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Petrov Igor Olegovych
Research supervisor:

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INTRODUCTION

Any language is in constant change, and its most variable part is vocabulary. Vocabulary responds to all changes in the cultural, social and other spheres of life of native speakers. It is constantly evolving and replenished with new words. Some words disappear from use, others appear. The lexical layers that are not part of the stable part of the dictionary are especially subject to change. The lexical stock is enriched in different ways. For example, in certain periods of the state's development, new borrowed words appear in the language, and this has happened before and now.

However, the main source of vocabulary replenishment is not borrowing, but the formation of new words based on the native language through the use of various methods of word formation. Words and phrases created to denote new phenomena, objects or concepts are called neologisms (Greek: *neos* - new and *logos* - word). Like any language, English is currently experiencing a "neologism boom". A huge number of new words and the need to describe them explain the emergence of a special branch of lexicology - neology - the science of neologisms. Especially many new words appear in the scientific and technical language as a result of rapid development in the field of science and technology. The emergence of new words is the result of the struggle between two trends: the trend of language development and the trend of language preservation. The language tends to remain in a state of communicative fitness. However, in order to more adequately reflect, reproduce and consolidate new ideas and concepts, the language is forced to be rebuilt, changed, and generate new units. The emergence of new words is not always caused by the need for new designations in society. Often, a neologism is the result of new associations or the elimination of homonymy, etc., i.e., a neologism often appears for external reasons. The speaker chooses from the available vocabulary what best expresses his thoughts. If there is no such word in the speaker's vocabulary, he or she modifies an old one or creates a new lexical unit.

This paper is devoted to the problem of neology in modern speech, the role and meaning of English neologisms and their modifications since the end of the XX century - the beginning of the XXI century.

The relevance of the work is stipulated by the need to study new vocabulary as a means of reflecting the changes taking place in any language under the influence of socially significant factors such as computerization, globalization, etc. In transitional periods of social and economic development, the issue of language changes becomes

one of the central issues of scientific research, as it is an objective indicator of the dynamics of social and industrial formations.

The purpose of this research is to comprehensively study the specifics of English neologisms in the socio-cultural sphere of "sport" formed in the late twentieth and early twenty-first centuries.

Achieving the goal of the work involves the following

tasks:

1) to study the history, current state, and origins of neology, which studies linguistic neologisms;

2) to consider the stages of development of neologisms, the criteria for their selection and

existing classifications of neologisms;

3) to describe the ways of formation of neologisms in English;

4) to find out the socio-cultural spheres of appearance of English neologisms at the turn of the century; to describe their composition and functions;

5) to clarify the role and functions of neologisms of the socio-cultural sphere of "sport" and to demonstrate the relevance of the study of neologisms of this socio-cultural sphere, namely on the example of their borrowings into other languages.

The object of the study is the English-language neologisms of the late twentieth and early twenty-first centuries of the socio-cultural sphere of "sport".

The subject of the study is the etymology, principles of formation, functions and semantics of English neologisms formed in the late twentieth and early twenty-first centuries in the socio-cultural sphere of "sport".

The material of the study is theoretical and empirical research of modern linguists and English-language neologisms of the socio-cultural sphere "sport".

General scientific research methods were used: analysis, synthesis, observation, categorization of scientific facts and phenomena.

The scientific sources are online dictionary databases of the Internet.

Theoretical significance is that the study of word-formation models of neologisms makes it possible to identify the main ways of enriching the vocabulary of any language and to consider the main trends in the development of English vocabulary at this stage of time. The practical significance of this work is that the material of this

paper can be used in a course of lexicology or a practical course of Ukrainian and English.

The structure of this paper follows the logic of the study and consists of an introduction, one chapter, conclusions and a list of references.

The first chapter is devoted to the theoretical study of neologisms. It examines such a branch of linguistics as neology, and defines a neologism, its characteristics, functions, and ways of creating them. In particular, the sports terms of neologisms in modern Ukrainian texts are analyzed, and conclusions are drawn about different word-formation models.

CHAPTER I. **Theoretical Foundations of English Neology**

- The origins of neology as a science of linguistic new developments

Neology as a young and promising branch of linguistics is experiencing a kind of "neological boom". Nevertheless, it has a number of important unresolved problems. These include the lack of a clear terminological base, including the definition of the object of neology - a neologism, and the criteria for this are not established with sufficient clarity.

All of this gives us reason to conclude that neology is not "established" but is still "forming" as a science in the field of linguistics. This is a completely natural process. Any science does not immediately become ready, but goes through a long, thorny path of formation. It is known that any established science has its own terminological apparatus, where each term has a single, specifically defined meaning. Unfortunately, this is not yet the case with the neological terminology system, which is replete with a wide variety of designations. The object of neology itself, a new word, has several names that are united by a common seme "new" in a synonymous series: new formation, innovation, innovation, new nomination, neo-nomination, new name, innovation, neologism, occasionalism. Some of them have been known for a long time, while others have appeared recently. The most common of the above terms is "neologism," which, by the way, was the first to be used to refer to a new foreign language word.

This term was borrowed from French in the nineteenth century. It would seem that, based on the etymological meaning of this term, any new word that has appeared in

the language is a neologism, i.e. this concept is one of the simplest and most straightforward. However, over time, neologisms have come to mean various new linguistic units. In this regard, the term "neologism" has significantly expanded its meaning and no longer meets the basic requirements for a special name, namely unambiguity. This fact has put it on a par with the above terms, which are used in linguistic research and dictionaries usually as full-fledged synonyms that replace each other.

Due to the dual (narrow and broad) understanding of the term "neologism", there is a variety not only in defining the criteria for new words, but also in their classification. Depending on what features the researcher relies on in his work, traditional classifications or special classifications are proposed, taking into account features peculiar only to the analyzed new linguistic units (for example, the division of neologisms according to the degree of their novelty, duration of existence, etc.)

Let us consider two of the most complete classifications of neologisms in modern linguistics: "lexical and phraseological innovations" into 5 categories:

- 1) by the form of the linguistic unit;
- 2) by the degree of novelty;
- 3) by the method of nomination;
- 4) in relation to the language - speech;
- 5) by the duration of existence.

Let us briefly characterize them.

1. There are three types of innovations: lexical, semantic and phraseological. Lexical innovations include new words created in any language and borrowings from other languages, for example, historicization, casting, killer, etc.

Semantic neologisms are outdated words with a new meaning, for example, lunar rover (a police car with flashing lights), drive (a room for passengers in an airport building), overhead (the inclusion of overhead costs in a payment document).

Phraseological nominations include stable combinations of various types (from compound terms to idioms), for example, zero class, night moth, plastic money, etc.

2. The classification by the degree of novelty implies the presence of strong (actual neologisms, absolute) and weak (relative) neologisms. The high degree of novelty of strong neologisms is explained by the unusual and freshness of the form. The author of the classification considers weak neologisms to be previously known words that have received a new use: makeup - a means of decorating reality, ruler - the line of the state border, locale - an isolation unit in a camp.

3. The method of nomination distinguishes between newly formed words, meanings, combinations of words and ready-made units that have entered the literary language - external and internal borrowings.

4. The author divides the neologisms of the language into 2 groups:

1) usages neologisms;

2) non-usual neologisms (occasionalisms, individually-authored words, meanings, combinations).

5. According to the classification of the duration of existence, innovations are divided into: a) facts of short existence at the level of "language - text" (one-time use); b) words, meanings, combinations that have become full members of the language system; c) innovations that live for some time in the language and then leave it ("historicisms of the present"). The existing classifications can be expanded "by studying the processes of neologization at the phonetic, grammatical, stylistic levels (except for the lexical one)".

We do not include phraseological combinations in the concept of "neologism", firstly, for the reason that they do not contain two necessary features of a word "densely packed" and "idiomatic"; secondly, linguistics has long since formed its own independent branch of "phraseology" with its own terminological base, where language units belonging to the phraseological level should be considered. Neologism is the object of study of a new linguistic science - neology.

The classification of only vocabulary units of language as neologisms meets the requirements for a special term - unambiguity. We understand the term "neologism" in a narrow sense and define it as follows: it is a word that is new in form and/or content, which appears in a certain period of language development, becomes widespread, is recognized as a linguistic norm and is perceived as new by the majority of native speakers in this period.

- The concept and problem of defining a neologism in modern linguistics.

Despite numerous works devoted to the problems of defining new words, there is no single understanding of the essence of a new word. In linguistics, the term "neologism" is usually used to refer to new words. The word "neologism" first appeared in 1735 in French ("Neologisme"), from where it was borrowed by German in the sense of: the use or habit of using new words, innovations in the language. Since then, in the linguistic literature, the term "neologism" has been used to refer to new words in different languages of the world. Unlike traditional canonical words, neologisms are characterized by special connections with time, connections that are formed by the collective consciousness. An important point that characterizes the essence of a new word is the time factor (time of appearance) of the word and the

related factor of the word's novelty, the feeling of unusualness of the word by all speakers. The period of a word's birth and death can be more or less objectively recorded. However, the duration of a word's stay in the "status of a new word" is also one of the unsolved problems of linguistic science.

V. Hook broadly outlined the tasks of this field, defining it as "a science that studies methods of identifying new words, analyzes the reasons for their appearance, ways of creation..." D.V. Gugunava in his work "Actual areas of research in neology" states that "in its development neology has gone from syncretic study of word formation to linguistic study, and later to linguistic and stylistic study", and defines neology as "a branch of linguistics that studies the varieties, ways of creating and using neologisms"

O.O. Taranenko in her article "Neologism" in the encyclopedia "Ukrainian Language" interprets a neologism as "a word, as well as its separate meaning, an expression that appeared in the language at a certain stage of its development (general language neologisms) or were used only in a certain act of speech, text or speech of a particular author (stylistic or individual author's neologisms);

In the linguistic literature of recent decades devoted to the study of neologisms, the question of their lifespan has not yet received an objective solution. Some scholars define a precise time limit that can be considered an objective starting point for designating a word or phrase as a neologism in the language. The process of updating the lexicon is ongoing, but there are times when it is particularly intense. The second half of the twentieth century, starting in May 1945, was such a period in the history of the language's vocabulary. Over the past more than half a century, significant changes have taken place in reality, bringing to life many new words to nominate technical and material inventions.

G.D. Maslova connects the emergence of new words and meanings with space exploration and defines the boundary as 1957, the year of the launch of the first satellite; K. Barnhart takes 1963 as the time limit that is the criterion for classifying a word as new vocabulary. The reasons for the emergence of new words and new meanings of old words are mostly significant in changes in public life, in the development of production and other areas of human activity, as well as in the development of thinking [2].

As noted by many domestic and foreign linguists, the second half of the twentieth century can rightly be called a period of "neologic boom".

English-language neology: foreign and native schools

On the other hand, they correlate with a person's cognitive experience. The human mind comprehends and identifies new information, classifies it, and subcategorizes it.

At the next stage of the formation of a new word, the pragmatic factor comes into play - the search for a new name, since, according to V. I. Zabotkina, "the emergence of new units is caused by the need to name the not yet named, the desire for greater expressiveness and beauty."

Thus, recognizing the equal importance of both pragmatic and cognitive factors, we should recognize the primacy of cognitive processes that give rise to the pragmatic need to create a new nominal unit to capture a new meaning.

Each linguistic unit has a moment of its birth, the moment of its initial appearance in the language.

According to E. S. Kubryakova, for most signs of modern languages, "these moments are not subject to restoration, and we do not know how the process of objectification of a special structure of knowledge into a single word takes place. Neologisms show us exactly this: the conditions, reasons, motives and specific ways of emergence of new language signs, all the peculiarities of their modeling."

There are two main cognitive factors of their formation.

The first factor is the emergence of new concepts or neoconcepts. "A neoconcept is always new information that is a criterion for identifying an object of the surrounding reality, a carrier of a certain conceptual system."

The main criterion for identifying a neoconcept is the absence of lexical items that actualize the relevant concept. The status of a neoconcept is confirmed by the absence of its definition in lexicographic sources, the absence of its possible actualization in another language form, and the absence of synonyms that define this concept.

For example, such neologisms are used to describe new phenomena in our lives. Microlattice is a very light, thin structure made of strips of metal that cross each other with spaces in between. Another example: Rovable - *a very small robot that can be worn on your body and carry out a number of different tasks [Ibidem]. / Робот маленького розміру, який може знаходитися на тілі людини і виконувати різні завдання/*. These words are the linguistic representation of the latest scientific and technological inventions and, accordingly, new concepts.

New facts and phenomena from other spheres are objectified in the language, the emergence of which is largely caused by the rapid pace of modern life and scientific and technological progress: *Supertasker – someone who is very good at doing more than one thing at the same time [Ibidem]. / Чоловік, який успішно справляється з кількома справами одночасно. Nap bar – a place where you can pay money to sleep*

for a short time during the day [Ibidem]. / Заклад, де за певну плату надається можливість короткочасного денного сну.

Another cognitive factor is a deeper and more detailed understanding or rethinking of concepts already known and fixed in the conceptual and linguistic picture of the world. The need for their rethinking may be caused by the discovery of new properties, qualities, characteristics. Thus, a new nomination may result from the realization of some features of already known realities that had no names. This, as a rule, is reflected in a new linguistic unit, which fixes the figurative perception of the object in a semantic transformation, often metaphorical. For example: *Fatberg – a massive, hardened agglomeration of fatty substances, particularly found in a and sewer caused by homeowners pouring fats down drains. Великий твердий клубок жиру, що утворюється в каналізаційній системі, в результаті зливу в неї жирних відходів/*. Наступний приклад: *Sun pillar – a narrow column of light that extends upwards or downwards from the Sun. / Промені світла, що виходять від сонця вертикально, створюють ефект світлового стовпа/*. *This is not to say that these neologisms specify completely new concepts; these concepts and phenomena were quite well known to native English speakers. Probably, there was a conscious need to highlight and identify some facts as a result of a deeper perception, understanding and expression of attitude towards them, awareness of their relevance, which is reflected in a new language form.*

Borrowing is also a source of replenishment and enrichment of the lexical composition of the English language. Due to the processes of globalization, the convergence and interpenetration of different cultures and traditions, foreign language signs are borrowed and, together with them, are marked by the phenomena of material or spiritual culture of other peoples and countries.

- English neologisms of the late twentieth and early twenty-first century: sociolinguistic spheres, composition :

Dozens of works by domestic and foreign scholars have been devoted to the word-formation models of English neologisms. Therefore, it makes no sense to dwell on them in detail. The main goal is to determine the specifics of popular English

neologisms and their actualization in everyday communication of average English speakers, as well as their composition. Structural and partial analysis shows the dominant number of one-word linguistic units expressed by nouns, which in turn indicates a greater need for native speakers to name newly appeared phenomena or situations.

In the twentieth century, most neologisms took time to gain a foothold in the language of everyday communication. However, as one might assume, in the last decade, with the development of information technologies, social networks and other diverse and wide opportunities for communication, we have seen not only an intensification and acceleration of the creation process, but also, and this is crucially important for us, a rapid spread of new words both in a given language group and around the world.

It should be noted that when considering English neologisms, all these words are formed by blending, which fully confirms the observations made in the theoretical part about the principle of linguistic economy in the context of the accelerated rhythm of life in the twenty-first century.

From the point of view of the presence of equivalents in the Ukrainian language, L.I. Matsko distinguishes the following groups of neologisms.

1. English neologisms translated into Ukrainian;
2. English neologisms that are partially translated (hybrids);
3. English neologisms used without translation in their original form;
4. English neologisms that do not have equivalents in Ukrainian (non-equivalent neologisms).

The first of these is a group of neologisms translated by means of transliteration (translation of a word by replacing the letters of the English alphabet with Ukrainian ones). This subgroup includes:

1. LOL – лол
2. SoLoMo – СоЛомо.

The next subgroup is represented by neologisms translated with the help of transcription, i.e., the reproduction of the sound of a foreign word. The following words belong to this subgroup:

1. catfish – кэтфиш
2. hashtag – хештег
3. subtweet – сабтвит
4. hate-link – хейт-лінк
5. ugly selfie – аглі селфи
6. shelfie – шелфи
7. smishing - смишинг

Another popular method of translation is calquing, which is the translation of a lexical item of the original text by replacing its constituent components with the corresponding lexical items in the target language.

1. dark social – темні соцмедіа
2. fog computing – обчислення туманні
3. interest graph – граф інтересів
4. digital crowding – цифрове скупчення
5. digital hangover – цифрове похмілля
6. hashtag activism – хештег активізм
7. personality spam – персональний спам
8. second screen – другий екран
9. tweetstorm – твіт шторм
10. virtual mobbing – віртуальний мобінг
11. hard link – жорстка посилання
12. phantom vibration – фантомна вібрація
13. screen sightedness – екранна короткозорість
14. silent traveler – мовчазний мандрівник
15. USB-condom – презерватив для USB-порту
16. ringxiety - манія дзвінка
17. instafamous - відомий в інстаграммі (соціальна мережа)
18. digital diet - дієта цифровий
19. cybersickness – кібер захворювання
20. digital amnesia - цифрова амнезія

21. digital tattoo – цифрове тату
22. troll farm – farm тролів
23. faceswapping – обмін особами

In some cases, there is a combination of translation methods. For example:
transliteration + transcription:

1. phablet – фаблет
2. phubbing – фабінг
3. chatbot – чатбот
4. nomophobia – номофобія
5. dronie – дрони

транслітерація + калькування:

datasexual – датасексуал

Words with translated morphemes are a special case.

Диарейщик» служить перекладом неологізму «diarrheaist», демонструючи мікс українського варіанту звучання даного слова й додаток суфікса –ік в якості перекладу англійської суфікс –ist. Аналогічна ситуація складається з неологізмом «datafication» – датафікація.

Гібриди

Переклад складних слів може здійснюватися гібридним способом: одна частина складного слова переведена на англійську мову, а друга – ні.

Група, до якої відносяться найбільш цікаві перекладацькі феномени як «гібриди», складається з таких неологізмів:

1. Twitterbot – Twitter-бот
2. Apple picking – Apple-пікінг.

Варто зазначити, що переважна більшість інформаційних джерел у своїх публікаціях використовують українську версію назви соціальної мережі «Твіттер», проте саме переклад неологізму «Twitterbot», був знайдений тільки в гібридному варіанті.

Не асимільовані неологізми.

Неологізми у сфері мобільної комунікації, які використовуються в українській мові без перекладу, включають в себе:

1. War texting
2. White-fi
3. FOMO
4. JOMO
5. BYOD

Без еквівалентні неологізми.

Ряд англійських неологізмів у сфері мобільної комунікації не мають еквівалентів у українській мові. Ми пропонуємо описовий переклад таких неологізмів.

До великої групи ще не перекладених на українську мову неологізмів відносяться:

1. Skype sleep – зв'язатися по Skype зі своїм партнером (парою) і заснути разом.
2. hyper-documentation – постійна і детальна запис всіх подій своєї життя, зокрема, коли вона ведеться в соціальних мережах.
3. attention theft – нав'язливе залучення уваги користувача за допомогою небажаного контенту (тексту, звуків, зображень).
4. butler lie – брехня в цілях ввічливого припинення листування по електронній поштою/в месенджерах або телефонної розмови.
5. ephemeral sharing – процес електронної передачі фотографій, файлів і іншого контенту, доступ до перегляду якого одержувач має тільки в протягом обмеженого часу.
6. nasty effect – поляризація думок щодо тієї чи іншої теми, яка виникає під впливом негативних коментарів.
7. overconnectedness – стан надлишку вже існуючих і потенційних контактів з іншими людьми і онлайн-ресурсами, підтримуються за допомогою технологій.

8. text-walk – вести листування під час ходьби.
9. word of post – плітки і новини, поширювані за допомогою онлайнпублікацій, зокрема через соціальні мережі та блоги.
10. parb – такий елемент особистої інформації, викладений користувачем онлайн, який особливо вплинув, часто ненавмисно, на позиціонування себе самого в мережі.
11. bacn – повідомлення електронної пошти, що надходять за передплатою, які не відносяться до особистого листування або спаму, але у вас немає бажання або часу їх читати.
12. attention minute – хвилина уваги користувача, зокрема, коли застосовується для вимірювання залученості при використанні вебсайт або іншого контенту.
13. black hole resort – місце, в якому блокуються всі вхідні і вихідні Інтернет-сигнали.
14. bashtag – використання хештегів корпорації Твіттер для критики продуктів компанії.
15. chatterboxing – перегляд телевізійного шоу та одночасне обговорення цього ж шоу з іншими людьми в мережі.
16. clique stalking -- потайки дізнаватися про друзів і зв'язки людини соціальних мережах.
17. diss tweet – неповажна або образлива публікація в Твіттері.
18. Facebook facelift – пластична операція, яка проводиться для того, щоб людина виглядала привабливіше на фото в соціальних мережах.
19. Facescrook – злочинець, який використовує Фейсбук для вчинення, планування або обговорення злочину.
20. hashtag-friendly – о словах чи фразах: короткі або достатньо запам'ятовуються, щоб використовуватися в якості хештега в Твіттері.
21. hashtagification – процес перетворення слова або фрази в хештег.
22. iceberg tweeting – публікація замітки в Твіттері, в якій видимий текст є лише невеликою частиною всього повідомлення.

23. inline tweet – В онлайн-статті, уривок тексту, який вважається придатним для Твіттера і оформлений як спеціальна посилання, так що користувачі мають можливість викласти текст у форматі твіту.

24. participatory raporticon – всеохоплююча система нагляду, створена людьми, за якими велося спостереження через мобільні технології і відслідковані транзакції.

25. pity friend в соціальній мережі, користувач, чию заявку в друзі приймає з жалю.

26. self-interrupt – переривати роботу, щоб перевірити соціальні мережі або виконати не відноситься до роботи завдання.

27. sharebait – публікація в соціальній мережі з текстом, зображеннями або відео, створена, щоб спонукати читача поділитися записом.

28. sharent – батько, який ділиться в мережі занадто великою кількістю інформації про своїх дітей.

29. social bankruptcy – стан потрясіння соціальною мережею, що приводить до правильного рішення – видалення всіх своїх акаунтів.

30. success theater – публікація зображень чи оповідань для того, щоб інші користувачі вважали вас більш успішним, ніж насправді.

31. thumbstopper – виділяється елемент, який змушує людину припинити перегортати публікації, зокрема при використанні великої пальця для скролінгу на пристрої з сенсорним екраном.

32. tweet seats – секція в театрі, призначена для людей, які хочуть публікувати твіти під час вистави.

33. twimmolation – руйнування кар'єри людини або репутації, викликане його непристойними або образливими публікаціями в Твіттері.

34. twintern – інтерн, найнятий для моніторингу та публікації повідомлень від особи компанії в соціальних мережах.

35. twitchfork – злий або агресивний протест в Твіттері, зокрема спрямований на відновлення справедливості або на помсту.

36. *underbrag* – самокритичний коментар або розповідь, який на самому справі є хвалькуватим, так як користувач показує себе досить впевненими, щоб визнати свою невдачу або збентеження.

37. *unsourcing* – передача функцій компанії від найманих працівників до неоплачуваною волонтерам, зокрема клієнтам в соціальних мережах.

38. *usie* –групова фотографія, зроблена одним з членів компанії.

39. *zucker* - сформулювати або надати налаштування приватності таким чином, що вони підривають персональність користувача.

40. *glow cone* – пучок світла, який світить з єдиного джерела освітлення, такого як екран пристрою або лампочка.

41. *pay-as-you-app* – модель оплати за допомогою мобільного телефону, коли користувачі купують доступ до даних для заздалегідь визначеного набору додатків.

42. *phoneur* – людина, особливо пішохід, який взаємодіє зі світом тільки за допомогою мобільного телефону.

43. *purse dial* – ненавмисно зателефонувати, випадково штовхнувши, вдаривши або натиснувши на мобільний телефон в гаманці або сумці

44. *screen shift* – відправити відео сигнал або файл на інший пристрій; почати перегляд відео контенту на одному пристрої і потім продовжити на іншому.

45. *smartphone face* – падаюча лінія підборіддя і відвислі щелепи, викликані м'язами шиї, які були скорочені з-за постійного перегляду інформації на смартфоні або аналогічному пристрої.

46. *extreme phone pinching* – утримання мобільного телефону між великим і вказівним пальцями у висячому положенні над небезпечним місцем при знятті селфі.

47. *twitter quitter* – привертає багато уваги в Твіттері користувач, який видаляє свій аккаунт, зазвичай після знущань.

48. *ride-hailing service* – автомобільний сервіс на вимогу, для організації поїздки через який люди використовують додаток на смартфоні.

English neologisms translated into Ukrainian. Most of the neologisms already translated into Ukrainian can be further subdivided into several subgroups according to the method of translation.

In semantic terms, we can distinguish generalized thematic groups/areas of functioning:

- social and everyday life, which includes names of various recently emerged phenomena, habits, objects that have come into use, etc.

Wine o'clock 'an appropriate time of day for starting to drink wine'; *cidery* 'a place where cider is made'; *to binge-watch* 'to watch multiple episodes of a television programme in rapid succession'; *fandom* 'the state of being a fan of someone or something'; *showrooming* 'the practice of visiting a shop or shops in order to examine a product before buying it online at a lower price'; *omnishambles* 'a situation that has been comprehensively mismanaged'; *sodcasting* 'the practice of playing music through the loudspeaker of a mobile phone while in a public place'; *to mansplain* 'when a man explains something to a woman in a manner regarded as condescending or patronizing';

- комп'ютерні технології та соціальні мережі: *selfie* 'a self-portrait photograph'; *to rage-quit* 'to angrily abandon an activity that has become frustrating'; AFK (away from the keyboard); *second screening* 'the practice of watching television while simultaneously using a smartphone, tablet computer, laptop, or other screen device'; *webisode* 'an episode of a series distributed as web television'; *to pocket-dial* 'accidental placement of a phone call while a person's mobile phone is in the owner's pocket or handbag';

- *socio-economic sphere*: *bedroom tax* 'a reduction in the amount of housing benefit if the property has more bedrooms than is necessary for the number of the people in the household'; *Eurogeddon* 'the catastrophic potential financial collapse.

Words that, at first glance, could be dispensed with and that could illustrate the redundancy of linguistic means of expression. These are units that originated in youth slang, which entered the modern English language of certain social and age groups.

However, according to the well-known Russian linguist I.B. Levontin, all these words appear because there are semantic gaps in the language, fragments of the linguistic picture of the world that are not described in the language or described in a way that does not suit native speakers at this stage of development. For example, a new word may appear not to name a new object or a new reality, but to implicitly express a new emotional component that is absent in other similarly meaningful lexemes of the language.

1.5. The role of English neologisms in the field of sports in the process of borrowing into other languages (based on the material of modern Ukrainian) :

When examining the vocabulary of any language, foreign words can be found. The Ukrainian language is no exception in this regard, as it has also been influenced by both related and unrelated languages. This process is called borrowing and is caused by cultural and other ties between the languages where the word comes from and where it is borrowed. Recent decades have been characterized by a massive influx of English borrowings into the Ukrainian language. Anglicisms have penetrated all spheres of our society. There are especially many of them in sports vocabulary. For example: diving, badminton, baseball, snowboarding, biathlon, takedown, freestyle, time, timeout, rafting, linesman, offside, undercard, highlights, overtime, uppercut, and many others (examples compiled by the author of the article). It is even more difficult to recognize UFP, the outsider of the previous two seasons, as a candidate for a European ticket through the championship.

An outsider is a participant, a player who took the last place or is among the last [19]. Except for the first take-down, he did not lose a single episode [8, p. 10]... Takedown - to take + down - down - in kickboxing - grabbing and transferring a partner down [11]. Biathlon is a mixed winter all-around event consisting of cross-country skiing and shooting [13]. Short-track speed skating is speed skating on a short track.

Ski mountaineering is a sport and active recreation that combines alpine skiing and a type of cross-country skiing [21].

Let us consider the borrowing of vocabulary in the field of sports from English into Ukrainian, in particular, we will conduct a lexical and semantic analysis of sports terms of English origin, and determine the reasons for the appearance of anglicisms in the sports vocabulary.

In the process of borrowing, anglicisms are assimilated into the English language in terms of structure and semantics. The degree of assimilation depends on the frequency of use of a particular borrowed lexeme. Many of them are words that everyone understands. They have long been ingrained in the Ukrainian language, and we do not perceive them as alien. For example: sport, football, basketball, match, volleyball, tournament, champion, championship, aerobics, knockout, boxer, doping, cross-country, finish, record, and many others (examples compiled by the author).

The match between the best players of the youth volleyball league took place for the first time in the history of the tournament. Recently, however, we have been seeing more and more anglicisms whose meaning is difficult to understand without knowledge of English. These are words such as transfer, filecard, undercard, goalkeeper, skiathlon, highlite, aikido, bullit, etc. (examples compiled by the author of the article). Many experts are concerned about the large number of anglicisms in Ukrainian language "and at the same time emphasize the ability of the Ukrainian language to discard all that is superfluous over time, while preserving the rational, necessary." ...the undercard fighters, who were warming up before the fight, took over the stands. The organizers of the tournament gathered a good filecard, and the best confirmation of this is the full stands long before the main fight of the evening. ...and hit the opponent with his boot... ...the Spartan fouled, the referee should have stopped the game [Ibid]... Was the penalty kick awarded to Spartak correctly?

The victory for Lightning was brought by 31 saves by Vasilevsky, who was named the first star of the mast, and a stunning bullit by Kucherov [6, p. 11]. In the second match, Ak Bars forward Mikhail Varnakov was offside, but the referees did not cancel the goal.

Boots are soccer boots with hard socks and backs [12]... Off-side - in sports, in football, rugby, ice hockey, etc. - the position of the attacking team's player,

convenient for hitting the opponent's goal, but unacceptable from the point of view of the rules.

Penalty kick - in football, a specially designated shot at the goal, protected only by the goalkeeper, from a distance of 11 meters from the goal line [20]. Foul - to commit a foul, to violate the rules of the game. Save - to save - to save - a saved game, a save point in the game to which you can return. The Ukrainian language does not have a one-word equivalent of some sports anglicisms, which justifies their appearance in the language under study. There are cases when one borrowed lexeme replaces an entire syntactic construction. This is one of the reasons for borrowing. Another reason may be the fashion for English words. Such anglicisms can be attributed to unjustified Americanisms, since there is no need to use a foreign word if there is a corresponding equivalent in the native language. For example: forward, foul, goalkeeper, and many others. Apparently, the referee decided that the Spartak player committed a foul by negligence, kicking the opponent's left leg with his right foot [2, p. 3]. Although, perhaps, the Bulls' forward really went a little over the offside line - with his head or shoulder. ...the Penguins' efforts threatened to once again become just a warm-up for the opposing goaltender [6, p. 11]. In his article "The Adaptation Model of Anglicisms", A. V. Dyakov divides anglicisms, according to the criterion of mastery/unmastery, into three groups (adaptation model): mastered, semi-mastered, and unmastered anglicisms [4]. The mastered anglicisms have taken root in the Ukrainian language, and we do not perceive them as foreign. For example, sport, football, basketball, match, volleyball, tournament, champion, championship, aerobics, knockout, boxer, and many others (examples compiled by the author). I went in for swimming, aikido, and played tennis for about three years. Then my father suggested volleyball [9, p. 10]. Semi-anglicisms are lexemes that have recently entered the Ukrainian language and are little known to a wide range of Ukrainian speakers. The process of adaptation of such words in the Ukrainian language is not complete in terms of frequency of use and social significance. For example: set, highlights, promotion, ranking, playoffs, goalkeeper, save, sprint, bullpen, outfielder, referee, and many others (examples compiled by the author). Nikita Kucherov

became the hero of the winning game, as he scored an amazing bullit - instead of throwing a shot, he made a false swing, and the puck rolled calmly between the goaltender's pads.

In ice hockey, a bullet is a penalty shot in the opponent's goal. Shlemenko went into the rage at the crowded Olimpiyskiy Sports Complex. Rage is an expression of anger because of a failure, a bad game of an ally [15]. ...it is the puck that deserves the highlights of the day, not Backstrom's winning goal in overtime [5, p. 11]. ...an indicative match between Montreal and the Rangers.

"The Canadiens have significantly overstocked themselves before the playoffs [6, p. 11]... The playoffs are a series of elimination games [17]. ...you should support the referee or state that he made a mistake [2, p. 3]. Referee is a judge in sports competitions [16]. As a result, a draw was recorded, no score was kept in the final set [9, p. 10]. Undeveloped anglicisms are represented by lexemes that are beginning to enter the Ukrainian language. Such borrowings are of an occasional individual nature and do not correspond to the generally accepted usage. For example: jim - a gym, big shot - a famous athlete, free climber - a climber who climbs the walls of buildings (examples compiled by the author). Thus, having studied the functioning of anglicisms in Ukrainian sports terminology, we have come to the following conclusions. The percentage of discursive activity of anglicisms in the field of sports is quite high; the main reasons for the penetration of anglicisms into the sports lexicon are as follows: 1) the absence of words in the Ukrainian language to denote a new subject, concept or phenomenon; 2) the use of one English lexeme instead of a descriptive turn of phrase; 3) the perception of the English word as more prestigious. The language changes of the last decade and a half of the last century and the first years of the new century have mostly affected the sociolinguistic and political spheres, which is directly related to the influence of external factors. The active transformation of the state-legal and socio-economic systems resulted in significant transformations of the Ukrainian language at all its levels. First and foremost, the changes affected the lexical composition of the Ukrainian language, which naturally led to the renewal of the socio-political vocabulary as one of the most important and

significant layers of the Ukrainian language. Every era enriches the language with new words. In periods of the greatest activity in the socio-political and cultural life of the nation, the inflow of new words increases especially. Our country has exceptionally favorable conditions for enriching the vocabulary. Turbulent events have brought about radical changes in all spheres of human activity [3,5]. We will focus on the systemic-functional approach to linguistics, which can be used to explain the regularity of language properties and processes of language evolution.

Observations of changes in language allow us to draw conclusions about general linguistic trends in general. In order to identify such trends and mechanisms of the language system, it is necessary to monitor the language processes that take place in the context of changing linguistic environment, for example, social conditions. The lexical layer of the language is most actively subject to change, since the lexicon is the most developed and mobile system that responds vigorously to changes in the language environment. Thus, at some levels of the language, such as phonetic and grammatical, changes are reflected indirectly, over a long period of time. In this respect, the lexical level is the most susceptible to change, on the one hand, and is clearly subordinated to the structure, on the other. It reflects the changes taking place in social and public life more than others. The vocabulary reflects the consciousness of society, and vocabulary and language have a direct impact on the formation of public consciousness. Hence the need to trace the trends of linguistic and lexical changes in difficult moments of the history of a language group.

Thus, the process of "desemanticization" of the Ukrainian language (in lexical and semantic terms) has been observed recently. On the one hand, the vocabulary is being cleansed of numerous clichés. On the other hand, words are being freed from "semantic substitutions" and stable connotative relations: their original meanings are being restored. In many cases, not only is the lost meaning "returned", but also polysemy develops (for example, this process is most active in the group of religious vocabulary such as charity, alms, repentance, resurrection). Confessional vocabulary acquires a broad semantics (for example, holiness is the bone of a fanatical believer, although it is not necessarily a quality of a fanatical believer sacrifice is one of the

obligatory components). The process of returning the original meanings is "desemanticization". Not only are linguistic clichés disappearing in the language, but words and phrases that reflected some "Soviet" realities are also disappearing. Neologisms (new words) are also appearing, as well as new words to denote the realities of today ("pyramid scheme"). There is a tendency to denote a phenomenon by a multitude of nouns and adjectives. There is also a process of active metaphorization of vocabulary. The potential of neologisms in the Ukrainian language is very high, many of the new units emerging in the dictionary are actively involved in the development of the word nest, and word-formation processes, including word combinations, are intensifying.

. A compound word in this combination and form does not change the first part. Many of these words are borrowed. In some cases, only the word-formation model is borrowed (shop, trading floor). The emergence of new concepts has led to an influx of new words into the Ukrainian language. They have replenished various thematic groups of vocabulary, from the names of states (Tuva, CIS), government agencies (department, municipality, city hall), officials (manager, prefect), educational institutions (lyceum, gymnasium), representatives of public organizations, movements, etc. to the names of new commercial enterprises (LLC [limited liability company], JSC [joint stock company]) and realities that have become signs of economic restructuring (voucher, privatization, shares, dividends). Many of these words are present in Ukrainian as foreign names for concepts from the life of other states (mayor, prefecture), or as historicism (department, lyceum, gymnasium). Nowadays, this vocabulary is perceived as new and is becoming very common. The fate of new words in the language is different: some are recognized very quickly, others stand the test of time and become fixed, but not immediately, and sometimes they are not recognized at all, forgotten. Words that are widely used become part of the active vocabulary. For example, in different periods of the 20th century, the words university, lecture, salary, astronaut, lunar rover, gum, shuttle business, feds, etc. entered the Ukrainian language. In the modern Ukrainian language, neologisms are divided into linguistic and authorial, or individual-stylistic. Linguistic

neologisms are created mainly to denote a new object or concept. They are part of the passive vocabulary and are noted in dictionaries of the Ukrainian language [2, 18].

A word is a neologism as long as it feels fresh. For example, at one time the word "cosmodrome" was a neologism. Now this word is part of the lexicon of the modern Ukrainian language. And this, in turn, suggests that if the concept is relevant and the word that names it is well connected with other words, then the word soon ceases to be a neologism [3].

However, if we go deeper into the classification of new words, we can distinguish lexical and semantic neologisms among linguistic neologisms. Lexical neologisms include those words that are newly formed according to the models available in the language or borrowed from other languages, formed by word derivation-formation of new words from existing morphemes in the language according to a known (usually productive) model; the most common ways of forming neologisms are suffixation, prefixation, prefix-suffix method, compounding of bases, truncation of bases.

Neologisms are widely used in modern prose, most of them are nouns denoting new realities and concepts. We have selected neologisms of economic, socio-political, and social life, as well as those describing the latest developments in science and technology, and neologisms related to youth life. Most often, nouns are used as neologisms; neologisms are found among adjectives and verbs. Usual neologisms prevail, most often borrowed from the English language. The most common type of word formation is borrowing from English, word derivation, and less often semantic derivation.

Based on the results of our work and in the process of searching for information, it was found that neologisms are more common among modern youth than their replacement with a Ukrainian synonym equivalent.

CONCLUSIONS

As a result of this linguistic study, we can conclude that the vocabulary of any language is constantly being replenished, enriched, and renewed. Some words disappear, others appear, and native speakers actively use them. Therefore, newly

formed words should be perceived as an ordinary linguistic phenomenon - they are an integral objective part of the language culture, and their correct translation into other languages is an important task.

The general classification of neologisms of modern English and the places they take in the replenishment of the Ukrainian vocabulary are considered. The study of borrowings - neologisms and the place they occupy among new lexical units substantiates the need for their practical use and study in secondary and higher educational institutions. The analysis shows that borrowings and the ways of their adaptation in the language are not studied, and the results of the stating and formative experiments give us the opportunity to talk about the need for an orderly introduction of this topic into the educational process. In general, characterizing borrowed neologisms, it can be noted that the Ukrainian language adopts a lot of words from other languages. There is a tendency for the modern Ukrainian language to increase its vocabulary. The number of borrowed neologisms is growing rapidly, various spheres and branches of human activity are constantly being enriched by them, and it is necessary to trace this process as far as possible. The work carried out helped to consider in detail this means of replenishing the vocabulary, but there are still many topical issues that require further study, and not all problems of modern Ukrainian neology have been investigated. This science represents a significant field of activity for comprehensive study, but the scope of this work does not allow us to consider all aspects. Without any doubt, it can be stated that further research of neologisms, ways of their adaptation and connection with various spheres of human activity will be more appropriate and necessary.

Neologisms appear in the language, firstly, as actual new words - through word formation on the basis of morphemes available in a given language (this is the main way: denationalization, fateful), rethinking of a word and lexicalization of a phrase, and secondly, as relative new words - as a result of borrowing linguistic units from other languages (show, sponsor, aerobics, lambada, including word-formation and semantic calquing: Eurovision, president's team, star wars, fifty-fifty) and their transition to the vernacular from narrower stylistic spheres or territorial varieties (mutant, radiation pollution; names of fish species as they are commercialized: notothenia, prostipoma, and others), as well as the actualization of outdated words (for example, sobornist, act of unification - about the reunification of the eastern and western lands of Ukraine in 1919; however, these words were used in the language of the Ukrainian diaspora).

Changes in the modern environment are reflected in the modern Ukrainian language under the influence of socially significant factors such as computerization, globalization, etc. Therefore, in the course of our work, we identified word-formation models of neologisms in the modern Ukrainian language, namely within the framework of borrowing sports terms of neologisms. The tasks were to define the

concept of "neologism" and consider its types; to consider the stages of development of neologisms, the criteria for their selection and classification; to describe the ways of forming neologisms in English; to analyze the presence and identify sports terms of neologisms; to determine the role of neologisms in the modern Ukrainian language.

CHAPTER II

Analyzing the peculiarities of translating neologisms in different fields

2.1 Translation of neologisms in the scientific and technical sphere

The productivity of word-formation methods is "the tendency inherent in linguistic thinking to maximize the preservation of continuity in the development of the vocabulary, the desire to denote new concepts with known verbal signs without breaking the nominal and terminological connection of generations" [5]. In terms of preserving the vocabulary continuity of the language, semantic word formation has obvious advantages over other word-formation means. The advantages include "the well-known material form of the word chosen for secondary nomination to denote a new concept" [1, 98]. The disadvantages include "the interference of the old meaning, which makes it difficult to assimilate the new meaning embedded in the old linguistic form". There is no consensus among linguists on the status of semantic neologisms. The most controversial questions include: in which cases semantic changes lead to the formation of an independent word, and in which cases only to a new meaning of an existing lexical unit [1, 101]. As V.I. Zobotkina notes, the formation of semantic innovations "is based on the need to name a new thing" [1, 93]. This type of word formation is very productive in the scientific and technical field, in particular, in the field of high technologies, since "the requirements of scientific and technological progress constantly create a nominal vacuum in the terminological dictionaries of all branches of science and technology" [2, 90]. To fill this vacuum, neither the entire arsenal of root words nor the possibilities of the affixal apparatus are enough.

Since the 80s of the last century, a new profession has emerged that involves working with technical translations: "highly specialized translator" or "technical translator". The difficulties that arise when performing a technical translation are not only due to the fact that the translator must be fluent in the source and target languages. The narrow specialization of technical documentation requires understanding the essence of the material and taking into account the legal requirements and technical standards of the country in which a particular technical document will be used.

When studying scientific and technical terms, it is important to note that many terms have been used for some time in a narrow field before being included in the

dictionary of commonly used words. For example, the term executive privilege (the prerogative of the executive branch in the United States to withhold information from the legislative and judicial branches) was first used in the 1950s, but became widespread only in the 1970s.

Among the physical sciences that use new terms, the most prominent are: biochemistry - ethidium (a chemical substance used in biochemical research), encephalin (an acid that is a natural painkiller in the body); geology - armalcolite (a mineral found on the moon), clast (a fragment of rock) [5:462].

The use of computers in everyday life has led to the fact that most of the new computer-related words are used not only by specialists, but have also passed into the general vocabulary. Among computer neologisms, we can distinguish units denoting a new type of computer, computer systems: biocomputer, expert system (a system that imitates the human thought process), multiprocessor. The electronic revolution of the second half of the 1980s is associated with the emergence of such words as: hi-tech (high-tech) is an abbreviation of the phrase high technology, which refers to the most modern industries or businesses, especially those that use electronic equipment. It should be noted that traditional equipment and technology are denoted by the antonymic term low-tech. Another trend worth noting is the analogy between machine and human, i.e. the use of such words as "brain", "memory", "language", "to think" to describe the functioning of machines. For example, new generations of "thinking" machines ("intelligent computer") are being created [7:97].

Since the United States has been and remains the leader in the development of the information technology industry, it is natural that the primary nomination of new developments is in English.

One of the most pressing problems of modern linguistics is to determine the ways of forming neologisms in the field of information technology. Let's take a closer look at the analysis of ways to adequately translate neologisms.

The study shows that the most common way of forming neologisms to denote concepts in the field of information technology is to give a new meaning to existing lexical items. Examples of such neologisms are numerous:

menu - 1) a list of dishes available at a restaurant or to be served at a meal;

2) (computing) a list of possible actions from which a user can choose, displayed on a computer screen;

file - 1) any of various types of drawer, self, holder, cover, box, etc. usually with a wire or metal rod for keeping loose papers together and in order, so they can be found easily;

2) (computing) an organized collection of related data or material in a computer;

application - 1) the action or process of making a formal request;
the action or an instance of putting or spreading something onto something else;
the action or process of making a rule;
the action or instance of putting a theory, discovery, etc. to practical use;
(computing) a program designed to perform a particular task for the user.

Composition is also a common way of forming computer neologisms. Numerous are the neologisms that have arisen by simply adding the bases without a connecting element: keyboard, filename, software, spreadsheet.

The so-called "syntactic" compound words formed from speech segments retain in their structure the features of syntagmatic relations typical of speech. This type of word formation is typical for the English language and is widely represented in the field of information technology: ready-to-use, black-and-white, clear-to-send, digital-to-analog, dual-inline, etc.

The structure of most complex words in the IT industry is transparent. The semantics of the derived word fully corresponds to the semantics of its elements. Obviously, such compound words are derived from phrases.

The creation and use of terminological phrases is functionally justified, as they describe a process or object more accurately and reveal the concept more broadly. Such phrases are a complete lexical unit. The most frequent are the Adjective 4-Noun phrases, in which the main word names the object/process and the dependent word gives it characteristics: compact disk, application program, virtual machine, graphical interface.

Terminological phrases can be either two-component or multi-component disaster recovery disk, but they are structurally identical - the preposition uses nouns in the attributive function default application, adjectives personal computer or noun + adjective virtual machine manager.

Terminological phrases are often used in the form of abbreviations/acronyms, most of which are commonly used in the IT industry. Abbreviations as a means of word formation remain one of the most productive in the modern English language, which is explained by the tendency to increase the pace of life and to save language. The presence of acronyms is one of the typological features inherent in the scientific and technical type of text. Acronyms are one of the types of language economy that serve to compress information at the lexical level.

In the terminology of information technology, the widespread use of abbreviations/acronyms is caused by the relative number of multi-component terminological phrases, the reduction of which is necessary to save space, ROM -

Read Only Memory, RAM - Random Access Memory, SIP – Single In-line Package, SDLC - Synchronous Data Link Control, TCP - Transmission Control Protocol.

There are several ways to translate computer terminology. Namely:

- \ transcoding;
- \ calculation
- \ descriptive translation;
- \ equivalent translation.

Transcoding is performed when the sound or graphic form of a source language word is transcribed using the alphabet of the target language.

Transcoding of terms is especially common when a term in the target language consists of international terms of Latin or ancient Greek origin.

Numerous computer innovations are part of the Ukrainian language along with the development of science and technology. In the absence of a specific concept to denote a phenomenon or object, the nomination process takes place in two ways: a new term is borrowed from another language along with the assimilation of the phenomenon or concept; or nominations are made by means of existing language features (e.g., giving a new meaning to existing words). Studies show that the following methods are used to translate computer terms into Ukrainian:

- transliteration (transcription)
- explication;
- translation by analogy (using standard vocabulary in a different meaning) [11:216].

Such terms as Internet, chat, hacker, printer, computer, file, site, driver, commutator, and transcription were borrowed by transliteration or transcription; processor - processor; operator - operator; monitor - monitor; printer - printer; indicator - indicator; buffer - buffer; portal - portal; server - server; laser - laser; multimedia - multimedia; decoder - decoder; port - port; plotter - plotter; scanner - scanner.

It is necessary to note some peculiarities in the translation of these words-terms, namely:

- 1) the doubling of consonants between vowels is not transmitted, as, for example, in the word "switch"
- 2) the letter "r" at the end is usually transcribed, regardless of whether it is pronounced in the source word, for example, monitor.

The following terms have been borrowed by transcription: tuner; browser; site; provider; cluster; display; user; driver; cartridge; computer.

This translation path is characterized by the fact that the letter "r" is always transcribed in Ukrainian, for example, driver - driver.

Mixed transcoding: on-line - online; interface - interface; organizer - organizer; device - device; chat - chat; chipset - chipset; adaptor - adapter; chorus - chorus.

Adapted transcoding: profile - profile; matrix - matrix; domain - domain; command - command; card - card; menu - menu; viewer - viewer.

This translation method has the following features:

- 1) the use in Ukrainian of a softening at the end of a word that is not present in the English word, for example, module - module;
- 2) doubling of consonants between vowels is not transmitted in Ukrainian [11:254].

One of the most common ways to translate computer terms used to adequately reflect the semantics of the term is explication. Explication is the explanation of a new term by means of the target language. This tool is especially effective when translating multi-component phrases whose elements do not exist in the target language. of the corresponding equivalents: Random Access Memory - a storage device with free sampling, cache hit - a successful search in the cache memory [11:312].

Calculation is the translation of parts of a foreign language word (compound, derivative, or phrase) with the subsequent assembly of the elements into a single whole. Examples of calquing include the translation of such terminological phrases as: access code, autorepeat, absolute disc read, and absolute disk read.

Calculation is the translation of lexical units of the source language by replacing their constituent parts (morphemes or words) with their lexical equivalents in the target language. Calculation as a translation technique is more often used in the translation of complex words (terms). Quite often, calquing is applied in translation to those complex terms that are formed with the help of common vernacular words.

In some cases, the use of calquing is accompanied by a change in the sequence of calqued elements. Transcription and calquing are often used simultaneously in the translation process: control panel; matrix printer; hot keys; file system; data warehouse; artificial neural network; composite key; computer network; mailbox; error checking; ring network; network neighborhood; network neighborhood [11:254].

Descriptive translation occurs when a word is replaced in the target language by a phrase that adequately conveys the meaning of the word. When applying descriptive translation, it is important to make sure that there is no translatable equivalent in the target language so as not to create terminological duplicates in the target language.

In order to apply this translation technique correctly, it is necessary to have a good knowledge of the subject area of the text being translated in order to correctly reveal

the meaning of the concept denoted by the term. For example: burning - burning a CD; cross fade - a smooth transition from one sound fragment or video clip to another; deluxe - an extended version of a software package that includes additional programs or features; freeware - free software; software - software; log - a text file that records all the actions performed by a program and their results; shareware - shareware that can be used for a certain period of time; wizard - an interactive tool for performing various operations step by step; protocol - a method of data transmission

If the meaning of an English word fully corresponds to the meaning of a Ukrainian word, it is an equivalent translation. This type of translation is quite common when translating English computer terms, although there are not too many equivalent words in Ukrainian in this field. We can provide the following examples of equivalent translation: keyboard - keyboard; memory - memory; message - message; mode - mode; mouse - mouse; notepad - notebook; pitch - pitch, height; screen - screen; desktop - desktop; network - network; bar - bar; drive - drive; error - error; lock - lock.

Computer terminology is probably the most dynamic of the terminological systems, and it is unlikely that it will ever be possible to put an end to it and consider it explored, since innovations in computer technology are developing quite rapidly [11:312].

2.2 Translation of neologisms of socio-political vocabulary

According to Y.A. Zatskoy, socio-political vocabulary includes words and phrases that denote concepts related to the state system, political system, socio-class structure of society, foreign and domestic policy, socio-economic phenomena and processes [12:3].

Speaking about the social class structure of society, we should mention the new word underclass, created by analogy with upper class and middle class, and meaning "the lowest class of society". According to the "values and lifestyles", society is divided into 9 groups: at the top of the "social pyramid" are the "achievers", and at the bottom are the "survivors". It should be noted that within the "middle class" (belongs) there are several social groups depending on age, lifestyle, interests, and place of residence. Thus, several groups of young representatives of the "middle class" are distinguished: yuppie (young upwardly mobile professional person), rumrie (rural upwardly mobile professional person - a wealthy young person living in rural areas and making a career in the city), guppie (green + yuppie - a young middle-class representative with "ecological views"), corruppie (corrupt + yuppie - young ambitious middle-class representatives with questionable principles and qualities). Prosperous, conservative,

short-sighted people are referred to by the abbreviation mamba (middle aged middle brow accomplisher) [12:6].

The next group of neologisms includes words that reflect the activities of political parties, denoting different doctrines and political lines: ageism (discrimination against the elderly), geneism (discrimination against people who are genetically predisposed to a certain disease), ableism (discrimination against physically disabled people), pro-lifer (opponent of abortion), pro-choicer (supporter of the right to choose between abortion and childbirth), nature-friendly (advocating environmental protection) [13:30].

Some neologisms related to computerization also have a socio-political sound. The process of introducing computers is associated with overcoming social and psychological barriers. A number of new words denoting fear, hostility or distrust of computers have been recorded: cyberphobia, technofear, technophobia [12:16].

When translating socio-political vocabulary, it should be borne in mind that such texts combine different functional styles and genres. This literature is characterized by the presence of a large number of neologisms and various terms. One of the main reasons for the existence of lexical difficulties in translation is the difference in the worldviews of the languages. That is why it is often necessary to use translation tools that leave the meaning of the original unchanged, and only the lexical forms of its expression are changed (methods of transcoding, calquing, contextual substitution, semantic development, antonymic and descriptive translation).

Lexical difficulties in translating texts of a socio-political nature are the most common and are mainly related to the transfer of non-equivalent vocabulary, names, polysemous words, abbreviations, neologisms, terms, and figurative phraseology.

It is important to note the importance of structural and lexical-semantic differences between English and Ukrainian, which require restructuring of the syntactic structure of the sentence or lexical changes during translation and are called lexical and grammatical transformations. These transformations are used when the dictionary equivalents of a particular word in the source language cannot be used in translation due to inconsistencies in terms of meaning and context.

The most common types of transformations are as follows:

- specification
- generalization
- deletion
- addition;
- replacement;

- rearrangement.

An important way of choosing a contextual equivalent of a word is the translation transformation of meaning specification, which is due to differences in the functional characteristics of the dictionary equivalents of lexical elements of the original and the traditions of speech [14:59].

Meaning concretization is a lexical transformation that results in the replacement of a word of broader semantics in the original with a word of narrower semantics. It should be borne in mind that the use of concretization in the translation of vocabulary requires a creative approach on the part of the translator.

Generalization of a word's meaning is the opposite direction of the transformation of concretization, as a result of which a word with a narrower meaning in the original is replaced by a word with a broader meaning [14:61].

Since generalization can lead to a certain loss of information, it is recommended to use it only when the use of the equivalent of the word being translated may lead to a violation of the grammatical or stylistic norms of the target language.

Deletion is a grammatical or lexical transformation that results in the removal of a pleonastic or tautological element in the translation, which, according to the norms of the target language, is part of the implicit meaning of the text.

Addition is a grammatical or lexical transformation that increases the number of words, word forms, or sentence members in the translation in order to correctly convey the meaning of the original and/or to comply with the speech norms existing in the culture of the target language [15:45].

Replacing one part of speech with a word of another part of speech is a grammatical transformation that changes the grammatical features of word forms due to various lexical and grammatical features of the source and target languages. This transformation can be applied to words of almost all parts of speech, but it is most often observed in the case of such parts of speech as nouns, verbs, adjectives, and adverbs.

The substitution transformation is used in cases where preserving the part-of-speech characteristic of the target word leads to a violation of the grammatical norms of the target language and the norms of word usage.

Transposition (also called permutation) is a grammatical transformation that results in a change in the order of words in a phrase or sentence. As a rule, this occurs in the case of translation of phrases or phrases [14:57].

Having analyzed all of the above, we can conclude that the most common and convenient tools for translating socio-political literature are such techniques as

contextual substitution, semantic development, descriptive translation, choice of variant equivalent, and calquing.

2.3 Translation of neologisms in the financial and economic sphere

Neologisms used in the financial and economic sphere denote various economic processes and phenomena of economic life.

For example, the process of monopolization, the merger of companies into larger ones, is expressed in a number of neologisms, e.g: mergeomania (a mass movement, a campaign to unite business enterprises), as well as words with the element mega-, megamerger (merger of enterprises into one huge enterprise), megacompany (super huge enterprise), megabank (large bank, financial giant). By analogy with the word sell-out, the neologism buy-out (wholesale acquisition of an enterprise or firm by a larger firm) has emerged. The merger of firms is associated with the emergence of such neologisms as golden parachute (a contractual guarantee of compensation to a firm's employee in the event of its merger with another firm), golden share (strategic control by the state over a firm transferred to private hands as a guarantee against its sale to a foreign owner) [16:22].

Let us consider possible variants of rendering neologisms of the English economic sphere by means of the Ukrainian language. In most cases, the transcription method is used for translation, but sometimes a neologism requires an additional descriptive translation, namely an explanatory means. A neologism needs an explanatory translation when it occurs outside the sphere of its frequent use. For example, when an economic term is used in journalistic texts, newspapers, or magazines whose readers may not be familiar with the special terminology of economics. Calculation and transliteration techniques are also widely used in translation practice [17:34]. Consider the following examples:

Call in English means to call, summon, call, summon, call, phone call, etc. However, with the development of the stock exchange business quite recently, it has acquired a new meaning, recorded in dictionaries as Ukrainian call option (i.e. the right to buy securities at a specified price with a preliminary payment of a premium), and with the development of banking - 'a bank's demand to the borrower for early repayment of a loan in connection with violation of its terms. In other words, we are dealing with a semantic neologism - an existing word that has acquired a new meaning. Therefore, in this case, the translator will use transliteration if the context makes it clear that it is a stock exchange business, otherwise, it will be necessary to use descriptive translation to clarify the meaning of the neologism.

Open outcry - this stock exchange term could be translated as Ukrainian open shout without worrying about literalism, since everyone knows that the stock exchange

needs to react very quickly to supply and demand and it is simply impossible not to shout when determining the price in order to get ahead of competitors. However, this method of transmission (let alone transcription or transliteration) is unacceptable because it does not reveal the meaning of the word. In this case, a descriptive translation will be the most appropriate method. Thus, The Oxford Dictionary for the Business World (1993) explains the meaning of the term open outcry as "a meeting of commodity brokers with dealers in order to form a transaction. Trades usu, form a ring around the person shouting out bids and offers", and the translation in this case is as follows: a method of exchange trading through direct contact between the seller and the buyer. This neologism was formed by assigning new meanings to words already existing in the language, i.e. this neologism is semantic [18].

Such neologisms also include Nylon (New York + London) - Nylon, Goldilocks economy - golden economy; golden economy policy, Kiteflyer - recipient of money under a fictitious bill; Bodyshopper - a recruiter, a person who hires programmers in developing countries for American computer firms, Techno-migrant - a techno-migrant (a specialist in the field of modern technology, especially from developing countries, who emigrates to a developed country, especially to the United States), Flexible recycling - the process of replacing old industries, old enterprises with new ones with the transfer of capital, knowledge and human resources, Mass customization - the use of mass production techniques to produce goods for individual consumption,

The next group of neologisms is translated using descriptive translation, an explanatory means, because none of the other methods meets the requirements of modern translation. These neologisms are terms of the modern economy of England and the United States that have no analogues in Ukrainian [17:35].

Carryback is the transfer of losses to an earlier period. Citiplus is a hedging instrument offered to clients by Citibank (USA). Downaging is the reduction of staff based on age. Neologisms are formed by word compounding. Divident-right certificate - a certificate that gives the right to receive dividends. Dear-money policy - limiting credit by raising interest rates. Closing bank - a bank that finalizes a transaction involving several banks. Sub-prime lender - a person or organization that gives loans to people who are considered to be unable to pay. Corporate welfare - financial benefits provided to American corporations. Sub-prime lending - provision of "risky" loans, credits. Semantic neologisms. B-unit (Barclays currency unit) - B-unit (international monetary unit of Barclays Bank International). This neologism was formed by abbreviation [18].

The next group of neologisms is formed by merging the stem of one word with the truncated stem of another word or two truncated stems and they will be translated mostly by means of descriptive translation, an explanatory means [17:37]. Let's look at some examples:

Netiquette - (net + etiquette = netiquette) - unwritten generally accepted rules of communication or placement of information on the Internet; unwritten rules for using the Internet. Forex - (foreign + exchange = forex) - reserves in foreign currency. Impex - (import + export = impex) - export and import operations. Advervation - (advertisement + information = advertising) - advertising information. Advertorial - (advertisement + editorial = advertorial) - the main advertising unit [18].

The next group of neologisms is also translated with the help of a base word, but here there will be no complete coincidence of the volumes of meanings, but a semantic transformation, namely a concentric one, will take place. When translating these neologisms, there is a narrowing of the meaning [17:38]. For example:

Transition country - a country with a transition economy. Industrial country - an industrially developed country [18].

In connection with the globalization of the economy and business, which has brought not only great opportunities, but also new and serious problems, such neologisms have arisen as:

Antiglobalization - anti-globalization. Globoprotectors - opponents of globalization. Globocrat - supporter of globalization, etc.

For the following neologisms, translation by descriptive, explanatory or substantive means will be the most effective:

Crony capitalism - a corrupt form of capitalism with such features as despotism, favoritism, clannishness; shadow capitalism. Crony capitalist - an entrepreneur, a businessman who became rich under corrupt capitalism [19:34]. Kleptocapitalism - thieving, gangster capitalism. Silicon-chip capitalism - capitalism in the context of the information revolution. Kanbrain - a system of obtaining knowledge and information on demand, according to the need [19: 105].

2.4 Translating neologisms of everyday colloquial vocabulary

Colloquial vocabulary includes slang and jargon that have passed into the literary language.

A separate group of neologisms is formed by words that characterize people: yob (hooligan), bimbo (attractive person with a low level of intelligence), hit-man (hired killer), ambulance chaser (person trying to profit from the grief of others), dragon lady (wife of a head of state who has gained great power) [7:88].

Another group of neologisms consists of the so-called "drug neologisms". As noted by 3. Chenman notes, the vocabulary of drug addiction has "grown astronomically" and a separate dictionary is needed to reflect it [7:89].

The words drag, narco have become real word-forming elements and have formed such words as: drag-baron, drag-war, narco-dollar, narco-elite, narcoterrorist. Compounds with the element head denote a person who uses a particular drug: acidhead, cokehead, crackhead [7:90].

Another source of neologisms in English is the socio-ethnic dialect (Black English). These are primarily words related to black music culture: beach music, rap, rare groove, soul music, hip-hop - styles and trends in music.

Many words reflect the so-called youth culture, for example, the jargon of rock musicians that has spread among young people. By analogy with heavy metal, varieties of heavy music were formed: death metal, trash metal, speed metal, black metal, doom metal, gothic metal [7:93].

In the translation of neologisms, which include colloquial vocabulary, approximate translation is used. This means that the basic meaning of the word is preserved during translation, but in the target language the word differs from the original language in terms of lexical background.

For example, nerd is an unpleasant, unattractive person; buddy is a friend, comrade; weeb is a nobody, scumbag is a scum, shell is a homeless person, wimp is a weak person, a loser. In fact, such a translation does not fully reproduce the lexical background of the word, but it is an acceptable translation. This method also does not fully meet the requirements of translation, as it loses the shades of meaning, connotative connotations of the word, and thus the pragmatic component is lost [20:24].

Conclusions.

Thus, semantic transformations are a very productive way of nominalization. In addition, they "serve as a means of enhancing the expression of vocabulary through the creation of more expressive lexical units - synonyms for existing neutral words" [6, 85]. The use of semantic innovations in the field of Internet communication not only helps to focus attention on the problems of today, but also to spread a new form of speech among representatives of different professions, provides users with quick mastery of new language material. In our opinion, the study of phraseological innovations in the field of computer technology is promising.

The aim of the course work was to study and research the use of neologisms in English and the ways of their translation. A neologism (neo + Greek logos word) is a new word, a linguistic innovation, a grammatical feature that appears in a language.

A large number of new lexical items have appeared in connection with the development of computer technology. In this term paper, we consider such types of neologisms as actual neologisms, trans-nominations and semantic innovations.

Neologisms are formed in several ways:

- affixation
- abbreviation
- word compounding
- reverse formation;
- conversion.

Neologisms are used in any field of activity. The course work focuses on the following areas: scientific and technical, socio-political, financial and economic spheres, and everyday colloquial vocabulary.

The analysis of new words has shown that, as expected, the vast majority of new vocabulary items are nouns, since the expansion of the vocabulary is mainly due to the names of objects and phenomena that fill the cultural space.

Having analyzed the main areas of use and formation of neologisms, we can conclude that each neologism has its own approach. For example, several ways of translation are used to translate computer terminology:

- transcoding,
- calquing,
- descriptive translation,
- equivalent translation.

For the translation of socio-political vocabulary, it is important to note the importance of structural and lexical-semantic differences between English and Ukrainian, which require restructuring of the syntactic structure of the sentence or lexical changes during translation and are called lexico-grammatical transformations. The most common transformations are concretization, generalization, deletion, addition, substitution, and rearrangement.

In most cases, when translating neologisms of financial and economic vocabulary, the transcription method is used, but sometimes a neologism requires an additional descriptive translation, namely an explanatory means. A neologism needs an explanatory translation when it occurs outside the sphere of its frequent use.

When translating neologisms, which include colloquial vocabulary, approximate translation is used. This means that when translating the basic meaning of the word is

retained, but in the target language the word differs from the source language in terms of lexical background.

Translating neologisms requires the translator to be unambiguous and precise during translation. The translator must be very careful, because there are a number of words that have no equivalent in Ukrainian and must be translated depending on the context, sometimes descriptively. Such texts contain a large number of translator's "fake friends" and ambiguous English words, which makes translation difficult.

The translator should take into account lexical and grammatical transformations, i.e. structural and lexical semantic differences between English and Ukrainian, which require restructuring of the syntactic structure of the sentence or lexical changes during translation. Since vocabulary is closely related to grammar, it is very common for transformations to result in both lexical and grammatical changes.

When translating any neologisms in English texts, attention should be paid to the conditions that will help to achieve adequacy in translation.

1. Knowledge of the peculiarities of the interaction between the neologism and the context, and even the main cases of use of different structural and semantic types of neologisms.
2. Knowledge of the main ways to translate neologisms in a particular field, and even sufficient familiarity with Ukrainian terminology in this field, which allows you to find an equivalent Ukrainian version of the corresponding English neologism.
3. The ability to choose and use the most appropriate means of creating a new correspondence for the translation of a neologism that has a Ukrainian equivalent or reflects a specific phenomenon is not present in reality.

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