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UDC 81'373.43:[33:81'43]=111

DOI <https://doi.org/10.32782/tps2663-4880/2023.29.2.18>

NEOLOGISMS IN THE ECONOMIC DISCOURSE

НЕОЛОГІЗМИ В ЕКОНОМІЧНОМУ ДИСКУРСІ

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Intense development of the society, economics, science, technology, numerous transformations in the social life have resulted in emergence of a scope of new realities and concepts which need nomination. This is the process of neologism production. Emergence and functioning of neologisms prove that the language lives and develops reflecting human attempts to reveal the diversity of knowledge and progress of civilization. Appearance of new words in the modern English is manifestation of the active process of its vocabulary enrichment. It has forced the need of the present research because of the necessity to convey the meaning of English neologisms in the Ukrainian language, particularly neologisms appearing the economic sphere.

The work analyzes main word-forming constructions of neologisms and the ways of their translating into Ukrainian, as well as supplies a short analysis of each of the methods. Some difficulties are faced when translating neologisms, because such words are not yet fixed in dictionaries and need detailed study and analysis.

The research outlines the most common and effective ways of translating neologisms in economic sphere, namely descriptive translation, when translators can outline the meaning of a word, as well as loan translation, when translators can transfer meaning of a polysemic concept into the target language. The article supplies examples of each of the methods of neologism translating.

Production of neologisms is forced by the human development and progress and it is also one of the ways of expanding English vocabulary. Each person dealing with English in a professional or other manner definitely faces the problem of proper translating economic neologisms into Ukrainian. Thus, the further study of neologisms, their relations with different kinds of human activities is viable and demanded.

Key words: neologism, economic sphere, word-building structures, translation strategies, word formation.

Інтенсивний розвиток суспільства, економіки, науки, техніки, різноманітні зміни соціального життя спричинюють появу великої кількості нових реалій та понять, що потребують номінації, так з'являються неологізми. Поява і функціонування неологізмів є свідченням життя та розвитку мови, втіленням прагнення людини висловити багатство знань, виявом прогресу цивілізації. Поява нової лексики у сучасній англійській мові є свідченням активного процесу поповнення її словникового складу. Цим і зумовлена актуальність дослідження, оскільки існує необхідність передавання значень англійських новоутворень (неологізмів) українською мовою.

У статті проаналізовано основні словотвірні конструкції неологізмів та способи їх перекладу українською мовою, а також подано короткий аналіз кожного з них. Неабиякі труднощі виникають під час перекладу неологізмів, оскільки такі слова ще не фіксуються словником, та потребують детального дослідження та аналізу.

Згідно з нашим дослідженням, було виявлено, що найпоширенішим та найефективнішим способом перекладу неологізмів економічної лексики, до яких перекладачі звертаються найчастіше, є описовий переклад, який дозволяє перекладачеві обіграти те або інше слово, а також калькування, за допомогою якого перекладач може впоратися з передачею на іншу мову будь-який неоднозначний термін. В статті подані приклади різних способів перекладу неологізмів економічної сфери.

Поява неологізмів зумовлена розвитком і прогресом людства, а також є одним із способів розширення словникового запасу англійської мови. Кожна людина, яка професійно чи іншим чином має справу з англійською мовою, неодмінно стикається з проблемою правильного перекладу економічних неологізмів українською мовою. Тому, подальше дослідження неологізмів, їхніх зв'язків із різноманітними видами діяльності людини є доцільним та необхідним на часі.

Ключові слова: неологізм, економічна сфера, словотвірні конструкції, перекладацькі стратегії, словотвір.

Problem setting. Language is always in close relationship with all spheres of human life, particularly economic one, and thus, it should fast respond to all transformations in the society. Among all components of a language, vocabulary experiences the heaviest changes, as new words, linguistic innovations, naming new objects, phenomena or processes expand it. Translation of such words is one of the most complicated tasks because they are not yet fixed in dictionaries.

Analysis of recent scientific papers. The issue of appearance of neologisms and their translation has been studied by many known scientists, namely V.H. Hak, Yu.O. Zhluktenko, M.O. Zhulinska, R.P. Zorivchak, V.I. Zabotkina, Yu.A. Zatsnyi, V.I. Karaban, O.O. Selivanova, M.Ya. Tsvillinh, A.V. Yankov and others. Neologisms have long been considered in many linguistic studies, for example by K. Maxwell, who has composed a dictionary of neologisms called *Brave New Words* [13]. Yu.K. Ostrovska was engaged in comparative investigation of evaluative neologisms in English and Ukrainian in the end of 20th – beginning of 21st century [10]. M.O. Zhulinska investigated English neologisms in the field of information technologies [5]. Among modern researchers, a particular attention should be paid to the works of O.I. Dziubina and M.O. Shutova, who study the theory of neologisms appearance and their classification, as well as T. Dankevych and I.V. Kozachenko, who focus their attention on studying peculiarities of translating English neologisms into Ukrainian [2, p. 5].

According to the Global Language Monitor (GLM), a new word in English all over the world appears every 99 minutes [15]. 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 [14]. Intensive processes of forming new words in English provoke the increasing interest of linguists to the problems of neology. Analysis of the recent studies confirms that in spite of the well-known ways of translating neologisms, there are many discussions because of their rapid and numerous appearance in English. Therefore, many scientists are looking for the better ways of translating the new words proving relevance of the research on the neologism processes in the English terminology, particularly economic one.

The aim of the paper is to analyze peculiarities of forming English neologisms and translating them of into Ukrainian. The research object is made by English neologisms in the field of economics and methods of their translating.

Presenting the main material. English is characterized by appearance of new words and new meanings of already existing words called neologisms. Considering different opinions of scientists as to the concept of “neologism” and a scope of its definitions, the authors of the research supply the most complete one, proposed by O.O. Selivanova in the terminological encyclopedia “Modern linguistics” defining that Neologism is a word or combination used in the language during certain period to define a new

or already existing concept with a new meaning and is comprehended by the native speakers [11, p. 417].

The concept of neologisms is relative and the word which has been a neologism a hundred or fifty years ago, is no longer the one because of the progress in society, economics, science and technology, and also the language. Thus, neologism (from Greek νέος – young, new λογισμός – judgment, phrase) is a new-formed lexical unit, i.e. a word or a phrase, not included in the general language, which is in the process of entering the general use and is new by its form or content. Therefore, neologism has to pass several stages of socialization (acceptance in the society) and lexicalization (fixing in the language). For a word to become not new, it has to be understood by the majority of population. Such process usually takes a generation, i.e. 15–20 years.

A neologism can be:

- an absolutely new word, e.g. lowflation – “extremely low inflation”;

- a new combination of already known words, e.g. employment slack – “excessive labor force”. Contrary to the indicator of unemployment rate, *employment slack* includes unemployed who are desperate to find a job and those who have part-time job but wish to work full time;

- a new meaning of the existing words. At the end of 2015, after a long period of keeping low interest rates, the USA rose them. It was defined by the term “lift-off”. The previous meaning of the word was “launching an air or space craft or start of a successful event”. The new meaning of the word became “increase of interest rates”.

Thus, one can conclude that due to appearance of new words, i.e. neologisms, vocabulary of the English language is actively enriched. Neologisms supplement and introduce new concepts in the language, but also make great difficulties for those translating these lexical units. To make proper translation of neologisms, it is necessary to consider context of the word use, as well as the word-forming elements.

Economic science is in permanent development, and economic processes happen along with the changes of the whole social organism. That dynamics is reflected in the language causing appearance of key words, which characterize the specific historical stage of the social development. Therefore, the English terms, called anglicisms are borrowed by many languages, particularly Ukrainian.

Today, there are several principles of neologism formation in the English language, namely affixation, conversion, composition, blending of words, discarding, reversion, repetition, alternation of

sounds. However, not all of them are actively used. The main kinds of English word formation in the field of economics include affixation, conversion, composition, blending of words.

1. Affixation (prefixation and suffixation) is formation of new words by means of affixes, i.e. prefixes and suffixes. The word-forming stem of the new-formed word should have three essential components, namely root or stem, affix, and the way of adding the affix to the word-forming stem. For example: promoter (promote + er; to promote “to advertise something”) – *someone who tries to encourage something to happen or develop*; discounter (discount + er; discount “a reduction in price”) – *a person or company that sells things at lower prices than others*; coaching (coach + ing; coach – “someone whose job is to teach people to improve at a sport, skill, or school subject”) – *the process of specialized teaching someone*.

2. Conversion is a type of word formation when a word is assigned to a new word class or part of speech without any change in form. For example: to take over – takeover (of the company) – *uptake of one company by another*; to buy – buy; to spend – spend; sale – to sale.

3. Composition is the way of word formation, when two or more words (or their stems) are combined to produce a new word. For example: offshore (off + shore) – *a business or part of a business based in a different country, usually because this is cheaper*; fundraising (fund + raising) – *the act of collecting or producing money for a particular purpose, especially for a charity*; low-cost (low + cost) – *cheap airlines, carries, flights*; brand manager (brand + manager) – *the person in a company who is responsible for developing and marketing a particular brand or group of products*.

4. Blending is the process which involves joining two or more fragments of words into a new language unit. For example: promocode (promotion+code) – *a word or a set of letters and numbers that you can use to get a discount*; promoaction (promotion+action) – *activities to advertise something*.

The main difficulty of translating neologisms is that in the conditions of rapid modern technical progress and social development, no dictionary can follow the rate their appearance and fix them. Sometimes, translators use context or knowledge of the neologism components, as well as understanding of the ways of forming modern English neologisms. However, it is not always enough and the translator who has no extra linguistic knowledge, is not able to make adequate translation of the neologism.

Another problem is that not all societies are developing equally that may cause the target language has no full equivalent of a neologism. Thus, to translate new nominations, translators can apply one of the following methods, namely choice of an analogue, transcription, transliteration, loan translation, as well as the method of direct inclusion. In the article, the authors analyze the most common methods of translating English neologisms into Ukrainian.

Transcription, transliteration. One of the most popular methods of translating is transcription and transliteration, when translation of a new nomination is done by means of Ukrainian sounds and letters, e.g. beatboxing – *бітбоксинг*; carsharing – *каршеринг*; newsmaker – *н'юсмейкер* [8]. That phenomenon can be called borrowing of the sound (transcription) or graphic (transliteration) forms of the word by keeping meaning of the word from the source language and convey it in the target language. In fact, such method is one of the oldest, but today is still actively used. Transliteration differs from transcription as it uses Ukrainian letters to convert the letters which make the neologism. Thus, translators do not need to know pronunciation of the English word but can use only visual perception. That method is the most often used when translating terms and proper names: first names, surnames, geographical names, names of organizations, etc. For example: *юзер* (from “user” – *a person who uses or operates something*); *біткоїн* (from “bitcoin” – *a brand name for a type of cryptocurrency*), *ембарго* (from “embargo” – *an order to temporarily stop something, especially trading or giving information*), *офшор* (from “offshore” – *based in a different country with different tax rules that cost less money*), etc.

Transcription (transcribing) is based on the phonetic principle, i.e. converting the sounds of English notions into Ukrainian letters. For example: *істеблішмент* (from “establishment” – *the important and powerful people who control a country or an organization, especially those who support the existing situation*); *аутсорсинг* (from “outsourcing” – *the process of paying to have part of a company's work done by another company*); *кешбек* (from “cashback” – *a system in which banks or businesses encourage people to buy something by giving them money after they have bought it*); *саміт* (from “summit” – *an important formal meeting between leaders of governments from two or more countries*), etc.

Since the phonetic system of the English and Ukrainian languages differs, that method does not exactly reflect the English pronunciation. There are cases when transcription is combined with transliter-

ation, e.g. flash mob – *флеш моб*; street art – *стріт-арт*; jetsetter – *джетсетер*; crowd surfing – *крауд-серфінг* [8]. Elements of transliteration when transcribing neologisms are revealed in transliteration of unpronounceable sounds; transliteration of reduced vowels; converting double vowels. When several variants of pronunciation are available, translators often choose the one which is the closest to the graphic [4, p. 177].

Transcription and translation are combined by Yu. Shkulipa into the concept of “transcoding” that is defined as “converting the sound and graphic form of a word of the source language by using characters of the target language” [12]. The researcher characterizes that method as the primary one when translating non-fiction texts with the technical and scientific terms or when translating names of companies, institutions, proper names, cultural objects, periodical editions, etc.

Loan translation is a kind of translation, which involves substitution of the components of a lexical unit of the source language or the whole word by its lexical equivalent in the target language, but the internal form of the lexical unit stays unchanged. This method of translation is the most often used when a new lexeme has recently entered the general use. It is expedient only for the equivalent vocabulary [1, p. 122].

Loan translation is a method of translating neologisms which keeps the internal form of a lexical unit unchanged. It is similar to the literal translation, i.e. equivalent of a whole word is made by composing equivalents of its components. Thus, for example, the English word *multicurrency* is made of *multi* and *currency*, both can be translated separately as “багато” and “валюта” and by combining them, the word “багатовалютний” is produced meaning “involving more than one currency” or *interbank (market) = inter-* (“між”) + *bank* (“банківський”) – “міжбанківський (ринок)” (*between two or more banks*). Loan translation can be only applied for translating compound neologisms, e.g. *cyberstore* – “інтернет-магазин” (*a store where you can buy items using the internet*); *to check in* – “зачекинитися” (*to contact someone by making a phone call, short visit, etc., usually in order to make sure there are no problems or to tell them that there are no problems*) [9]. The advantage of this method is revealed in the brevity and simplicity of the produced equivalent, as well as its unequivocal correlation with the initial word.

One more interesting neologism has appeared in the field of economics, i.e. *econophysics*. It is forced by the opinion that “behavior” of the world economy

is similar to the behavior of interacting electrons or molecules of water. The neologism defines application of the principles of mathematical physics when studying financial markets. To analyze neologisms of such type, the best suitable method is loan translation. Thus, *econophysics* = econo + physics, “econo” – the first part is translated by transcribing “еконо”, as it is clear for Ukrainian readers, and the second – “physics” – by common translation method: “фізика”, and the resulting word in Ukrainian will be “еконофізика” [9].

Descriptive translation is the lexical and grammatical transformation when a lexical unit of the source language is substituted by a word combination, which explains its meaning in the way it provides a complete explanation or definition in the target language. In the Ukrainian language, it is sometimes necessary to use a phrase to express the sense of only few words in English. It is often compared with the word interpretation. For example: freight – out – *транспортні витрати, які понесли при продажу товарів*; order interval – *інтервал між останніми замовленнями*; transition country – *країна з перехідною економікою*, etc.

Translation of the following neologisms is also made by the descriptive method, i.e. explanation, because any other method is unable to satisfy the modern translation requirements. Those neologisms are the terms of the modern economy of England and the USA, which have no equivalents in Ukrainian. For example: carryback (transfer of losses to an earlier period) – *“перенесення збитків на більш ранній період”* (the neologism is made by word combination); dividend (right certificate) – *“сертифікат, який дає право на отримання дивідендів”* (it is a semantic neologism); reengineering (layoffs) – *“скорочення працівників”* (the neologism is made by the method of affixation, i.e. the prefix “re” is added to the existing word, but it has got some different meaning); downaging – *“скорочення штатів за ознакою віку”* (the neologism is made by word composition). The explanatory translation is similar to the word definition, but it is still translation. Nevertheless, even under the optimal choice of the explanatory equivalent, it has a drawback of verbosity [4, p. 178].

The presented examples confirm that descriptive translation is too bulky and inconvenient. The authors of the research consider that it is more advisable to convey meaning of such neologisms by means of transcribing (with the elements of transliteration) or loan translation. When using the descriptive translation, translators should check whether there is a translated equivalent in Ukrainian in order to avoid technological repetition.

Direct inclusion is the method of translation, which involves using the original English word in its initial form. For example: *wi-fi, iPod, iPad*. This method is often used for translating neologisms, which are made of two words with one of them used in the source language, e.g. web-page – *web-сторінка* [6, p. 167].

Approximate translation is the method when lexical units of the target language, which can partially correspond to the non-equivalent vocabulary of the source language, are used for translating. Thus, the main meaning of the word is preserved, but in Ukrainian the word differs from the source language by its lexical background. Although such method does not totally correspond to the requirements of translation, because the meaning tones and connotation nuances of the word are lost along with the pragmatic component, the approximate translation is, however, valid if none of the above-mentioned methods of neologism translating can be used [4, p. 180]. I. Kozachenko suggests that such method does not meet the translation requirements, but notes that by “using the method of approximate translation, the principal meaning of the word can be preserved, but it may differ by its lexical tone” [6, p. 167].

Scientists E.O. Kushch, E.K. Pavlova and others mention about quasi-untranslatable ways of converting neologisms. In case of quasi-untranslatable methods, the translation is done by borrowing the sound (in case of transcription) or graphic (in case of transliteration) form of the word with the meaning in the source language into the target one. However, untranslatable character of that method is actually feigned because borrowing is actually done for the goal of translating as a necessary prerequisite of its performance. The borrowed word becomes a fact of the target language and thus, is used as the equivalent, which is externally identical to the foreign word [7, p. 223].

T. Dankevych stresses on importance of the pragmatic aspect of translation, particularly consideration of the economic, sociocultural and national “tones” of neologisms. In the process of translation, no transformation should happen, because distortion of the initial information will result in changes of the neologism meaning. A translator, his/her competence, and age have a significant effect on conveying the pragmatic meaning of neologisms. In the researcher’s opinion, the process of translating the pragmatic meaning of neologisms involves “interaction of three types of the word meaning component, including a pragmatic component of the addresser, addressee, and translator” [3, p. 344].

Conclusions. Since neologisms appear in all spheres of human life, including economics, and English vocabulary is constantly enriched with new words, translators need deep understanding of how these words should be translated into Ukrainian. The practice proves that the most common ways of translating English neologisms include transcription/transliteration, loan translation, descriptive translation, direct inclusion, and approximate translation.

However, none of the analyzed methods of translating is universal and independent, and none can provide the absolutely adequate translation. When translating, specialists should consider the type of words (term, name, abbreviation) and context in order to convey the meaning of the neologism in the best way, to preserve its stylistic and emotional characteristics and thus, to make the translation best understood by Ukrainian recipients.

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