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**WORD-BUILDING PATTERNS & TRANSLATABILITY OF NEOLOGISMS
IN THE MODERN ENGLISH NEWSPAPER DISCOURSE**

**МОДЕЛІ СЛОВОТВОРЕННЯ НЕОЛОГІЗМІВ ТА ЇХ ПЕРЕКЛАДНІСТЬ
У СУЧАСНОМУ АНГЛОМОВНОМУ ГАЗЕТНОМУ ДИСКУРСІ**

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The paper touches upon the issues of the pivotal processes of word-building in the modern English language and word-building patterns by which new lexical items are formed in the English newspaper discourse. This type of discourse has been analyzed as newspaper texts have been one of the most productive sources of vocabulary replenishment of the language. The most and the least productive patterns of neologisms building are defined in the paper. Attention is drawn to translation of the items that requires accurate interpreting the content and communicative components of neologisms. The new approach within the framework of the modern anthropocentric paradigm studies the interaction between the process of new words building and their use in a specific communicative act. Neologisms are studied not as a passive language phenomenon, but as an active, communicative one.

In modern English, there are the following key ways of word building: affixation, compounding, conversion, blending. Forming new lexical units occurs on the base of word-building models.

The tendencies of the English vocabulary system development coincide with the tendencies of word-building of new lexical items in the newspaper discourse. Affixation is the most productive way of word-building in the English language generally and in the newspaper discourse in particular. The most neologisms are found in the articles on the following topics: sociocultural relations, telecommunication and computer technologies, and different branches of science, especially medicine, biology, and chemistry. Some neologisms can be hardly translated in virtue of the difference in the mentalities of native speakers of English and Ukrainian, on the one hand, and the presence of lexical, grammatical, and stylistic features of the two language systems, on the other hand.

Key words: lexical item, newspaper, neologism, word building, pattern, communication.

У статті артикулюються питання словотворення в сучасній англійській мові та розглядаються базові словотвірні моделі, за якими утворюються нові лексичні одиниці в англійських газетних текстах. Оскільки мас-медійний дискурс є одним з найбільш продуктивних джерел поповнення лексичної системи мови, звернення до нього в контексті проблематики представленого дослідження видається цілком логічним і обґрунтованим. Визначаються також найбільш і найменш ефективні способи словотворення. Звертається увага на особливості перекладу неологічних одиниць, що вимагає якнайточнішого тлумачення їхньої змістової та комунікативної складових частин. Застосування нового підходу в рамках сучасної антропоцентричної парадигми дало змогу дослідити взаємодію між процесами формування нових слів та їх використанням у конкретному комунікативному акті. Неологізми розглядаються не як пасивне явище мови, а як активний, комунікативний феномен.

З огляду на те, що в сучасній англійській мові є чотири основні способи словотворення (афіксація, словоскладання, конверсія, телескопізм (скорочення)), а побудова нових лексичних одиниць відбувається на основі словотвірних моделей, однією з головних проблем тут є проблема продуктивності цих моделей.

Виявлено, що загальні тенденції розвитку англійської лексичної системи збігаються з тенденціями словотворення нових лексичних одиниць у газетному дискурсі. Афіксація – найпродуктивніший спосіб словотворення в англійській мові загалом та в газетному дискурсі зокрема. Найбільше неологізмів міститься у статтях такої тематики, як: соціокультурні відносини, телекомунікаційні та комп'ютерні технології, наукові дослідження. Деякі неологізми не підлягають прямому перекладу через різницю менталітетів носіїв англійської та української мов, з одного боку, та наявності лексичних, граматичних і стилістичних особливостей двох мовних систем – з іншого.

Ключові слова: лексична одиниця, газетний дискурс, неологізм, словотворення, модель, комунікація.

Formulation of the problem. The issues of describing neologisms, the problems of their building, as well as the types of neologisms, are being studied quite extensively. But in the last decade, the new approach to the study of language has emerged in linguistics. It studies the interaction between the process of formation of new words and their use in a specific communicative act, within the framework of the modern anthropocentric paradigm. The topicality of the study is connected with this since there has been an increasing interest in studying a language from the point of view of its functions in human activity. The study suggests that building and use of new words are associated with the communicative purpose of a specific text and specific personal using of new words. The functions of new words in a communicative act depend on the purposes and intentions of communication participants [2; 3; 14; 15]. In the paper, neologisms are studied not as a passive language phenomenon, but as an active, communicative one.

The evolution of any language depends on the development of its vocabulary system and appearance of new word-building patterns as well as on the processes of replacing the existing language items. Furthermore, such phenomena as increasing or decreasing the established patterns productivity are considered to be the key word-building processes. Building of new words occurs as a reflection of needs of society in naming new notions and concepts which are constantly arising in the language as a result

of scientific, technological, cultural, and social development. Thus, ascertainment of developmental tendencies in word-forming processes of any language has always been an important issue of linguistics.

Analysis of recent studies and publications. As mentioned above, any language is a dynamic system. The English language is not an exception. A vocabulary, as the most changeable part of the language, responds to the changes in different spheres of life very clearly. The increasing interest of linguistics to different aspects of word-building is explained by the fact that *a word* is a central item of any language; properties of the word as a lexical item are combined in it with the properties of other elements of the language. This interaction is a basis of any language system. According to the Global Language Monitor (GLM), a new word in English all over the world appears every 99 minutes [17]. The editors of the 3rd edition of the Oxford English Dictionary, which is going to be completed by 2037, claim that the number of new words which are added to this dictionary is about 4000 words a year [16]. Intensification of the processes of forming new words in English provokes the increasing interest of linguists to the problems of neology. The Ukrainian and world scholars, who dedicated their papers to the mentioned issues, are Yu. Zatsniy [4], O. Malyarchuk [7], Yu. Makarenko [6], D. Kerremans [14], D. Clayton [12], L. Bauer, R. Lieber & I. Plag [11], C. Cook [13].

The research aim. Neologisms are appeared to describe new facts of life. New lexical items clearly

demand linguistic analysis. In this regard, newspaper texts are one of the most productive sources of vocabulary replenishment of the language. The newspaper language has acquired individual creative nature; it has powerful influence on the language community and thereby on the modern literary language responding to new phenomena. This makes it possible to use newspaper texts as the material for studying processes that occur in the language. The paper intends to explore the characteristics of word-building processes and translation of new lexical items in the modern English newspaper discourse.

The material for the study is lexical items taken from the British (The Sun, The Times, The Guardian, The Observer, The Independent, Daily Mirror) and the American (The New York Times, USA Today, Chicago Tribune, The Daily News) tabloids of 2008–2018. The newspapers are the central editions of printed English-language media touching upon all the aspects of social, political, scientific, and economic life.

Corpus analysis. One of the most significant features of the newspaper discourse is multitopicality. It is reflected in a large set of different texts representing this type of discourse. Furthermore, among distinctive features of the newspaper discourse, there is a consolidation of great number of communicative systems existing in the newspaper language. While analyzing the characteristics of a notional component of modern mass media texts, G. Solhanyk concluded that the journalistic space was a primarily social space that made the formal and notional frame inside of which political, philosophical, economic, financial, and cultural and all other possible ideas acted, functioned and collided; these ideas combined internal space, or the content, with the external (social) space [8, p. 26]. Contemporary continuum of mass information is getting complicated by the presence of heterogeneous elements with inherent functional dynamics.

Taking into account the above-mentioned, the following definition of the newspaper discourse can be given: a dynamic cognitive communicative phenomenon, process and result of the language communication in printed mass media. Thus, the newspaper discourse is a part of the mass communication space as a social, pragmatically interpreted interactive system. Under conditions of mass communication, newspaper texts are the product of discourse activity; they facilitate an exchange of socially significant information.

One of the leading communication strategies of mass media is the involvement of an individual and society in what is happening, not by means of any actions but by dint of mentalization and evaluation of this by consciousness. The newspaper dis-

course forms the world of people and their actions as an event. Presentation of events in the newspaper discourse cannot be realized by any other means excepting the language. The frequent use of international words and neologisms is a distinctive feature of the newspaper style.

The linguists put different meanings into the notion *a neologism*. Firstly, neologism is considered to be a word or its lexical meaning which is characterized by novelty and perceived as unusual, in contrast to the generally accepted lexical items or their traditional meanings. Secondly, another (chronological) interpretation of notion is known in linguistics. The content of this notion is much broader: it covers all new phenomena in the vocabulary or lexical semantics which arise during the period. The above-mentioned notion does not depend on either a lexical item has stylistic shade of originality and unusualness or it has already become trite.

These two interpretations of the term differ from each other. The latest linguistic studies, which give definitions of *a neologism* in a condensed form, take into account both the above-mentioned approaches. Finally, despite some differences in definitions, the notion of *a neologism* can be reduced to the followings: 1) neologisms are words or phrases created to name new objects, phenomena or to express new notions [see 5]; 2) neologisms are words and their individual meanings, a combination of words or phrases that either appeared at the specific stage of the language development and novelty of which is perceived by native speakers (general neologisms), or they are used only in a specific text or situation in the author's language (stylistic or individual author's neologisms, occasionalisms) [see 9]. Despite the preciseness of both definitions, they cannot be accepted as absolutely comprehensive since they do not cover all the types of innovations and do not take into account all the aspects and nuances. The active process of conversion of neologisms into general lexical items is supported by language tendencies in society through mass media.

D. Clayton, while analysing the perception of language changes, drew attention to the fact that some journalists described the new words appeared in youth slang or in American English as “decline”, “decay” and “collapse” of the language. They added nothing to Britain's language but they were “like the gray squirrel, destined to drive out native species and ravage the linguistic ecosystem” [12, p. 17].

Therefore, neologisms can be considered to be words, word combinations, phrases and their individual meanings which appeared at the specific stage of the language development to nominate new facts

and notions actualization of which is caused by social and territorial factors of a literary language, functioning or occasional words used once in the author's language practice, publication or in a specific text [1; 5].

The cause of neologization is a social and scientific progress, emergence of new social and economic facts, scientific and technological discoveries, and achievements in culture. The main feature of neologisms is their total novelty for the most native speakers. At the same time, the word functions as a neologism for a very short period of time. It has been proved that as soon as a word begins to be used, it loses its novelty and becomes common one.

Neologisms in modern English arise on the basis of various principles. Many linguists point out the principle of linguistic saving as the dominant one at the present stage. An ever more the rapidity of life and lack of time lead to a change in perception of time in the 21st century [15]. It is quite natural that the language as a kind of mirror of sociocultural life changes along with society. At the same time, the changes also affect the very nature of the language, word-building patterns.

As mentioned above, the vocabulary of the language undergoes constant changes since the development of industry and culture replenishes lexical structure of the language with new notions. Vice versa, some words move to a category of archaisms and gradually disappear from the language. It means that one of the main functions of word-building is vocabulary replenishment. But word-building also performs a number of other functions. The most significant one of them is word recategorization, i.e. building of a word with different language categorical characteristics (e. g., *swim* – *swimming*, *smoke* – *smoking*, *move* – *movement*) for the purpose of providing new syntactic functions. Other important functions of word-building processes are univerbalization, i.e. expression of compound syntactic constructions and even propositions in one word (for comparison, *as black as coal* and *coal-black*; *as cold as ice* and *ice-cold*; *to fly aimlessly around the town just like a butterfly* and *to butterfly*); and compression of information in the minimal structures [9, p. 84].

The common feature of nominative and communicative aspects of word-building is the unity of the ultimate product, i. e. getting a special type of derivative words which differ from non-derivative words by a number of parameters. Derivatives are considered to be secondary language items which formally and semantically depend on original ones. If they have common nucleus part, the secondary item is one derivational step behind the original item. The meaning of the derivative can be explained

via the original item; the derivative is motivated by the original item and presents some modification of its semantics [9, p. 84].

There is no total identity between derivative and original items. At the same time, there are structural similarity and difference and certain semantic and/or categorical shifts. This type of relations between the vocabulary items is characterized as relations of derivation. The items between which such relations occur are correlated as forming and derivative or motivating and motivated ones. A forming/motivating item is a word or word combination on the basis of structure and semantics of which a new name is built. Formally it can be subjected to the different operations by word-building means: total repetition of a sound form, reduction of an original form, expansion of the structure.

In modern English the morphological basis of a forming word is the reflection of a forming word in derivative one. In the derivatives like *performance*, *election*, *beginning*, *arrangement*, *thoughtfulness*, the forming words are *to perform*, *elect*, *begin*, *arrange*, *thoughtful*; they are presented by their morphological basis *perform-*, *elect-*, *begin-*, *arrange-*, *thoughtful-*. In other cases, like *wind-driven*, *frost-bitten*, *unknown*, the forming words appear in separate word forms – *driven*, *bitten*, *known*. In different shortenings the trace of forming words can be remained in letters (e. g., *BBC* – *British Broadcasting Corporation*, *UNO* – *United Nations Organization*, *GPO* – *General Post Office*), syllables (e. g., *Interpol* – *International police*, *doc* – *doctor*; *vet* – *veterinarian*, *flu* – *influenza*, *sec* – *second*, *lab* – *laboratory*, *ad* – *advertisement*), sound complexes (e. g., *brunch*, *breakfast* + *lunch*) [9, p. 95].

Lexical items of specific semantics are characterized by the specific word-forming activity, i. e. the ability to interact with different word-building means [10, p. 30].

In modern English, there are the following principal ways of word building: affixation, compounding, conversion, blending. Building of new lexical items occurs on the basis of word-building patterns. One of the main problems is the problem of productiveness of the patterns.

The analysis of lexical items showed that the least productive way of neologism building in newspaper texts is blending ($\approx 11\%$); the most productive one is affixation ($\approx 31\%$). Compounding and conversion have productiveness of $\approx 18\%$ and $\approx 24\%$ respectively.

Affixation. While studying the different newspaper texts, it was found that suffixal items correlate with prefixal ones as 1 to 3. However, we can conclude that suffixal items are widely used in infor-

mal speech. For example, suffixes *-y/-ie* and *-er* are common in the articles dedicated to *sociocultural relations*: **tekky** – a person obsessed with technical innovations; **preppie** – a pupil of a privileged private school; **groupie** – an ardent fan of a pop-ensemble or pop-star; **noogler** – a new employee of corporation Google; **screenager** – a young person, teenager who spends much time in front of a computer screen; **tweenager** – a child of approximately eight to fourteen years of age; **e-voter** – a person who participates in online voting. It should be noted that the suffix *-y/-ie* has been added to the Barnhart Concise Dictionary of Etymology as the suffix which has developed a new humiliating (ironic) value.

In the articles covering modern *telecommunication* and *computer technologies*, prefix *tele-* is widely used; it mainly forms new nouns by the pattern *pref. + N = N*: **telebanking** – a service that allows a client to manage his banking transactions via TV or PC; **telemarketing** – using a phone and telecommunication technologies with database management systems for different marketing operations (sale of goods by phone, call center service organization, phone surveys, collecting and processing the information); **teleshopping** – a distance ordering goods.

Compounding. It should be noted that a widespread variant in the *scientific* articles is using complex items with an element *-o-*: **bacteriophobia** – a panic fear of bacteria; **suggestopedia** – a pedagogical system of techniques and methods for teaching during which favorable conditions for studying are created.

It is also worth while noting that a word-forming pattern *Abbr + N = N* is common in the articles on *medicine* and *biology*. This pattern is a relatively new: **B-chromosome** – an excess (additional) chromosome in the human genome; **ACD-solution** (acid citrate dextrose) – an anticoagulant solution used for the collection of blood for purposes of storage and transfusion.

The variation of this pattern is *Abbr + Acronym = N*: **ara A** (arabinos + Adenine) – an antiviral drug that prevents DNA synthesis; used to treat some herpes infections.

Conversion. A lot of words formed by conversion are considered to be distinctive features of the newspaper style. Generally they are verbs formed from nouns ($N \rightarrow V$), and nouns formed from verbs ($V \rightarrow N$).

At the same time, it is interesting to note that building of nouns from adjectives ending in *-ic* in the articles on *scientific and technical* topics is productive enough, especially in chemical terminology: **acrylic** means acrylic pitch; **transuranic** – a chemical element; **tricyclic** – an antidepressant drug having a tricyclic molecular structure.

In the *politically-oriented articles* partially substantivized lexical items (a kind of conversion in which the word takes only some features of the noun, such as an article or plural forms) are found frequently enough: **the needy** – people who are poor; **the coloureds** – an ethnic group who possesses ancestry from Europe, various Khoisan and Bantu tribes of Southern, West Africa, Indonesia, Madagascar, Malaya, India, Mozambique, Mauritius, and Saint Helena; **the locals** – local trade unions and their representatives.

Blending. The most productive way of word-building by blending is a final reduction of the first component of a lexical item: **Europlug** (European plug) – an electric plug that is used in all European countries; **sigaretiquette** (sigarette, etiquette) – a cigarette smoking etiquette.

Less common type of reduction is the one applied to the second element: **airtel** (air, hotel) – a kind of mobile hotels, **workaholic** (work, alcoholic) – a person obsessively addicted to work.

Conclusions. The tendencies of the English vocabulary system development coincide with the tendencies of word-building of new lexical items in the newspaper discourse. Affixation is the most productive way of word-building in the English language generally and in the newspaper discourse in particular. The most neologisms are found in the articles on the following topics: sociocultural relations, telecommunication and computer technologies, and different branches of science, especially medicine, biology, and chemistry. Some neologisms can be hardly translated in virtue of the difference in the mentalities of native speakers of English and Ukrainian, on the one hand, and the presence of lexical, grammatical, and stylistic features of the two language systems, on the other hand. Since neologization is a permanent process, the study of new lexical items and ways of their building continues to be a perspective trend in linguistics.

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