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Vira Vetoshchuk**LINGUISTIC PECULIARITIES OF NEOLOGISMS AND
WAYS OF THEIR TRANSLATION**

Neologisms are analyzed as lexical innovations of the English language. The article deals with the ways of replenishing the lexical stock of the language, their main ways of word formation. The key ways of translating English-language neologisms into Ukrainian are determined.

Keywords: neologisms, lexical units, ways of formation.

The problem of neologisms in the English language is studied by a number of linguists, such as L. Bondar [4], E. Kusch [6], Y. Zatsnyi A. Yankov [5], whose contribution cannot be overestimated. Here we have to mention such classics of this field of research as I. Arnold, R. Fischer, I. Galperin, O. Jespersen, A. Koonin, V. Zobotkina and others. The aim of the article is to analyze the phenomenon of neologism in modern English.

Analyzing the etymology of the word „neologism” we have to turn its Greek roots, where „néo” meant as „new”, and „logos” meant „speech, utterance”. Neologisms are words that have appeared in the 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. The term itself appeared at the end of the 18th century.

The *aim* of the article is to determine the ways of formation and translation of the English neologisms.

David Crystal suggests the following definition of a neologism „A neologism stays new until people start to use it without thinking, or alternatively until it falls out of fashion, and they stop using it altogether. But there is never any way of telling which neologisms will stay and which will go” [1, p. 132].

According to A. Rey, neologism is a „unit of the lexicon, a word, a word element or a phrase whose meaning, or whose signifier – signified relationship, presupposing an effective function in a specific model of communication, was not previously materialized as a linguistic form in the immediately preceding tag of the lexicon of the language. According to the model of the lexicon chosen, the neologism will be perceived as belonging to the language in general or only to one of its special usages; or as belonging to a subject – specific usage which may be specialized or general” [3, p. 77].

Among neologisms can be distinguished:

1. Neologisms proper (the novelty of the form is combined with the novelty of the content): *playlistism* – плейлицизм, дискримінація за ознакою музичних вподобань, *netiquette* – нетікет, правила поведінки в мережі Інтернет.

2. Transnominal neologisms, which combine the novelty of the form of the word with the meaning already transmitted earlier in another form: *umbrella* – політичне прикриття, *big C* – рак.

3. Semantic innovations, or rethinking (new meaning is denoted by the form that was already in the language): *bread* – гроші, *drag* – нудьга.

Neologism passes several stages of socialization (adoption in society) and lexicalization (consolidation in the language).

Having studied previous experience in published articles, I. Prysiazhniuk [2] concludes that neologisms fall into several categories:

- according to word formation method there are lexical, semantic neologisms and new collocations;
- according to origin there are new coinages and nonce words;
- according to purpose there are nominative and stylistic neologisms.

The author also proposes to classify new words according to thematic groups.

Another point of view is that new lexical units can be created by expanding its vocabulary and semantic meaning.

Dictionary extension is the emergence of new lexical units as a result of:

- productive (regular) ways of forming vocabulary units;
- non-productive (irregular) methods of word formation;
- borrowing from other languages.

The semantic extension is the emergence of new lexical meanings of already existing words.

Neologisms are usually formed from elements that already exist in modern English. The deliberate creation of neologisms is a product of someone's creativity, ingenuity, and imitation. It is necessary to distinguish between productive and unproductive methods of word formation. The most widely used methods of productive word-formation are as follows:

- affixation (suffixation and prefixation);
- conversion;
- compounding.

Neologisms created according to these methods consist of elements already available in the language. Their novelty is a special combination of these elements.

In English, the following affixes are considered to be the most productive:

- *-ness, -er, -ing, mini-, over-*, etc. for the formation of nouns, for example, *well-to-do-ness, brain-washer, cracking*;

- *Un-* for the formation of verbs, for example, *unhook, undo, unbreak*;

- *Verb + able, un + Participle I / II, and + adverb* to create adjectives, for example, *attachable, unguarded, unsouled*.

Conversion is a special non-affixing type of word conversion to another part of the speech. The most common examples of conversion are:

- Noun-verb (*a boss-to boss*);

- Native verb (*to catch -the catch*);

- The adjective-noun (*intellectual - the intellectual*);

- Noun adjective (*a maiden - maiden*).

Compounding is the compilation of a new word from smaller words, which are often created by analogy to existing words (*space-sick, birthquake*).

New words can be generated in a non-productive way:

- *lexicalization* is a process where, through semantic or syntactic causes, the grammatical form of the word becomes the basis for the new lexical meaning (*arms, customs*);

- *shortening*, which consists in replacing the whole part. This phenomenon most often manifests itself in the written language (*St. - street*), although the development of the language leads to the penetration of graphical abbreviations into the sphere of oral communication (*a.m., p.m., SOS*). Transformation of word groups into words includes different types of lexical abbreviations:

- ellipsis is cutting off the final element of frequently used phrases (*a documentary - documentary film*);

- abbreviation (acronyms) is a lexical sentence reduction by pronouncing initial letters as words (or parts of a word) (*BBC – British Broadcasting Corporation*);

- blending (mixing) is the result of deliberately creating words by combining the wrong pieces of several words (*brunch – breakfast and lunch*).

- borrowings – these are neologisms, taken from other languages. They may exist in their original form, be subjected to direct translation or changed according to the rules of the language.

Semantic distribution is the emergence of new meanings of already existing words in a particular language. This process is caused by the following factors:

- changes in the social life of society;

- terminological use of words by people of various professional groups, where words are modified, gaining new meaning;

- adaptation with a special purpose.

Many scholars are investigating changes in the meaning of words. There are various logical and psychological types of change types. The traditional classification is as follows:

- Generalization or extending of meaning (*hard drive - slow computer work*);
- Specialization or narrowing of meaning (garage - primary meaning: any safe place; new - building for cars);
- transference of meaning (metaphor, metonymy) - (*He is such a bear.*)
- elevation of meaning (*minister - primary meaning: servant; new - important public position*);
- degeneration of meaning (*vulgar - primary meaning: happy*).

Semantic extension is one of the most important ways to enrich the vocabulary of any language [7].

The peculiarity of neologisms is that they are lately fixed, or not recorded in dictionaries at all. In translation practice, in the many cases where there is no translation equivalent, in the transfer of neologisms from English to Ukrainian, a number of techniques are used: transliteration; transcription; calque; descriptive translation, or explication; direct inclusion.

Transliteration is a mechanical transmission of the text of individual words that are recorded by a single graphic system, by means of another graphic system with a secondary role of sound form, that is, the transmission of one written letter by another. For example: *hackerazzi* – хакерацці, a person who hacks the celebrity's e-mail, their accounts to get certain data from a computer; *lostaphile* – лостофіл, fan of the Lost series ("To stay alive"); *blonder* - блондер, is a blond, young boy who is in charge of dealing with blondes only.

Transcription – the mechanical transmission of individual words recorded by one graphic system by means of another graphic system with the main role of sound form, that is, the transference with the reference to the phonetic sound of the word. For example: *brandalism* – брендалізм, fencing of facades of urban buildings by the generic posters of advertising.

Calque translation is the copying of a foreign word with the help of the own language material or morphological translation of a foreign word, translation by the corresponding elements of the language of the translation: *the word of mouse* – слово миші, information disseminated through chats and blogs; *garage-mahal* – гараж-махал, multi-storey garage or parking.

Descriptive translation – translation, which consists in the description of a certain concept by means of a different language. For example: *outernet* – традиційні засоби масової інформації (which are opposed to the Internet),

or real life; *Arab Spring* – Арабська весна – a phrase that began to denote revolutionary events in Libya, Syria, Egypt, and other Arab countries.

Recently, the usage of direct inclusion, which is the use of the original spelling of the English word in foreign language, became quite common and popular. The use of the direct inclusion method may be justified in cases where it is not possible to convey one of the methods of translation due to its specific sound or writing: *iPad, iPod, Apple*.

The main criteria that must be taken into consideration by the translator when searching for the correspondence of English neologism in the Ukrainian language is the conciseness and unambiguous interpretation.

Thus, neologisms are new words or phrases that appeared in the language in connection with new phenomena or they can be existing words with a new sense that are constantly being introduced by the language. Neologisms are often created by combining existing words or by giving words new and unique suffixes or prefixes. They can also be created through abbreviation or simply through playing with sounds. They can be also borrowed from other languages and popular literature. There is no single way to track all neologisms because they are created every day, every moment of our life.

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ЛІНГВІСТИЧНІ ОСОБЛИВОСТІ НЕОЛОГІЗМІВ ТА СПОСОБИ ЇХ ПЕРЕКЛАДУ

Проаналізовано неологізми як лексичні інновації англійської мови. В статті розглянуто способи поповнення лексичного складу мови, їх основні способи словотворення. Визначено ключові способи відтворення англomовних неологізмів українською мовою.

Ключові слова: неологізми, лексичні одиниці, способи творення.