

UDC 81'373.43

*Ishchenko O. V., Verhovtsova O. M.***THE LINGUISTIC PHENOMENON OF PRESENT-DAY ENGLISH NEOLOGISMS**

*The paper focuses on the characteristic features of present-day English neologisms. It aims to examine the main problems of neologism in terms of the active approach to the language, to analyze the factors of the emergence of new words and to reveal their strong correlation with the pragmatic needs of the whole society, a separate social group, or an individual. One of the most important aspects is to present the main nominal types and models of neologisms created over the past 3 years, to specify their main functions and the peculiarities of their functioning in the media texts of nowadays.*

**Key words:** neologisms, word formation, political neologism, sources of neologisms, linguistic phenomenon.

**Верховцова О. М., Ищенко О. В. Лінгвістичний феномен сучасних неологізмів англійської мови. – Стаття.**

*Стаття присвячена дослідженню та аналізу характерних особливостей неологізмів англійської мови. Авторами розглянуті типові моделі побудови неологізмів за останні три роки та особливості їх функціонування в сучасних медійних текстах. У ході дослідження виявлено тісний зв'язок між появою нових слів і виразів та прагматичними потребами суспільства.*

**Ключові слова:** неологізми, словотвір, політичні неологізми, джерела утворення, лінгвістичний феномен.

**Верховцова О. М., Ищенко О. В. Лингвистический феномен современных неологизмов английского языка. – Статья.**

*Статья посвящена исследованию и анализу характерных особенностей неологизмов английского языка. Авторы рассматривают типичные модели построения неологизмов за последние три года и особенности функционирования неологизмов в современных медийных текстах. Выявлена тесная связь между возникновением неологизмов и прагматическими потребностями общества.*

**Ключевые слова:** неологизмы, словообразование, политические неологизмы, источники формирования, лингвистический феномен.

Rapid changes in social-political and economic spheres generated by new realia and global-scale occurrences by all means evoke vocabulary changes. At the beginning of the 21-st century Collins Gem English Pocket Dictionary declared 150 neologisms representing the evolving nature of English language. New terms, words or phrases are being created in accordance with established norms of word-formation, penetrating this way into the word stock of the language, establishing themselves as national acquisition. Being a part of any branch of science, any social pattern, the process of developing neologisms is ceaseless, thus, representing an important research object for a philologist.

Multiple criteria, defining neologism as a notion, can not embrace all the spectrum of neologisms as they can not define all the variety of innovations. The notion itself obtains a wider meaning, because alongside with innovations of a literary language there are many other various terms, slangisms, professionalisms and jargonisms that could be found in the language vocabulary before but were limited in their use [2]. Polyethnicity and polyvariability are also preconditions for expanding the concept of neologism.

The current research is based upon the materials of English media product.

**Analysis of the latest research studies and publications.** Neologisms are traditionally defined as linguistic innovations. There is a good deal of researchers who have contributed to studying the linguistic phenomenon of neologism. V. Zabotkina states that the neologism normally goes through several stages before entering common use. At the first stage the term, word or phrase is created by the author. Then it undergoes the period of adaptation soon becoming

popular through mass media, the Internet, and word of mouth, including academic discourse in many fields. The fact of establishing a new word as the part of the language is only evident through its extensive use and recognizability [1]. This theory has been supported and researched by Y. Zatsniy, G. Antrushina, O. Afanasieva, N. Morozova and others. Many books on lexicology give similar definitions to neologisms. However, the issue keeps coming up again and again on how long a new term can be considered a neologism and whether it can still be called neologism when being in common use. It may take decades for neologism to become «old».

**The aim of the research.** The paper aims to study the ways of introducing neologisms into present-day English language, to specify their main functions and the peculiarities of their functioning in the media texts of nowadays.

Recent decades' research of neologisms reveals the tendency of shifting the vector of language development to creating new vocabulary by using its own language resources. The same as any other language English gives birth to a multitude of new terms, words and phrases, which are the offsprings of the modern lifestyles or concepts, advanced technologies, etc. New words are normally created in accordance with existing lexis and the word-formation patterns. Those patterns are the typical structures with generalized lexical and categorical content, which can be enriched by various lexical units, provided their elements are compatible.

Neologisms can be created by combining existing words or by giving words new meaning with unique suffixes or prefixes. The political discords in Britain have produced a political neologism *Brexit* to define

the campaign for the withdrawal of the United Kingdom from the European Union. The neologism is a portmanteau of *British* and *exit*.

*Mrs May was against Britain leaving the EU but she says she will respect the will of the people. She has said «Brexit means Brexit», but there is still a lot of debate about what that will mean in practice especially on the two key issues of how British firms do business in the European Union and what curbs are brought in on the rights of European Union nationals to live and work in the UK. She set out more details of her negotiating hopes in her key speech on Brexit* (5).

The term *Grexit* (Greece + exit) first appeared in 2012 when the exit of Greece from EU was considered by analysts to be a hypothetic outcome of economic crisis in Greece. To follow this tendency more neologisms came into use: *Brexitteer*, *Brexit-moaners*, *Brexmas* (Happy), *Brexodus*, *Bremanian*, *Brixit*, *Frexit* (France+exit), *Nexit* (Netherlands+exit), *Texit* (Taxes+exit), *Calexit* (California+exit). Thus, we can call – exit a suffix which may become a permanent element to define ephemeral notion (10).

The term *Bremanian* is used by Brexit supporters (Brexitteers) about their disappointed referendum opponents.

*However, if we read the stories carefully there are two points made that even I, a blind Bremanian, can acknowledge* (11).

The reforms initiated by political leaders are often a source of neologisms. The new compound *Obamacare* (Obama+care) appeared to define the health-care bill in the USA initiated by Barack Obama.

*Throughout the summer, the Senate had voted on several other bills to replace Obamacare. None of them passed* (7).

*If you think that you wouldn't be touched by a Republican overhaul of Obamacare because you get health insurance through your job at a big company, think again* (4).

An electoral campaign triggers the production of new words: *Mitthead* (the candidate who constantly changes his political positions and objectives to suit his audience), *Rickwad* (a man who claims to be a loyal christian, although his behaviour doesn't prove it), *unappalin*' (an adjective used to characterize a physically attractive but ruthless person with limited mental capacity), *Clintipathy* (a term coined by Time magazine to describe the pathological hatred for Bill and Hillary Clinton).

*If Donald Trump is elected US president on Tuesday, he should thank Clintipathy* (8).

Donald Trump electoral campaign had given rise to one of the largest groups of new words, which are still under close scrutiny of lexicographers monitoring potential new additions to the Oxford dictionary. *Trumponomics* (Trump + economics), the economic policy of D.Trump; *trumpertantrum* (Trump + tantrum), angry groundless comments in Twitter; *trump-*

*kin* (Trump + pumpkin), the pumpkin that reminds in shape the former TV presenter; *trumpflation* (Trump + inflation), the inflation supposedly caused by economic policy of the new administration; *Trumpist*, Trump's follower; *Trumpette*, a female Trumpist; *Trumpista*, Hispanic Trumpist; *trumpism*, *trumpianity*, related to Trump's populism and his political position against immigrants (13).

*Trumpifying* is one of the new words of 2016 to define «public speech aimed to catch public eye without considering the consequences». The word was coined by Swedish experts after a number of D.Trump's electoral speeches.

*Global politics have had a major influence on the language in 2016, according to the list, with many international words getting their Swedish equivalent. Swedes have for example been talking about the trumpifying of politics after the US election and of 'filterbubblor'* (12).

The multiple repetition in political speeches and mass media leads to the actualization and consolidation of the political neologism's vocabulary which can make part of the culture of not only one country but also become international.

Here are examples of neologisms that function as internationalisms but are not formally enshrined in the language: *democide* (murder of any person or people by government, including genocide), *politicide* (murder out of negligence of any person committed by government) *bullycide* (bullying that leads to suicide), *euroscpticism* (a skeptic attitude towards the future of the European Union), *nano-society* (united community of students, scientists and interested people who work in various areas connected with nanoscience and nanotechnology on molecular or atomic levels).

Thanks to the media the new vocabulary is quickly adapted, grammatically enhanced and enriched by derivative formations. The word formulation generates many new words are generated by the word-building method:

*They call it Mainhattan because of the skyline, Bankfurt because it has so many banks* (10).

One of the most productive ways of creating neologisms is affixation. Affixation is the formation of a new token from an already existing base by adding to it a forming particle, which is called an affix. For example, the term *putinism* is a noun formed by the -ism suffix. It was used by a New York Times journalist, William Safir concerning President Vladimir Putin. The use of the term is more publicistic, it means the cult of personality, censorship and militarism.

*Mr Obama increasingly says the right things about Putinism—he sounded reasonably tough during a press conference this week* (9).

*Clicktivism*: *Clicktivism* denotes the use of social media and the Internet to promote social issues. It makes web-sites, e-mail and on-line petitions more available. Such optimization should improve the us-

ers' activity and increase the number of visits of companies web-sites.

*Exchanging the substance of activism for reformist platitudes that do well in market tests, clicktivists damage every genuine political movement they touch* (10).

*To strategize* is a verb formed of the noun *strategy* by suffixation, it means to create plans for reaching certain goals.

*Trudeau meets with Obama in Peru to strategize trade future if Trump pulls out of TPP deal* (6).

Another source of neologisms is a new interpretation of already existing nominative means in the language, which stimulates the process of emergence of semantic neologisms.

For example, *gender-fluid* is a gender identity which varies over time. A gender-fluid person may at any time identify as male, female or neutral. The term *virtue signaling* was first used in signalling theory to describe any behavior that could be used to signal virtue, but since 2015 the term has become more commonly used by commentators to criticize what they regard as the platitudinous, empty, or superficial support of certain political views.

The problem of correct understanding and translating neologisms is caused by the rapid development of science and technology. Hence, dictionaries can barely succeed in explaining new words and terms in various fields of knowledge. It is possible that the newly created lexical units will eventually enter the new Oxford English Dictionary.

According to Elinor Meyer, the OED editor's assistant, it usually takes about 10 years for the newly created words to become officially the dictionary entries, but there are exceptions for the words that become widely used in a short period of time and can be

understood without additional explanation [3]. This is especially true for neologisms that are made out of abbreviations: DEFCON (DEFense readiness CONdition – готовність оборони), SJW ( Social Justice Warrior), YOLO (You Live Only Once).

**Conclusions and perspectives.** The rapid development of all spheres of modern human life reflects in the language, especially on the lexical level. The evolution of vocabulary is not just a change in the components of the vocabulary. We made an attempt to examine the main problems of neologism in terms of the active approach to the language, to analyze the factors of the emergence of new words and to correlate them with the pragmatic needs of the whole society, of a separate social group, or an individual. We aimed at presenting the main nominal types and models of neologisms created over the past 3 years.

The analysis of the new vocabulary has shown that it is dominated by morphological neologisms, the units created of the existing morphemes by the samples that already exist in the language system. Neologisms that combine the novelty of the form with the novelty of the content by the way of creation are phonetic and morphological neologisms. Semantic innovations that combine the novelty of the content with an already existing form appear by changing the word meaning.

This study of the formation of neologisms as a means to replenish the vocabulary of the English language shows that there are still many issues that require further consideration. Neology is a science that represents a significant field of activity for a thorough study. Undoubtedly, it can be stated that the further research into neologisms, ways of their adaptation and connections with various branches of human activity is more expedient and necessary.

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