'web' (an interconnection of many things) + 'log' (an account of many objects)
36	Blogger	a person who maintains, frequents, actively searches for,	compound 'blog' (clipping of

		or is otherwise familiar with online journals	weblog, an internet journal) + '-er' (N, doer, performer of a certain action, one associated or involved with)
37	Blogosphere	the world or domain of blogs (weblogs) and bloggers (those who maintain or frequent blogs)	Compound 'blog' (clipping of weblog, an internet journal) + 'o' (linker) + 'sphere' (area of power, control, influence; domain)
38	Bofro	boyfriend	clipping/rhyming compound
39	Bounce	to leave, to go	slang
40	Break-downable	capable of being broken down into smaller parts or pieces.	Compounding +affixation
41	BRB	An abbreviation that lets someone know what you are doing, i.e. that you will 'be right back', or return.	Acronym
42	Bresilient	Describing something that is great, wonderful, happy, healthy	blend using brilliant + resilient
43	Bridezilla	a bride who is extremely spoiled and domineering and who must	Blend 'bride' (woman about to be

		have her way (as to the details of her own wedding), even to the last, most minute detail	married) + 'Godzilla' (gargantuan fictional Japanese reptile)
44	Bridorexia	the bride's regimen of restricted diet and/or exercise for the purpose of weight loss during the time period leading up to her wedding day, undertaken especially for the purpose of fitting into her wedding dress	blend 'bride' (woman about to be married) + 'anorexia' (chronic eating disorder characterized by lack of and appetite and eating)
45	Buh	violently funny, cool in an unorthodox way	sound symbolism (sound made when fist is thumped against chest)
46	Cablinasian	This word literally means "Caucasian-Black-Indian-Asian." Tiger Woods coined this term to describe his heritage after the media began to incorrectly categorize him as African American, when in fact he was not. This term was coined to make it easier for Tiger Woods to describe his heritage as not simply African	blend of Caucasian, Black, Indian, and Asian

		American.	
47	Camphone	a cellular phone with a small camera	clipping "cam" from "camera" and then blending it with "phone"
48	Celly	cellular phone	zero derivation, clipping, and derivation
49	Checkya	Something along the lines of "talk to you" or "see you;" would most likely be found almost exclusively in co-occurrence with "later."	compounding
50	Chillax	To take it easy, cool down, or just relax. Someone can also be a 'chillaxed' person, basically meaning that they are very relaxed and calm.	Blend (chill & relax)
51	Chineseness	the lifestyle or quality of Chinese	Affixation
52	Claver	an individual fitting a stereotype of science fiction and fantasy enthusiasts.	"conclave" (secret association of parties with a common goal or interest) + "-er" (noun suffix)
53	Clubbing	Used as a verb as in "to go clubbing," To go out to a club,	Affixation 'club' (original word) + 'b'

		normally at night.	(added vowel, such as in dubbing) + '-ing'
54	Comped	the privileged few who don't have to work hard in life because they are rich	clipping with a suffix added 'complimentary' (free, doesn't cost anything) X 'ed' (ADJ)
55	Confuzzled	to be both confused and puzzled by something at the same time	Blending "confused" + "puzzled"
56	Cosmeceutical	skin-care products that can both conceal and heal	blend cosmetics + pharmaceutical
57	COTU	stands for 'center of the universe', implying someone who is selfish and think that everything and everyone does and should revolve around him/her	acronym
58	Courseware	computer programs that teach a certain subject to the user	blend 'course' (units of instruction in a subject) and 'software' (the programs and routines for a computer)
59	Creative-cat	Someone who is imaginative	Compound

		and comes up with unique ideas for writing, speaking, drawing, and behaving.	
60	Creature-feature	A movie featuring a monster, or some other type of strange being	rhyming compound
61	Crunk	A mixture between two states of being: crazy and drunk	blending
62	Cyber theft	"cyber" (relating to computers or the Internet) + "theft" (thieve money by breaking accounts through internet)	compound
63	Datahead	Someone who retains a lot of information and is capable of recalling that information at any time. The word might carry a connotation of being smart or even nerdy.	Compound
64	DETRAY	To remove a tray from one's personal space.	derivation and zero derivation
65	Digicam	Digital Camera	blend digital camera
66	DL	Keep it quiet or under wraps. Do not openly reveal or publicize.	Acronym (Down Low)
67	Dudely	Excellent, nifty, groovy, cool. ('a dudely gadget')	Affixation 'dude' (man, fellow,

			multipurpose interjection) + '-ly' (like, resembling)
68	E-linquent	one who makes trouble or misbehaves online or on the Internet	Blending
69	E-pal	a friend which communicates with one by e-mails.	Acr+compound "electronic" (by acronym) and "pal", which means "friend"
70	E-voting	voting that is done online	blend
71	Earworm	A song that won't go away, and gets stuck in your head.	Compound Ear(n) x Worm(n)
72	Edress	Email address	Blending Email x Address
73	Edutainment	a game (software) that can provide entertainment while teaching a child.	blend
74	Egosurf	to look oneself up on an internet search engine, usually for a boost of self-esteem	Compounding
75	Emoticon	Icons that show feelings	Blending Emotion + icon
76	ETEXT	A literary or reference work converted into a text-based file on the Internet, usu.	Blending E-[ELECTRONIC] + TEXT

		downloadable, searchable, and made available for free.	
77	Facronym	an acronym (word formed from the initial letters of a name with multiple words) for a an organization, device, or idea with a specialized function or with a name composed of many polysyllabic words	blend
78	Falloween	time period leading up to and including Halloween which seems to get longer and longer every year, so that fall and Halloween seem synonymous	blend of 'fall' + 'Halloween'
79	Fave	Same as favorite, just a clipping or shortening of the word. Used to describe a preferred item, person, place, etc.	Clipping (favorite)
80	Fetishization	The act or process of turning something into a fetish, obsession.	Affixation
81	Fleshflake	FLESH + FLAKE	compound
82	To flip a lid	to panic, to freak out, carries specifically negative connotations. The test score was not so pleasing, thus the reaction was that of becoming	analogy

		irritated and upset.	
83	Fooding	eating or feeding	Conversion
84	Four-wheel	to take a four-wheel drive vehicle driving off roads in fields it is probably taken by metonymy from four-wheeler derived and take by clipping from four-wheel drive vehicle	zero derivation and metonymy
85	Frankenfish	Fish that were genetically engineered by humans.	blend
86	Fratastic	something that was splendidly fraternity-like.	Blending 'fraternity' + 'fantastic'
87	Fro-yo	the abbreviation of frozen yogurt, the typical alternative to ice cream	Slang Clipping Blending
88	Funtastic	being fun and fastastic	Blending of the words "fun" and "fantastic"
89	Getcheroxoff	getting one's way, getting kicks or enjoyment out of something	Blend
90	Ginormous	Massive, huge, or large, in either a physical or metaphorical sense.	Blending Gigantic+enormous
91	Giraffiti	Used to describe graffiti that is located higher than normal.	Blend (giraffe & graffiti)
92	GOOGLE	Some people apply this word only to the use of the web-	Generic usage

		search service from which it derives, www.google.com, but some use it to describe any Internet search.	
93	gr8	great	Clipping
94	Governator	Arnold Schwarzenegger, esp. after being elected governor of California	blend of 'governor' + 'Terminator'
95	Gringosity	This word expresses the quality of being a gringo, as in a white American person. It was coined to describe the quality, not just the person, as the sole word gringo does.	compound of gringo and -sity
96	Guyish	having the characteristics of masculinity	affixation
97	Hacker	a person who is technologically savvy with computers and computer code; one who learns how to stretch the limits of programmable systems, sometimes maliciously	zero derivation
98	Halfie	a person with parents of differing races or ethnicities	derivation
99	Handleable	manageable, possible to handle	affixation
100	Hazmat	just a quick and easy way of	Blending

		saying 'hazardous materials'	
101	Head	To depart, to leave in search of a particular destination.	zero derivation
102	Hinglish	a combination of Hindi and English	Blending
103	Ice	Diamonds or other shiny jewelry	zero derivation
104	Identity theft	The act of stealing someone's belongings and pretending to be them to enjoy what was stolen.	compounding
105	Integralize	Similar to derivatize, integralize simply means to integrate a function.	back formation, from integral to integrate back to integralize
106	Imho	In my humble opinion	Acronym
107	Indipop	popular Indian music	Blending
108	Iraqification	The process of controlled supervision of government reconstruction based on the formula used in Iraq.	Affixation
109	Jackie	lightweight hooded zip-up sweatshirt	derivation
110	John	Irritating, annoying, or frustrating in nature. A common word 'john' is used to describe	Derivation

		something that the speaker does not like.	
111	Joshin'	A verb used to defend or explain a person's intent, such as joking or kidding.	Slang
112	Kegoff	contest in which teams compete to see which can finish a keg of beer in the least amount of time	blend of 'keg' and 'run-off'
113	Kickin'	Something that is awesome, enjoyable, or great	A clipping of the word 'kicking,' by dropping the 'g.'
114	Kicks	shoes, especially sneakers, tennis shoes	-
115	Killage	to hunt an animal for sport and/or food	affixation
116	Laughgasm	an orgasm incurred from laughing too much, for too long, or too hard.	blend of 'laughter' and 'orgasm'
117	Light-loafer	someone who is rather light or small and therefore his loafers do not carry much weight.	compound
118	Linestub	one of many sequentially numbered slips of paper given to those standing in a queue in order to determine or preserve the order of service	compound
119	Logisticalize	rationalize	derivation

120	LOL	A response to something that is funny or makes you laugh. 'Laugh out loud'.	Acronym
121	Lonelified	act of being in solitude or lonely	Affixation lonely + -ified
122	Maddenating	Frustrating	Blend, maddening and infuriating
123	Magriffic	amazing, terrific, fascinating, and awesome. Carries specific connotations and magnificent (referring to sight) and terrific (referring to the emotional aspect of it).	Blend, magnificent and terrific
124	Manscape	Artful shaving and trimming of a man's body hair	Blend, man and landscape
125	McJob	A low-paying, temporary job that doesn't offer any future.	Blend, McDonald's and job, and analogy
126	Megafauna	Large or relatively large animals, especially those of a specific region or period	Compound
127	Mejorest	Another way of saying 'best.'	Borrowing/Analogy
128	Melancholic	Being in a somber serious state invokes blend with alcoholic, or at least the 'holic semi- morpheme meaning an	Melancholy and given the adjectival affix -ic

		addiction.	
129	Merkin	The noun 'merkin' means a female pubic wig, so it seems as if the zero derivation would mean to place the pubic wig on the direct object.	Zero derivation
130	Metrosexual	Metrosexual is used to describe heterosexual males who spend a lot of time grooming themselves, which is stereotypically a trait of gay males. This also extends to a knowledge of fashion. Basically, a metrosexual guy is exactly like a gay guy, but he is straight. The term was coined to make just this distinction.	Blend, metro and homosexual
131	Mexican't	A Mexican who does not dare or is not able to do anything.	Blend, Mexican and can't
132	Michael Jackson, v	To Michael Jackson somebody is to touch or fondle somebody inappropriately in a joking, non-threatening manner.	Zero Derivation
134	Midlatitude, adj	A region of the earth approximately halfway between the equator and one of the two poles	Compound
135	MOBcestious, n	Someone who spends all of their	Blend, MOB and

		time with other MOBsters	incestuous
136	Mondo	Very large; excessively	Unknown
137	Moonscape	A view of or resembling the surface of moon, characterized by rockiness and barrenness	Compound
138	Mosh	An activity that involves hitting into people either by jumping into them, usually occurring at a rock concert.	Blend , mash and squash (pronunciation, not letters)
139	Muchly	A great amount of the something. Used instead of very much.	Derivation
140	Mug Down	To mug down means to 'make out' with someone. It is a more vulgar and base way of implying the act of persistent kissing, to some sense debasing it and giving it definitely sexual and animalistic connotations.	Folk etymology