TRANSLATABILITY OF MODERN MEDIA ENGLISH NEOLOGISMS

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Summary
In our publication, the specifics of the use of neologisms and the peculiarities of their translation into Ukrainian are analyzed on the basis of modern English language periodicals. Neologisms reflect the trends of modern English; they are constantly appearing and some of them become part of everyday lexicon. Therefore, the constant growth of the number of neologisms and their impact on language development is the cause of the relevance of the study. The purpose of the research is to analyze new lexical items at the morphological and semantic levels, identify trends in the creation and translation of lexical items in English-language media. The material of the study was 110 neologisms, selected by the method of continuous sampling from articles of modern English online publications. We have researched political articles of BBC and CNN. The prospect of further study of modern media English neologisms lies in the possibility to establish the cognitive mechanisms of derivational processes.
Keywords: neologism, ways of word formation, derivatives, mass media, translation, English.

1. Introduction

Every language is like a dynamic system that constantly changes and develops. Therefore, the vocabulary is changing by introduction of new words and phrases into it. Some of the newly coined words successfully adapt in the language and are extensively used by people, whether others exist for a while and disappear from the language *(Tymoshchuk, 2022: 115)*.

Vocabulary is the most flexible and variable aspect of any language which immediately responds to changes in modern world. It represents the way people see the reality, shows how language adapts to advancements and achievements in all spheres of life, reflecting constant development of a language system. The characteristic feature of any language vocabulary is the ability to infinitely replenish itself by means of new words and meanings formed in many ways. Keen interest to neology is explained by the role of neologisms as factors of language development *(Prysiazhniuk, 2017)*.

Modern media are one of the linguistic spaces, where we can observe lots of neologisms referring to different spheres of our life. Thus, they serve as an inexhaustible source for research for linguists. G. Kjellmer notes that numerous newspapers and media broadcasters have got special experts to invent new words for new concepts and supervise their use in the publications *(Kjellmer, 2000)*. Thus, our research aims to analyze neologisms in English-language media morphologically and semantically. Their translatability has been also researched.

2. Definitions and Characteristic of Neologisms

Neologisms have been allotted lots of various definitions. The Ukrainian professor M. Mostovyi states that "there are no clear criteria for defi ning a neologism as a linguistic phenomenon" *(Mostovyi, 1998)*. The Collins Cobuild English Language Dictionary defines neologism as a new word or expression in a language, or a new meaning for an existing word or expression. According to Peter Newmark, neologisms are "newly come lexical or existing units that acquire a new sense" *(Newmark, 1988: 140)*. David Crystals 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" *(Crystal, 2001: 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" *(Rey, 1995: 77)*. The core in all these definitions is that the word or meaning is new, and the solution is that it can be either accepted by society and widely used or ignored and quickly forgotten.

3. The creation of neologisms in English

Linguists take into account a number of approaches to the description and classification of neologisms, namely onomasiological, when new names are considered neologisms; according to the semasiological approach, neologisms include new words, new expressions and new meanings; lexicographic and sociolinguistic based on the social conditionality of linguistic phenomena.

The creation of English neologisms reflects English morphology and English morphological processes to a great extent *(Behera, et. al., 2013)*. According to the empirical material, the morphological method is the most productive one and accounts for 79.9% of the total number of researched neologisms. It was found out that common ways of morphological word formation in English are affixation, compounding, telescoping, shortening and clippings of the roots. Analyzed English neologisms (Figure 1) of modern media are formed using five types of morphological methods: affixation (22 %), compounding (29.3 %), abbreviation (20.5 %), telescoping (22.2 %), and clippings of the roots (6 %) (Figure 1).

It is well known that affixation is the process of adding one or more affixes to the root morpheme in order to get a new word. Affixes can be divided into prefixes (they occur before the root of a word), suffixes (occur after the root of a word). The most productive prefix in English media neologisms forming is the prefix *de-* with the meaning 'removal or reversal'; it accounts for 14% in English media neologism-verbs forming. Productive models of word formation as a way of creating media neologisms in English are the following ones, which are given in the descending order: N + N (53.6 %): *conviction* (N) + *politics* (N) → *conviction politics; victim* (N) + *disarmament* (N) → *victim disarmament*; Adj + N (25.2 %): *moral* (Adj) + *clarity* (N) → *moral clarity; perpetual* (Adj) + *war* (N) → *perpetual war; statistical* (Adj) + *murder* (N) → *statistical murder*; N + N + N (21.2 %): *Checkbook diplomacy → Check* (N) +
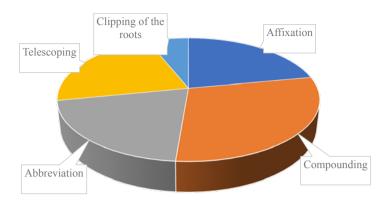
Figure 1. Morphological word formation in English media

book (N) + *diplomacy* (N)*, Homeland security → Home* (N) + *land* (N) + *security* (N)*; office-park dad → office* (N) + *park* (N) + *dad* (N).

In modern English, the initial type of compound words, i.e., abbreviations composed of initial letters, has become the most widespread. Abbreviations most often denote terms, names of groups and organizations formed by initial letters: *Business Communication Centers → BCCs; Anti-Iraqi Forces → AIF; post-feminist woman → PFW*.

Lexical contamination is one of the most productive and important types of word formation in modern English. In modern linguistics, it belongs to the debatable phenomena in view of the diversity of research positions on its nature, status, and characteristics.

Our study showed that the most productive model of telescopic word formation is *ab + cd = acd*. The productivity of this model is 50.87% of the total number of lexical units formed by the telescopic method. For example, *collaborative = collaborative + laboratory; voluntourist = volunteer + tourist*. One third of telescopes were formed according to the model *ab + cd = abd*. The productivity of this model is 33.33%. For example, *blogebrity = blog + celebrity; mancation = man + vacation; staycation = stay + vacation*.

Table 1

Morphological word formation in English media

Morphological word formation	Examples
Affixation	denuclearize – remove nuclear weapons from; depollute – remove harmful or poisonous substances; de-elect – to recall or otherwise remove from office an elected official;
Compounding	conviction (N) + politics (N) → conviction politics; perpetual (Adj) + war (N) → perpetual war; statistical (Adj) + murder (N) → statistical murder;
Abbreviation	PFW – post-feminist woman; LULU – locally unwanted land use; SPIN – Small Plot Intensive;
Telescoping	Trumpocalypse (Trump + apocalypse); Chermany (Cnina + Germany); Chindonesia (China + India + Indonesia); actorvist (actor + activist)
Clippings of the roots	Bam (Barack Obama), Sarko (Nikolas Sarkozy)

According to the considered models a significant number of telescopic lexical innovations is formed, however we can allocate also less productive models. Productivity of innovation formation according to the *ab + cd = ad* model is 11.18%. For example, *framily = friends + family; glamping = glamor + camping; bagonize = baggage + agonize.*

Table 1 contains examples of morphological word formation in English media.

4. Translating of Neologisms

From the practice of translation, the following ways of transferring of the neologisms are known: transcoding, i.e., transcribing (transcription of the word with the alphabet of the target language according to the source language's pronunciation rules and transliteration (conversion of the original lexical unit using the alphabet of the target language); calquing (transferring of the equivalent vocabulary of the original language by replacing its constituent parts by their direct lexical correspondences in the target language); descriptive translation (transferring of the non-equivalent vocabulary is revealing the meaning of the lexical unit of the source language with the help of unfolded word combinations that reveal the essential features of the phenomenon indicated by a given lexical unit, that is, in fact, with the help of its definition in the target language); an approximate translation (finding the closest match in the target language for the lexical unit of the source language that does not have exact correspondences) *(Leleka, 2018)*. Table 2 contains examples of translating neologisms in English media.

Table 2

Translating neologisms in English media

Translating method	Examples
Calquing	just-in-time politics – своєчасна політика; political drudge – роботяга; political hireling – політичний наймит; stooge – політична маріонетка; Trumpist – прихильник Трампа; walk-out – страйк; ward heeler – дрібний політикан; OMOV – один член, один голос; SALT – переговори задля обмеження стратегічної зброї.
Descriptive	hidebounds – люди з вузьким політичним кругозором; slate – група делегатів, які балотуються від одного кандидата; Trumflation – інфляція, спричинена економічною політикою Трампа; Slate – група делегатів, які балотуються від одного кандидата; Pundit – політичний коментатор, який працює у публіцистичних галузях; Kindness economy – економічна система, яка базується на тому, що підприємства зосереджуються менше на прибутку, а більше на інтересах і цінностях своїх клієнтів, співробітників і суспільства в цілому
Approximate	cleaning mister – людина, особливо громадський діяч, який дотримується найвищих стандартів особистої та професійної поведінки; panpanic – сильне почуття страху, яке відчувають багато людей під час пандемії Covid-19, що призводить до відсутності розумних думок і дій; whip – член партії, який стежить за іншими, щоб вони голосували відповідно до лінії партії; lame duck – службовець, термін дії якого минув або не може бути продовжений
Transcoding	Interface – інтерфейс; Brexit – Брексит; cyberterrorism – кібертероризм

The diagram (Fig. 2) contains quantitative indicators neologisms methods of translation application. Calquing was used to translate 40 neologisms (36.36%), descriptive translation method was used to translate 30 neologisms (27.27%), 24 neologisms were translated by approximate translation (21.82%), transcoding was used to translate 16 neologisms (14.55%).
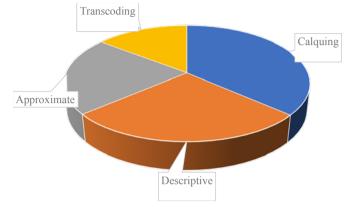

Figure 2. Translating neologisms in English media

5. Conclusions

We can conclude that permanent development is the most important condition for any language existence. Understanding the concept of neologism and the specifics of its functioning in the language of the press made it possible to form its definition, causes, functions, and types. Summarizing the various approaches to the interpretation of the term "neologism", we have defined it as any new word or phrase that appears in the language, as well as borrowings and new meanings of known ones.

The formation of neologisms is caused by two groups of factors, i.e., lingual and extralingual. The extralingual ones include factors related to the socialization of language, i.e., democratization of society, political restructuring, freedom of speech, self-expression through language, and borrowing foreign language concepts. Others include analogy, language economy, expressiveness of the word, the need to name a new concept, and so on.

Analyzed English neologisms of modern media are formed using five types of morphological methods. Compounding is the most frequently used. Most of the researched neologisms were translated by calquing method (36.36%). It should be mentioned that languages develop simultaneously, as the method of transliteration and transcription indicates that one or another neologism penetrated not only into English but also into Ukrainian. Descriptive translation indicates the so-called language gaps, i.e., the absence of words in the language to denote a particular object or phenomenon.

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