

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL LINGUISTIC UNIVERSITY

FACULTY OF GERMANIC PHILOLOGY AND TRANSLATION

Department of Theory and Practice of Translation from the English Language

TERM PAPER

IN TRANSLATION STUDIES

**Neologisms in the English-Speaking Segment of Social Network Twitter:
the Translation Aspect**

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Pa 01-19

Educational Programme:

English and a Second

Foreign Language:

Oral and Written Translation

Majoring 035 Philology

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Kyiv – 2023

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Київський національний лінгвістичний університет
Факультет германської філології і перекладу
Кафедра теорії і практики перекладу з
англійської мови

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

НЕОЛОГІЗМИ В АНГЛОМОВНОМУ СЕГМЕНТІ СОЦМЕРЕЖІ TWITTER: ПЕРЕКЛАДАЦЬКИЙ АСПЕКТ

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(підпис)
к.ф.н., доц. Мелько Х.Б.
“29” вересня 2022 р.

ЗАВДАННЯ
на курсову роботу з перекладу з англійської мови
для студентів IV курсу

студент Шкадіна Владислава Костянтинівна курсу IV Па 01-19 групи, факультету германської філології і перекладу КНЛУ

спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно)**, перша – англійська, освітньо-професійної програми **Англійська мова і друга іноземна мова: усний і письмовий переклад**

Тема роботи Неологізми в англійськомовному сегменті соцмережі Twitter: перекладознавчий аспект

Науковий керівник Никитченко Катерина Петрівна

Дата видачі завдання 29 вересня 2022 року

Графік виконання курсової роботи з перекладу

№ п/п	Найменування частин та план курсової роботи	Терміни звіту про виконання	Відмітка про виконання
1.	Аналіз наукових першоджерел і написання теоретичної частини курсової роботи (розділ 1)	1–5 листопада 2022 р.	
2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання практичної частини курсової роботи (розділ 2)	7–11 лютого 2023 р.	
3.	Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	28–31 березня 2023 р.	
4.	Оцінювання курсових робіт науковими керівниками , підготовка студентами презентацій до захисту курсової роботи	25–30 квітня 2023 р.	
5.	Захист курсової роботи (за розкладом деканату)	2-13 травня 2023 р.	

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Студент  (підпис)

**РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ
З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ**

студента(ки) курсу IV групи Па 01-19 факультету германської філології і перекладу КНЛУ спеціальності 035 Філологія, спеціалізації 035.041 Германські мови та літератури (переклад включно), перша – англійська, освітньо-професійної програми Англійська мова і друга іноземна мова: усний і письмовий переклад

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	Критерії	Оцінка в балах
1.	Наявність основних компонентів структури роботи — <i>загалом 5 балів</i> (усі компоненти присутні – 5, один або декілька компонентів відсутні – 0)	
2.	Відповідність оформлення роботи, посилань і списку використаних джерел нормативним вимогам до курсової роботи — <i>загалом 10 балів</i> (повна відповідність – 10, незначні помилки в оформленні – 8, значні помилки в оформленні – 4, оформлення переважно невірне – 0)	
3.	Відповідність побудови вступу нормативним вимогам — <i>загалом 10 балів</i> (повна відповідність – 10, відповідність неповна – 8, відповідність часткова – 4, не відповідає вимогам – 0)	
4.	Відповідність огляду наукової літератури нормативним вимогам — <i>загалом 15 балів</i> (повна відповідність – 15, відповідність неповна – 10, відповідність часткова – 5, не відповідає вимогам – 0)	
5.	Відповідність практичної частини дослідження нормативним вимогам — <i>загалом 20 балів</i> (повна відповідність – 20, відповідність неповна – 15, відповідність часткова – 10, не відповідає вимогам – 0)	
6.	Відповідність висновків результатам теоретичної та практичної складових дослідження — <i>загалом 10 балів</i> (повна відповідність – 10, відповідність неповна – 8, відповідність часткова – 4, не відповідає вимогам – 0)	

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«На доопрацювання»

_____ (0-41 балів)

_____ (підпис керівника)

” ” _____ 2023 р

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INTRODUCTION

In the twenty-first century, the progress of science, technology, culture, and mass media promotes the creation of new spheres and, consequently, new words.

The second half of the twentieth century can be described as a period of "neologism boom" in the language. This led to the formation of a new field of linguistics – neology – a science that deals with the study of neologisms. In the twenty-first century, this "neologism boom" is still going on, however, in addition to the rapid development of human activity in many areas. Cultural exchange and language development are rapidly taking place nowadays.

The constant increase in the number of new lexical items, their semantic component and specificity of use is of interest to scientists. This matter has been studied by well-known scientists, researchers, in particular: A. Hryshchenko, I. Yushchuk, O. Taranenko, V. Horpynych. Stylistic functions of neologisms were studied by A.Koval, O.Ponomariv, L.Kravets. Neologisms of the Ukrainian language in recent decades have been studied mostly in terms of general word-formation, lexical-semantic and stylistic trends (A.Moskalenko, I.Shashkin, K.Lents, O.Serbenska and others).

The term paper is focused on neologisms in the English and Ukrainian languages of the social network Twitter. Neologisms can be quite problematic in terms of translation, for their content and usage can be misunderstood by users who have limited experience in the field they refer to.

Neologisms research is an important area in linguistics and lexicology, as they represent the modern trends in society, culture, and science. Research on neologisms is significant in the following aspects. The identification of new trends in linguistic development. The neologism study provides an opportunity to find out new changes in the language and to find out which words and expressions are used in different contexts. Neologisms can show changes in culture, technology, science, and other aspects of society. The analysis of these words can help to understand the changing world and how language reflects these changes.

The problem of studying neologisms on Twitter is important due to the increasing popularity of this social media platform among users around the world. Studying neologisms on Twitter can therefore be important for understanding trends in language and culture in general. Researching neologisms on Twitter can also help to study language dynamics and the evolution of language in the online environment. The study of new words and expressions on Twitter can provide an opportunity to recognise new trends in language and follow their development over time.

The subject of the study is the ways of translation of neologisms into Ukrainian from English from the social network Twitter. In addition, the Ukrainian language may have its own similar words and expressions that may be less common or not exactly match the original meaning.

The object of the paper is neologisms in the social network Twitter.

The aim of the paper is to find out the ways of rendering Ukrainian neologisms based on the vocabulary of the social network Twitter, to find out their translation relevance and specific features.

To achieve this goal, the following tasks are to be performed:

- to find neologisms that used on Twitter.
- to record the translation options for Ukrainian neologisms.
- to define the terminological definition of the concept of neologism and study the factors of impact, both extralinguistic and in-linguistic, on the creation of neologisms, to systematize approaches to the allocation of types of neologisms
- to classify neologisms and study the ways of translation in each of them.

The data sources in this term paper are 50 sentences containing neologisms from Twitter, while the theoretical framework is based on books by translators and linguists, glossaries. The processing of scientific literature started with the selection of a thematic bibliography. It was used library catalogs, bibliographies attached to scientific papers and some manuals, and lists of scientific literature by other researchers of the scientific problem.

Methods of research used in the research are as follows:

- Correlation of linguistic units and social phenomena, i.e., creation of a contextual picture that preceded the creation of the word or influenced its appearance.
- Generalization of the research findings in relation to a particular thematic group and ways of translating neologisms in it.
- Descriptive method to summarize the specifics of each thematic group.
- The method of continuous sampling method for selecting neologisms from the social network Twitter
- Semantic and contextual analysis methods to determine the required translation method for each word.
 - Component analysis to determine the lexical meaning of each individual seven in compound words and to understand the word.
 - Word-formation analysis to study neologisms.
 - Translation analysis of neologisms in Twitter to determine how to translate them.

The theoretical value of the study of neologisms consists in broadening our knowledge of language as a system. The study of neologisms can help to understand how new words appear and become part of the language system. The study of neologisms can also show trends in language development, changes in speech, and changes in the social and cultural context.

The practical value of neologism research is that it reflects new phenomena, new products, and new ideas that appear in society. The study of neologisms can help to learn about new technologies, new trends in music, fashion, sports and other aspects of culture and life. Studying neologisms can also help in the development of language skills, as knowledge of new words allows you to be more precise and accurate in expressing your thoughts.

The structure of the term paper consists of an introduction that explains the term paper's main idea; chapter 1 that dwells upon the theoretical foundations of the methods of translations of neologism; chapter 2 where we do the usage analysis of translation methods neologism in Twitter; in conclusions we compile the results of

our research and main points of the term paper; list of references, which show all the literature and sources that were used to give scientific foundations to the ideas and examples provided in the term paper; summary gives the final thoughts and concludes the term paper.

CHAPTER 1

NEOLOGISMS AS A LINGUISTIC PHENOMENON AND TRANSLATION CHALLENGE

1.1 Neologisms as a language phenomenon

English and Ukrainian, like other languages, are in constant evolution and changes. The lexicon, being the most flexible part of language, reacts most closely to all changes in social, cultural, and other spheres of life of the community since the word reflects life. Moreover, the continuously growing attention of modern linguistics to various aspects of word formation is due to the fact that the word is the central unit of language.

Language can be considered as a creative entity. Moreover, it is dynamic, but not static. Nevertheless, these qualities help the language to survive and develop. It is a fact that the vocabulary of all languages is developing every day. Therefore, additions occur in the form of neologisms, for instance word formation, borrowing, lexical deviation.

The end of the XX – beginning of the XXI century marked a sharp leap in the development of technology, the political situation, and changes affected not only individual subjects and phenomena, but also social life. The consequences of changes in society are reflected immediately in lexicology. Language changes in tandem with society.

The 21st century marked an all-time growth in the vocabulary of the English language the introduction of new lexical units – neologisms [6: 360]. Neologisms are used both to name new objects, concepts, and phenomena and to designate existing words that acquire new meanings.

Neologization as a process that determines the development of vocabulary consists in the emergence of new words, phrases and meanings, and the updating of lexical units.

The study of newly formed words is an integral part of lexicology.

Neologisms show the ability of the language to reflect the dynamic development of society and at the same time expand the traditional boundaries of word formation [14: 79].

According to Peter Newmark “Neologisms can be defined as newly coined lexical units or existing lexical units that acquire a new sense” [28 :140].

The focus of this study is the phenomenon of neologism to investigate the creation of new words in the process of evolution.

The language development is caused to a large extent by the development of its word – formation system, the formation of new word – formation models, changes in existing ones, increase or decline in their functionality, many other factors of the word-formation process. The huge number of neologisms in the language and the necessity to describe them have led to the creation of a new field of lexicology – neology, the science of neologisms.

The creation of a new word is the result of the struggle between two trends: language development and language preservation. At the same time, the emergence of a new word is not always caused by the direct needs of society for a new meaning. New knowledge requires new terms and concepts. To avoid neologisms means to refuse scientific development.

According to O. O. Taranenko neologism – it is "a word, as well as its separate meaning, an expression that appeared in the language at a given stage of its development and whose novelty is realized by speakers (common language neologisms) or were used only in some act of speech, text or language of a certain author (stylistic or individual authorial neologisms)" [13: 377]. People around the world have used the formation of various words to make their language effectively distinguish from other languages.

The appearance of neologisms related to human life, production activities, lifestyle, environment, depending on the interrelationship with different levels of language, since ancient times, has been filling the language with new content. Our research shows that human activity and stability are marked by the fact that people are subject to various linguistic changes. Progress is unstoppable. The economic,

political, media, technological and social spheres are continuously evolving, new phenomena and things appear that lead to the formation of new words in the language.

Folks produce and coin new words according to their interests and needs. However, they practice this with the support of already existing words. On the other hand, language functions as a kind of bridge connecting other cultures, languages and particular people, and this type of connection is represented by syntactic words and new morphological structures. Language thereby includes an interpersonal and social phenomenon that transmits information from generation to generation.

According to Rawlings, neologisms are words or phrases made by combining preexisting words or morphemes (smaller units of meaning) in new and non-traditional ways. Neologisms can be used to describe new phenomena, to express new ideas or concepts, or to create a unique aesthetic effect in a text. [15: 10–37].

Rawlings highlights that neologisms are not arbitrary or accidental creations, but rather result from a deliberate process of experimentation and play with language. The author also points out that neologisms are not always permanent additions to a language but may be used in specific contexts or by communities for a limited time.

In general, Rawlings considers neologisms as powerful tools for poetry and self-expression in poetry and other forms of artistic and intellectual creation.

Despite the differences in definitions, neologisms can be defined as: 1) words or phrases of speech created to borrow a new object, phenomenon or definition of a new concept; 2) words, as well as their individual meanings, word combinations or expressions that either appeared in the language at a certain stage of its development and whose novelty is realized by speakers, or were used in a text, communication situation, author's language (stylistic or individually – author's, neologisms–occasionals)

Ping Li and Jun Zhang define neologisms as "words that have been newly created or borrowed into a language and that have not yet been widely adopted or institutionalized." The authors underline the fact that neologisms are an important

area of study in linguistics, as they reflect the dynamic nature of a language and offer an idea of cultural and social trends of a particular period of time. [22 :1].

Due to the drawbacks in recording the emergence of new words or meanings, it is quite difficult to determine the exact time of appearance and source of new lexical and semantic units of the language. At the same time, there is a need to consider individual author's formations.

Based on the analysis of the definitions of the concept of "neologism," we can summarise that a "neologism" is a word, term, or phrase that appeared at a certain stage of language development to denote both new realities and concepts and those that already exist in a new meaning and are understood by native speakers as lexical innovations.

According to Y.A. Zatsky [7: 33], neologisms are divided into lexical (new words); phraseological (new stable phrases); semantic (new lexical and semantic variants of words or stable phrases).

To summarise, there are several main criteria for defining a neologism:

1. A word denoting a new reality.
2. Neologism as a stylistic category: the main criterion of which is the sense of semantic novelty.
3. Neologism as a formed synonym for an existing word that has a connotative connotation.
4. Characterization of a neologism as a word that is not listed/listed in dictionaries.
5. Neologism as a word that exists at a certain point in time in a particular linguistic space.

Therefore, we can conclude the lexical system of each language is flexible enough to adapt and requires constant lexical fixation of neologisms. The emergence of neologisms in the language is due to the development of human society, the desire to better understand and define new phenomena, properties of the surrounding reality, achievements of science and technology, and the spiritual life of a person.

1.1.1 The study of the notion neologism and its definition. The issue of definitions of the term "neologism" is controversial and insufficiently substantiated. The period of occurrence and extinction of a word is fixed objectively, whereas the duration of a stay of a word in the " condition of new creation " is made subjectively. The modern neology research is focused on "clarification of the typology of new words in language and speech".

Nevertheless, the systematization of the neologism material requires, first specification, clarification of the concept of "neologism", which in most cases is not defined. In most of the cases it is defined as a new word, innovation, and creation.

In the 18th century, linguists were biased against the phenomenon of neologization, as they believed that new words spoil the language only by their existence, without mentioning their usage. But the process of lexical enrichment is historically inevitable and is necessary for the language to correspond to the modern requirements of society at a certain stage of its development, both in communication and in the development and replenishment of folk culture [16 :118].

Neologisms are used to denote new things and, in this way, fill linguistic gaps. Consciously attracting the attention of the recipients, and especially in the advertising context, they allow us to evaluate something in a positive or negative way.

Most words are formed to name new objects, phenomena, artifacts, concepts that create a linguistic picture of the world. The extra-linguistic factors of the emergence of new words include social factors of scientific, cognitive, and aesthetic nature, social structure of society, ideology, form of production organization, etc.

Today, the concept of "neologism" acquires a wide meaning, since, in addition to the innovations of the literary language, there are many units that are on the "periphery" of its system (terms, professionalisms, slangs, jargons, etc.).

Neologism is a rhetorical stylistic device which we encounter in day-to-day life. The neologism concept suggests a high potential for creativity. Therefore, they are used not only as a rhetorical stylistic device in literature, in advertising.

The concept of "neologism" has deep background in linguistics, although it is still controversial due to a series of facts.

American linguist Dwight Bolinger was the first academic to start consistently introducing English neologisms in print media. He created the column "Living Language in Words" between 1937 and 1940. In 1943, his column appeared in *American Speech* and he renamed it "Among the New Words". Since then, this column has been dedicated to collecting the latest new words. [17 :206]

Many essayists have started writing articles about new words and some well-known dictionaries, such as the Oxford English Dictionary (OED), have started publishing their own supplements.

The last twenty years have witnessed a new era of compiling dictionaries of neologisms. More than twenty such dictionaries have appeared, emphasizing either academic aspects or popular aspects or both. Oxford University Press published its first edition of the Oxford Dictionary of New Words (ODIWI) in 1991, followed by a new edition in 1997.

Most often, neologisms are used by writers, copywriters, and other persons in order not to use words of daily speech, however, use accurate, relevant words. To give the text an individual, personal touch and develop your own style. To come up with words to better express their own emotional state or simply show creative use of language. To be able to see the effect of a particular neologism, it is very important to consider the neologism in its context.

The development and improvement of the Ukrainian language as a tool of communication occurs primarily in the field of lexical and semantic level units of words, words that constitute an open, dynamic system. The functioning of the vocabulary of the Ukrainian language is continuously accompanied by such processes as 1) the emergence of new lexical units, called to life by the needs of naming certain particular objects in the broadest sense of the term, social processes and phenomena, abstract concepts of various branches of science, spiritual and material culture, etc. 2) the relegation to the periphery of the lexical composition of some words due to the loss of their nominative relevance caused by the partial or complete loss of social weight by the relevant concrete realities, social and economic conditions, etc. Therefore, the language always has passive and active vocabulary.

The passive vocabulary of the dictionary is made up of lexical units, the limited use of which is due to the peculiarities of the phenomena they denote. This category includes archaisms, historicisms, and neologisms.

Neologisms as facts of language are not linked to any context and can be used independently. Each neologism has its author. Neologisms, as linguistic units that have become widespread, are recorded in dictionaries of new words and meanings, or dictionary applications. Neologisms are socially significant words, the need for which is social and is caused by the needs of the entire linguistic community, while the emergence of occasionalisms is due to the will of an individual in a particular speech act [25 :95]. The term neologism has a wide connotation, including a word, a new group of words, a new meaning, a new usage, a new affixation and its derivatives, an old affixation with a new usage and its derivatives. They are also called buzzwords, i.e. new and popular words.

Therefore, we can conclude that a neologism's definition may change depending on the context and the level of understanding in the language community. Certain neologisms may be widely accepted and become part of the regular language, but others may be rejected or remain confined to a particular group of people or subculture. The study of neologisms can provide a window into the evolution of language, as well as the social and cultural factors that influence language change.

1.1.2 Types of neologisms and their classification. Researches have different opinions on neology and the term "neologism" that is why there is no single general classification. We mostly use the traditional classification of neologisms according to the method of formation, stylistic coloring, etc. Nevertheless, we can also rely on characteristics that are unique to these linguistic units.

Dwight Bolinger is an American linguist who has made important contributions to the fields of syntax, semantics, and language acquisition. Author proposed a classification of neologisms based on their form and meaning. According to Bollinger, there are four types of neologisms [17 :204-205]

The phonological neologisms are new words formed by changing the sound of already existing words. For example, *prolly* instead of *probably*, *gonna* instead of *going to*, or *wanna* instead of *want*.

Morphological neologisms are new words created by adding or changing affixes (prefixes or suffixes) to existing words. For example, *unfriend* (adding the prefix *un-* to the word *friend*), *selfie* (adding the suffix *-ie* to the word *self*), or *hungry* (combining the words *hungry* and *angry*).

The lexical neologisms are new words formed by joining two or more already existing words or by creating totally new words. For example, *staycation* (a combination of *stay* and *vacation*), *cyberspace* (a combination of *cyber-* and *space*) or *google* (a completely new word).

The semantic neologisms are new words which have a completely new meaning, often because of a change in the socio – cultural context. For example, *tweet* (used to describe a post on Twitter), *like* (used as a verb to indicate approval on social media), or "wake" (used to describe social media consciousness).

According to a translator Peter Newmark, there are two lexical units with a new meaning and ten types of neologisms, which are classified by the way they are formed. In general, he distinguishes twelve types of neologisms. [28 :140 – 150] They include:

Old words with new meaning – old words which acquire a new meaning; such words typically do not apply to new objects or processes. For example: *revoulement* means return of a refugee, it can also be used to refer to refusal of entry and deportation.

An abbreviation is a common type of false logic. The key feature of an abbreviation is the following: each letter must be pronounced singly. Examples: *CD* compact disc or certificate of deposit, *ER* emergency room.

Eponyms – any words that were formed from proper names, as well as trademarks (if they were formed from proper names).

Transferred words are words whose meaning has less dependence on the context. Such words are used more in concepts of media or goods. In addition,

transferred words can be common to different languages. Examples: different clothing brands *Adidas, Zara, Nike*.

Acronyms are an increasingly common feature of all non – literary texts. They are usually short and euphonious; acronyms attract interest and attention if one does not know their meaning. Interest if people do not know their meaning. So, they force us to find out what these letters mean. Example: the word *radar* (radio detecting and ranging) is an acronym because each of the letters of this word stands for a certain word.

New coinages are mainly brand names or trademarks. For example: *Bistro*

Derived words are words formed by the addition of one or several affixes to the stem. Most neologisms are words formed by way of analogy with Ancient Greek and Latin morphemes, usually with the help of such suffixes as – *ismo*, – *ismus*, – *ja*, etc., that have become quite common in the respective language.

Collocations are widespread, especially in the social sciences and in IT fields. For instance: *lead time, domino effect, acid rain*. The Oxford English Dictionary defines a collocation as a setting or arranging, especially of words.

Phrasal words – Newmark argues that phrasal verbs generally take a specifically English register between "informal" and "colloquial", while their translations are more formal. New "phrase words" are limited by the English ability to transform a verb into a noun, e.g., *work – out, trade – off, check – out*.

Pseudo-neologisms are genitive words that replace a specific word, e.g: *longitudinaux* – longitudinal; *humerales* – brachial artery.

Internationalisms are borrowed words from multiple languages to convey concepts crucial to our communication. Internationalisms occur in such fields as the names of science (e.g., *philosophy, bio, math, medicine, lexicology*).

In addition, some linguists incline to classify them according to the degree of stability:

Unstable – extraordinary new words known and used only by a subculture. Protologism [Greek *protos* – first + Greek *logos* – word; cf. *prototype*, neologism] – a new word.

Diffused – words which have reached a high degree of spread and are already known to a lot of people, although they have not yet become generally accepted (e.g. jargon or slang).

Stable are words that are recognized, well – known and accepted by people for a long period of time (e.g. words that have recently been added to printed dictionaries, including popular slang dictionaries).

We can conclude that both Dwight Bolinger and Peter Newmark have contributed to the study of neologisms in linguistics. Both Bolinger and Newmark stress the importance of studying neologisms as an indicator of linguistic and cultural developments. Although Bollinger's classification focuses on the different forms and meanings of neologisms, Newmark's analysis focuses on their acceptance and use in the language community.

1.2 Ways of translating neologisms and the problem of translation

Perhaps neologisms are the largest non – literary and professional problem of a translator. The neologisms are used in all spheres of human activity, for example, in the technical sphere, and new objects and processes are constantly being created. New ideas and variations of senses come from the mass media. The rest is made up by terms from social sciences, slang, dialects that are part of the common language, borrowed words.

Obviously, their number is growing fast, so as soon as everybody becomes more linguistically literate and more self – aware, there are more and more articles, books, specialized and general glossaries devoted to neologisms. Since they are typically the first to come into the language in response to a specific demand, many have a single meaning and can therefore be translated out of context, but many soon acquire new meanings when translated into Ukrainian. One and universal way of translation doesn't exist. Therefore, the following ways of neologisms translation are distinguished:

Transcription is the transfer of the way of pronouncing a neologism by the letters of the target language. For example, *crush* – краш. The transcription method, which consists in the transfer of the sound of the English word by Ukrainian letters, not the orthographic form. Due to significant differences in the phonetic systems of the Ukrainian and English languages, such a transfer is always somewhat conditional and reproduces only the similarity of the English sound. Elements of transliteration during transcription are as follows: 1) transliteration of unpronounceable sounds; 2) transliteration of reduced vowels; 3) transfer of doubled consonants.

Transliteration – transfer of the letters that make up the neologism into the target language. For example, *podcast* – подкаст. The method of transliteration is that with the help of Ukrainian letters the letters that make up the English word are transmitted.

Much more widespread in the translation practice of today is the transcription method, which consists in the transfer of the sound of the English word by Ukrainian letters, not the orthographic form.

Translation of neologisms by **calques**. This way involves the replacement of components, morphemes, or whole words (in the case of fixed phrases). The feature of calque as a means of transfer of neologism is to preserve the unchanging internal form of the lexical unit. The calque as a method of creating an alternative is similar to a literal translation. For example, *cyber store* – інтернет – магазин. Calques are subdivided into morphological, semantic, and phraseological, the examples of which will be presented in the second part of the paper.

Descriptive translation It is used if the translator cannot find a match for the neologism by the above methods, often used when the concept called by the neologism does not exist in the target culture. For instance, *carsharing* – спільне користування автомобілем, для зменшення кількості автомобілів на дорогах та зменшення шкідливих викидів.

Descriptive translation is performed in different ways. Firstly, it is an explanatory tool, as it explains the essential elements of the meaning of the word being translated. Descriptive translation approaches the interpretation of the word, but

it remains a translation. However, even with the best selection of an explanatory equivalent, it has a drawback such as wordiness.

Translators often use transcription/transliteration or calque and description of the word meaning. The descriptive is given either in the text body or in a footnote. This method gives the translator two advantages brevity of transcription/transliteration or calque as well as a complete and accurate interpretation of the meaning of the source text unit through the description. After describing the meaning of the neologism once, the translator can use transcription/transliteration or calque without description.

Using an element of the source text in the translation. This method is useful when a word cannot be conveyed in another way due to its specific pronunciation or spelling. The most common case of using this method is when a word has two parts, one of which is translated, and the other part remains in the source language. For instance, *copywriter* – *копирайтер*.

Translation by analogy. This involves the translator searching for a word in the target language that has a similar meaning to the lexical unit of the source text.

For example, *to bay* = *to seduce* – *снокувати*.

Omission. The translator decides not to translate the neologism in such cases. This is only appropriate if the omitted neologism has no vital semantic load. As an example: You're such a nice buck! The word 'buck', meaning a 'chap' is omitted – *хлопец*. Omission is frequently used in translation of texts that contain rude words.

Using approximate translation. Approximate translation is applied to the transmission of neologisms, which includes background vocabulary, i.e., the one which differs in the source and target languages by lexical backgrounds (the meanings of words differ in semantic fates). Such translation preserves the basic meaning of the word, but in the target language the word differs from the original language by lexical background. For instance, *buddy* – *друг*. However, this method does not completely meet the requirements of translation, since the shades of meaning, connotative shades of the word, as well as the pragmatic component, and

thus the approximate translation, however, is acceptable if it is impossible to apply any of the above methods of rendering neologisms.

The main criteria that should be taken into attention by the translator when searching for a match to an English neologism in Ukrainian are brevity and unambiguity of interpretation. The translation offered by the translator must be clear for the recipient.

Iryna Iychak, a translator and scholar of translation, suggests several ways to translate neologisms:

Using borrowing: This method means borrowing a neologism from the source language and using it in the target language. This is often used when the neologism is already accepted in the target language or when there is no suitable equivalent.

Using a calque: This method includes translating the neologism literally into the target language, creating a new term that reflects the structure of the source language. The strategy is often used when the neologism has a transparent meaning and can be easily translated.

Creating a new word implies inventing a new word in the target language to refer to the neologism. This strategy is often used when the neologism is completely new and has no target language equivalent.

Use of a descriptive phrase uses a phrase in the target language to explain the meaning of the neologism. This technique is often used when a neologism is difficult to translate directly.

Using an explanation: This involves providing an explanation or definition of the target language. This is often used when the neologism is highly specialised or technical and may be unknown to the target audience.

It is essential to note that the choice of translation strategy depends on several factors, including the meaning and cultural connotations of the neologism, the context in which it appears, and the target readership. Translators should carefully take these factors into account and choose a strategy that will accurately convey the meaning of the neologism while making it accessible to readers of the target language.

Edith Grossman, a well – known translator of literary fiction, also offers several strategies for translating neologisms:

Using a familiar word or phrase: This involves using a common word or phrase in the target language that closely matches the meaning of the neologism. This strategy is often used when the neologism has a relatively simple and straightforward meaning.

Using a borrowed word: this strategy involves borrowing a neologism from the source language and using it in the target language. Grossman emphasizes, however, that this strategy should only be used when the neologism is widely recognized in the target language or when there is no suitable equivalent.

Using a descriptive phrase: this strategy involves using a phrase in the target language to describe the meaning of the neologism. This strategy is often used when a neologism is difficult to translate directly.

Creating a new word or phrase: This strategy involves inventing a new word or phrase in the target language to describe the neologism. Grossman believes that this strategy should only be used, when necessary, as it can be jarring to readers and distract from the overall reading experience.

Grossman also emphasizes the importance of considering the cultural and literary context of the neologism, as well as the author's intention and style when choosing a translation strategy. She argues that a good translator should take these factors into account and work to create a translation that is both accurate and artistically faithful to the original.

Lawrence Venuti is a translation theorist. In his works, he addressed the problem of translating neologisms.

In his book *The Invisibility of the Translator: A History of Translation*

Venuti claims translators should not only aim to reproduce the meaning of the source text, but also try to convey the style, tone, and cultural context of the original work. It includes the use of neologisms that may not have a direct equivalent in the target language. Venuti suggests that a translator can use borrowing or calquing, as

discussed earlier, but these strategies may not always convey the full meaning and cultural context of the neologism.

Venuti suggests that a translator can use borrowing or calquing, as previously discussed, but these strategies may not always convey the full meaning and cultural context of a neologism. Rather, he argues that the translator should consider creating a new word or phrase in the target language that conveys the same meaning and cultural resonance as the neologism. []

Crystal argues that neologisms can be problematic as they can cause misunderstanding and confusion in communication. As people use new words or phrases, other may not know what they mean, which could lead to miscommunications. In addition, the rapid creation of new words can make it difficult to keep track of changes in the language and make it harder to learn and use the language effectively.

Another problem with neologisms is that they can be short-lived. However, many neologisms disappear quickly as the concepts they describe become irrelevant or are replaced by more modern technologies or ideas. It can lead to conflict and lack of clarity about which words are still in general use and which are outdated.

However, Crystal points out that neologisms can also be a valuable addition to a language since they allow speakers to express new ideas and concepts. New words are often created to fill gaps in the language and can help clarify or simplify complex concepts. Neologisms can also be creative and playful, adding richness and variety to a language.

To sum up, the translating of neologisms is a complex task that demands a deep analysis of the meaning of the term, and an understanding of the linguistic and cultural context in which it has been created. However, while there are strategies that translators can use to convey the meaning of neologisms in another language, the challenges of translating neologisms underline the dynamic nature of language itself, which is constantly evolving.

1.3 Specifics of social network discourse text analysis

Millions, billions of people around the world actively use the Internet in their day-to-day lives. Through the Internet we buy clothes, household items and even houses. Thanks to the Internet we keep abreast of all events, read our favourite books, watch movies and TV series. The Internet is used to communicate. Social networks are now an integral part of our lives. Everyone has heard about Facebook, Twitter, Instagram, and many other equally popular social applications.

Online communication also has two sides – exchange of information and perception, recognition of each other, establishing relationships. However, in network communication, due to the lack of common physical space, the third side is limited – interaction with each other. You cannot touch the other person. But the same feature makes online communication so universal and limitless. Wherever a person is, you just need to turn on the computer and find a network and there is a huge number of people who also want to talk.

Perception of another person when communicating on the Internet is also limited. For the most part, online communication is carried out through written language, which cannot express your intonation or facial expressions and cannot be accompanied by any gesture. Mutual understanding often suffers from this.

However, the problem was quickly solved. In addition to special words and expressions, the language of communication on the network also includes special icons – emoticons that reflect your facial expressions, gestures, actions, or mood. When using them, you must clearly understand the meaning of a particular sign and be sure that your interlocutor knows it. Otherwise, he or she may, firstly, think that you are littering your speech with incomprehensible brackets and squiggles, and secondly, confuse the meaning and decide that you are not saying what was meant.

Discourse text analysis on social media includes the study of the language used in social media posts, comments, and messages to help understand models of communication and social networking. Some of the specific aspects of social media discourse analysis are as follows:

Language features: Social media discourse frequently uses informal language, abbreviations, and emojis. Such features can be used to identify the tone and mood of the communication.

Social context: Social media discourse is built into social relationships and networks, and this context can be studied to understand how people use language to keep and develop relationships online.

Social functions: Social media discourse can perform a range of social functions, including expressing emotions, sharing information, finding support, and showing identity.

Power dynamics: Social media discourse can uncover power relationships in online communities, such as the influence of powerful users, the role of the moderators, and the impact of social norms and social expectations.

Interpersonal relationships: Social media discourse can be used to provide context for how users establish and maintain interpersonal relationships online, such as their communication patterns, levels of trust, reciprocity, and rapport.

Network analysis: Social media discourse can be examined in the context of a broader social network to identify conversation patterns, clusters of users, and the role of central nodes in the network.

In general, the analysis of social media discourse texts involves the use of several methods and tools to study the language and communication patterns used on social media platforms to understand social dynamics, power structures, and the role of language in online communities.

Let's proceed directly to the analysis of the post, published on Twitter on.

The text is in Annex A

The text describes the new trend on TikTok called "de – influence," where content creators and everyday users of the platform give advice to people on what not to buy instead of recommending what to buy. In the article, various reasons for this trend are presented, such as the overcrowded and cost-prohibitive beauty industry, the stress on creators to try out each new start-up, the speed of TikTok's trend cycle, the influence of the economy on consumer spending, and the rise of conscious

consumerism. The article also explores the implications of this trend for brands and consumer alike.

On the one hand, this trend can help consumers avoid making unnecessary and wasteful purchases, and on the other hand, it can provide brands with honest feedback and possibilities for improvement. This article includes quotes from various content creators and industry experts who offer their views on this trend and its possible outcomes.

In the first paragraph, an unbiased statement sets the context for the article by defining the concept of de-influence. The second paragraph offers a subjective commentary on the causes of this trend, referring to the convergence of cultural backgrounds. The author then uses quotes from Larry Milstein and Dara Levitan to present different points of view on why de – influencing is happening.

The author provides examples in the text to support his arguments. For example, he mentions Dara Levitan's "Makeup on Monday" video series and how she encouraged her subscribers not to feel pressured to buy new makeup products all the time. The author also quotes a video of Levitan where she talks about Pixi blush and why she won't buy it anymore, which adds authenticity to Levitan's opinions. Also, the author refers to Elle Grey and Maddie Wells, who are content creators on TikTok, to show that de – influence is a popular trend on the platform.

The use of quotes from different people, including influencers and experts, adds authenticity to the text. They also use quotes to present different perspectives on an issue, creating a well – balanced argument. In addition, the author uses statistics, such as the 21.4 million views of the hashtag #deinfluencing, to show the importance of the trend.

The author's language is also clear and concise. Sentences are short and to the point, making the text easy to read and understand. In addition, the author uses language accessible to a wider audience, while avoiding jargon or technical terms.

In general, the text is an outstanding example of journalistic writing that makes an argument using a mixture of objective and subjective language, examples, and quotes to support the author's claims.

The text under analysis headlined “Glossy Pop Newsletter: De – influencing is TikTok`s response to overconsumption and inauthenticity” belongs to the “gray zone”. It is of social network discourse.

The following post is taken from Twitter. The purpose of the text to inform about the current trend.

Turn to the second part of the analysis. Structural level of the text is ensured by lexical and semantic cohesion. The text is lexical and grammatical coherence due to such repetition links (simple lexical repetition, complex lexical repetition, simple paraphrase, complex paraphrase, co – reference repetition, and substitution).

Lexical cohesion is implemented by repetition links, which are:

- simple lexical repetition: *she – her*
- complex lexical repetition *spend – spending*
- simple paraphrase *consumer – buyer*
- complex paraphrase *disappointed – satisfied*
- co-reference *Dara Levitan – make up artist and content creator*
- substitution *Maddie Wells – she*

Grammatical cohesion and syntactical structure are ensured by sequence of tenses.

Compound and complex sentences, as well as the use of conjunctions and prepositions, ensure grammatical cohesion.

Semantic level establishes the macroproposition of the text. Stylistic characteristics of the text, strong positions of the text: the text is well-structured and informative. The layout of the text fully complies with the standards.

Analysis of tropes and figures of speech:

Oxymoron: *mind – blowing amazingness*

Neologism: *de – influencing*

The author used special vocabulary, for instance: *content, influencer, brands, cosmetic chemists.*

CHAPTER 2

NEOLOGISMS IN THE ENGLISH SEGMENT OF TWITTER SOCIAL NETWORK: TRANSLATION OPTIONS

2.1 Lexical transformations in the translation of social networks discourse neologisms

Social media discourse is continually growing, which leads to the creation of neologisms and phrases that are neither generally understood nor generally used. For a translator, it is key to understand the background and meaning of these neologisms and to find equivalent terms in the target language that convey the same meaning. This process often includes lexical transformations, such as the following:

(1) *To purposely mislead. To completely mischaracterize a statement or video by omitting context. Q: Did you see the press conference of that racist police officer make excuses for that criminal? A: Hey, man, that clip was ruparred – the police officer was actually quoting the criminal. "Don't rupar me, bro. (T1, URL) – Навмисно вводити в оману. Повністю спотворити твердження або відео, оминаючи контекст. Q: Ти бачив прес – конференцію поліцейського-расиста, який виправдовував того злочинця? А: Гей, друже, це відео було рупороване – поліцейський навіть цитував злочинця. "Не рупар мене, бро".*

The transformation of *рупороване* from *ruparred* is a process of **transliteration**, which involves converting the spelling of a word from one writing system to another, usually preserving the pronunciation of the original word. In this case, *ruparred* is a English word that has been transliterated into Ukrainian as *рупороване* in order to create a new neologism with a specific meaning.

(2) *@Oshungurl: Thought I'd lost a follower but it was just twitter revoking the visa of an illegal twimmigrant. DAMN, MY VISA HAS EXPIRED. (T2, URL) – "@Oshungurl: Подумав, що втратив фоловера, та це був всього лише Твіттер, який анулював ліцензію нелегальному твіммігранту". ЧОПТ, МОЯ ЛІЦЕНЗІЯ ЗАКІНЧИЛАСЯ!*

The transformation of *twimmigrant* from *твіммігранту* is a process of **transliteration**, which involves converting the spelling of a word from one writing

system to another. In this case, *twimmigrant* is an English word that has been transliterated into Ukrainian as *твіммігранту* to create a corresponding term in the Ukrainian language.

(3) *I'm totally against the selfie – stick but every now and then an exception comes along.* (T3, URL) – Я категорично проти селфі – палки, проте час від часу роблю винятки".

The transformation of *selfie-stick* from *селфі-палки* is a process of **modulation**. It was used to replace the dictionary equivalent with contextual ones that are logically related to the original word.

(4) *Most Twitterati have zero clue what a real physical fight in India looks like. For that you have to seen it with your own eyes or been in the middle of it or better still, stitched up +/- put plasters on the victims for fractures.* (T4, URL) – Більшість твіттерівців не мають жодного уявлення про те, як виглядає справжня боротьба в Індії. Щоб зрозуміти це, треба бачити все на власні очі або бути в центрі подій, а ще краще – шити +/- накладати гіпси постраждалим від переломів.

The transformation of *Twitterati* from *твіттерівців* is a process of **calque**. In this case, "Twitterati" was coined in English by combining *Twitter* and the suffix – *ati*, which is borrowed from Italian and denotes a group or class of people. When translating *Twitterati* into Ukrainian, the literal translation would be *твіттерами*, but the Ukrainian language opted for a calque by translating the individual components of *Twitterati* into Ukrainian as *твіттерівців*. This is a common process in language borrowing and demonstrates how languages influence and borrow from one another.

(5) *There is a word for what I am doing right now...cyberloafing! It's perfect! I do it way too much. Better description than doom scrolling because I like positive stuff too! Earlier post lunch, pre nap, I was double catted in the sunshine in my comfy new chair!* (T5, URL) – Існує слово для того, що я зараз роблю... кіберполювання! Це ідеально! Занадто багато цим займаюся. Це кращий опис, ніж просто скролінг, тому що я теж люблю позитивні речі! Раніш після обіду,

перед сном, я з подвійною насолодою ніжилася на сонці в своєму зручному новому кріслі!

The transformation of *cyberloafing* from *кіберполювання* is a process of language **borrowing** or **loan translation**. In this case, *cyberloafing* was coined in English to describe the act of using the internet for personal activities during work hours. When translating *cyberloafing* into Ukrainian, the literal translation would be *кіберлежання*, but the Ukrainian language opted for a loan translation by borrowing the *cyber* prefix and translating the *loafing* component as *полювання*. This demonstrates how languages borrow and adapt words from other languages to fill lexical gaps or express new concepts.

(6) *Every day is Blursday around here!* 😊 (T6, URL) – Кожен день тут схожий на робочий день! 😊

The term *Blursday* is a newly coined word that refers to the blurring of time and days during the COVID – 19 pandemics. Since there is no exact Ukrainian equivalent, we need to use a **compensation** strategy. In this case, the phrase *Every day is Blursday around here!* could be translated into Ukrainian as *Кожен день тут схожий на робочий день*. These phrases convey a similar concept to *Blursday* in Ukrainian, emphasizing the sense of the ordinary days of the week when people work or attend school, even though there is no exact Ukrainian equivalent for *Blursday*. Therefore, a compensation translation strategy is necessary to convey the same concept in the target language.

(7) *Always best to avoid confusion so it's a must to clear misunderstandings. That's how Chinese whispers results & before one realises, mis – & dis – information will have been spread That's how the rise of infodemicity occurs.* (T7, URL) – Завжди краще уникати непорозумінь, тож необхідно усунути непорозуміння. Саме так працює принцип "китайського шепоту", і перш ніж хтось розуміє, хибна та недостовірна інформація вже поширюється. Саме так відбувається розповсюдження інфодемії.

The transformation of *infodemicity* into *інфодемії* involves translation, specifically a process of **borrowing** or **loan translation**. This means that the

translator has borrowed the English word and adapted it to the target language by using Ukrainian letters and grammar rules. In this case, *infodemicity* is a newly coined English word that refers to the spread of misinformation or false information during a pandemic or other health crisis. This term has borrowed and adapted it to the Ukrainian language, using the appropriate letters and grammar rules to create the word *інфодемії*.

(8) *Glitchflation* #glch we love you 😍 (T8, URL) – Глітчфляція #glch ми вас любимо 😍.

The transformation of *Glitchflation* into *Глітчфляція* involves translation, specifically a process of **borrowing** or **loan translation**. In this case, *Glitchflation* is a newly coined English term that refers to the inflationary effects caused by supply chain disruptions or other glitches in the economy. This word has borrowed and adapted it to the Ukrainian language, using the appropriate letters and grammar rules to create the word *Глітчфляція*.

(9)(10) *We are looking for participants for our research on eco – anxiety and eco – depression.* 🧐 (T9 – 10, URL) – Ми збираємо бажуючих взяти участь у дослідженні *eko – тривоги* та *eko – депресії*. 🧐

The transformation of *eco – depression* into *eko – депресії* and the transformation of *eco – anxiety* into *eko – тривоги* involves **borrowing translation**. The transformation process of borrowings from one language into another often includes a certain level of modulation and adaptation to the target language's sound and grammatical patterns. In this case, it seems that the English words were adjusted to better fit the Ukrainian language.

(11) *From listening when another person is speaking to exiting an uncomfortable conversation graciously, none of us are born knowing the rules of etiquette. And digital etiquette, or “netiquette,” is no different.* (T11, URL) – Починаючи від вміння слухати, коли інша людина говорить, і закінчуючи ввічливим завершенням неприємної розмови, ми не отримуємо від народження знання правил етикету. І цифровий етикет, або "нетикет", не є винятком.

The transformation of *netiquette* into *нетикет* involves **transliteration** from English to Ukrainian. *Netiquette* is a combination of the words *net* (short for internet) and *etiquette* and refers to the set of rules or guidelines for proper behavior on the internet. The Ukrainian language uses the same term but transliterated into the Cyrillic alphabet as *нетикет*. This is a common practice in Ukrainian for borrowing foreign words related to computers and the internet.

(12) *A message to Africa, from the controversial Hactivist group Anonymous* (T12, URL) – Послання до Африки від контроверсійної групи хактивістів Анонімус.

The transformation of *Hactivist* into *хактивістів* involves **transliteration**, which is the process of representing the sounds of a word from one language using the writing system of another language. *Hactivist* is a combination of the words *hacker* and *activist* and refers to a person who uses hacking technologies for political or social activism. In Ukrainian, the term is transliterated as *хактивіст*, using the Ukrainian alphabet to convey the sounds of the English word. This is a common practice of borrowing foreign words related to computers and technology into the Ukrainian language.

(13) *NEW: Could the pandemic herald the end of tipping, or the subminimum wage for tipped workers? I dug into the challenges facing service workers, from policing mask – less customers to "maskual harassment."* (T13, URL) – НОВИНКА: Чи може коронавірус означати завершення практики чайових або зниження мінімальної зарплати для працівників, які отримують чайові? Я досліджував проблеми, з якими стикаються працівники сфери обслуговування, починаючи від поліцейського контролю за клієнтами без масок і завершуючи "масковим харасментом".

The transformation of *maskual harassment* into *масковим харасментом* involves **transliteration**. The phrase *maskual harassment* is a play on words that combines *mask* and *harassment* and refers to unwanted advances or inappropriate behavior towards someone related to wearing a mask.

(14) *So Starbucks have declared war on Christmas by introducing Christmas-themed takeaway cups, is that right? I'm working from newsmosis here* (T14, URL) – Старбакс оголосили про свій новий різдвяний проект – випустили горнятка на винос з різдвяною тематикою, так? Я використовую НЬЮЗМОЗ.

The transformation of newsmosis into НЬЮЗМОЗ involves **transcription**. *Newsmosis* is not a commonly used word in English, but it appears to be a play on the word *osmosis* and refers to the process of absorbing news and information. In Ukrainian, the term is transcribed as НЬЮЗМОЗ, which uses the Ukrainian alphabet to represent the sounds of the English word. This is a common practice in Ukrainian for borrowing foreign words related to media and communication.

(15) *I/Is trying to understand peripheral nerve injury getting on your last nerve? Is the brachial plexus breaking you? Here's a #tweetorial to help you understand, recognize & remember the classification of peripheral nerve injuries* (T15, URL) – 1 / Намагаєтесь зрозуміти, чи травма периферичного нерва впливає на ваш стан? Плечове сплетіння не дає вам спокою? Пропонуємо вам твіторіал, який допоможе вам зрозуміти, розпізнати та запам'ятати класифікацію травм периферичних нервів.

The transformation of #tweetorial into твіторіал involves **transliteration**, as the Ukrainian language does not have an exact equivalent for the English word *tweetorial*. Therefore, it is transliterated into the Ukrainian alphabet to create the neologism *твіторіал*.

(16) *THREAD: Tucker Carlson's Interview with Elon Musk starts with OpenAI's transition from the non – profit @elonmusk founded to ethically distribute the power of artificial intelligence to a closed-source for – profit partnered with Microsoft.* (T16, URL) – Читайте також: Інтерв'ю Такера Карлсона з Ілоном Маском розпочалося з того, як компанія OpenAI перетворилася на некомерційну організацію @elonmusk яка була заснована з метою розповсюдження можливостей використання штучного інтелекту, до платформи з закритим вихідним кодом, що є комерційним партнером Microsoft.

Artificial intelligence was translated into *штучний інтелект* through **calque translation**, which involves translating a word or phrase literally word – for – word from one language to another.

(17) #NATIX technology secures that all data collected by Drive& is PII – free. Anonymized detection irreversibly discards personally identifiable information such as faces and vehicle plates. *Edge computing* architecture ensures that only numeric metadata is shared with the network. (T17, URL) – Технологія #NATIX гарантує, що всі дані, зібрані системою Drive&, не містять особистої інформації. Анонімізоване розпізнавання не допускає використання персональних даних. Анонімізоване виявлення безповоротно відкидає інформацію, що дозволяє ідентифікувати особу, – наприклад, обличчя та номерний знак транспортного засобу. Архітектура периферійних обчислень гарантує, що в мережу передаються лише числові метадані. Архітектура *периферійних обчислень* гарантує, що в мережу потрапляють лише кількісні дані.

The transformation of *Edge computing* into *периферійних обчислень* involves **compensation** and **generalisation translation**. However, the transformation of *Edge computing* into *периферійних обчислень* involves a different type of translation. *Edge computing* is a technical term that refers to a specific type of computing infrastructure, while *периферійних обчислень* is a translation that captures the general idea of computing that happens on the edge of a network. This type of translation is called a generalization and compensation translation, where the target language doesn't have a direct equivalent for the source language term, so a more general or descriptive term is used instead.

(18) *Zim kids dont go on vacations to enjoy family time, these days they go on Flexcations, cuz all they do is flex online to those who didn't go anywhere over the holiday* 😊 (T18, URL) – Діти Зіма не їдуть на канікули, щоб провести час із сім'єю, в ці дні вони їдуть на флекс – канікули, тому що все, що вони роблять – це працюють онлайн з тими, хто залишився вдома під час канікул 😊.

The transformation of *Flexcations* into *флекс – канікули* involves **transliteration translation**. The transformation of *Flexcations* into *флекс – канікули* is an example of transliteration translation. The English word *Flexcations* was transliterated into the Ukrainian alphabet, while maintaining the original meaning of the word. *Flex* in this context refers to showing off or flaunting one's lifestyle, experiences on social media, while *cations* is a shortened version of *vacations*. The Ukrainian word *канікули* means *vacations*, and the addition of the prefix *флекс –* indicates the same meaning as in the original English word.

(19) *NeuroNuggets with The Nerdy Neurologist! Improve your sleep!* (T19, URL) – *Нейронагетси з ботанічним неврологом! Покращуємо свій сон!*

The transformation of *NeuroNuggets* into *Нейронагетси* involves **transliteration**, which is the process of adapting a word from one writing system into another by preserving the sound of the original word. In this case, the English word *neuro* was transliterated into *нейро* in Ukrainian, and the word *nuggets* was translated into *нагетси*, which is a phonetic approximation of the original word.

(20) *We mentioned the kingston survey but didnt go much into it. The kingston survey seems like an instance of gamejacking. Notice the cicada logo? Thats a reference to the cicada 3301 ARG. We believe it was made as a joke to throw people off the trail of both ARGs.* (T20, URL) – *Ми посілалися на опитування в Кінгстоні, але не вдавалися в подробиці. Кінгстонське опитування виглядає як зразок геймджекінгу. Помітили логотип цикади? Тут йдеться про цикаду 3301 ARG. Ми вважаємо, що це було зроблено задля жарту, щоб сплутати людей зі слідами двох ARG.*

The transformation of *gamejacking* into *геймджекінгу* involves **transliteration** from English to Ukrainian. *Gamejacking* refers to the act of hijacking a video game's mechanics or interface for unintended purposes, such as spreading malware or promoting a political message. The Ukrainian version, *геймджекінгу*, would refer to the same concept within the Ukrainian language.

(21) *I remember when Forbes listed Invictus Obi in their 30 under 30 list of influential people. Turned out Invictus Obi is an internet fraudster. So all these*

Forbes lists and Times list doesn't move me. (T21, URL) – Я пам'ятаю, як Форбс включив Інвіктуса Обі до списку успішних людей "30 до 30". А виявилось, що Інвіктус Обі – інтернет – шахрай. Тому всі ці списки Форбс і Таймс мене не зачіпають.

The transformation of *internet fraudster* into *інтернет – шахрай* involves **loan translation**, where the meaning of the English word is translated into Ukrainian using already existing Ukrainian words.

(22) I was called a Vapester. 😊 (T22, URL) – Мене стали називати вейпером. 😊

The transformation of Vapester into вейпером involves **loan translation**. In this case, has borrowed the English term *vaper* and translated it phonetically into Ukrainian, using the letters and sounds that are available in the Ukrainian language. While loan translations can be useful for introducing new concepts or ideas into a language, they may also have limitations in terms of how accurately they convey the original meaning. In this case, *вейпером* accurately conveys the concept of a person who vapes.

2.2 Grammatical transformations in the translation of social networks discourse neologisms

Translating neologisms from social media discourse can be difficult due to the common use of non-standard and informal language. In general, translating neologisms from social media discourse requires close consideration of the grammatical structures used in both languages and the use of appropriate grammatical transformations to accurately convey the meaning of the neologism in the target language. This process often includes grammatical transformations, such as the following:

(1) *When someone falls asleep during an interesting textversation.* (T23, URL) – Коли хто – небудь засинає під час цікавої бесіди.

The transformation that occurred in this example is called **omission**. In this case, the word *textversation* or text conversation was translated into Ukrainian as *бесіда*. Therefore, it has chosen to omit the word *text* in the translated phrase *Коли хто – небудь засинає під час цікавої бесіди* because it may not have been necessary for conveying the same meaning as the original English phrase. Omission is a common technique in translation, as not all words or expressions have a direct equivalent in the target language, and some words may not be necessary to convey the same meaning.

(2) *Meanwhile, you've got the on – air talent basically admitting that their shows are taxpayer-subsidized therapy sessions for hashtaggers and genderwang activists. It's embarrassing and we need to stop publicly funding this crap. No one's watching.* (T24, URL) – Водночас, у нас є талановиті ведучі, які фактично визнають, що їхні шоу – оплачені платниками податків консультації для любителів хештегів та гендерних активістів. Сором, ми повинні припинити публічно підтримувати це неподобство. Це ж ніхто не дивиться.

In this sentence, it was used **addition** the word *любителів*. It was made this transformation because this option will be more understandable for the Ukrainian reader.

(3) *Ideally this would be where a well crafted tweet would be, full of nonchalant repartee, brimming with humor and retweetability. And yet, here we are.* (T25, URL) – В теорії, це мав би бути добре продуманий твіт, сповнений безтурботної реакції, сповнений гумору та можливості ретвітів. Проте, ось що ми маємо.

The transformations that occurred in this example is called **addition** and **grammatical replacement**. In this case, the word *retweetability* was translated into Ukrainian as *можливості ретвітів*. These transformations were used for better contact transfer.

(4) *Looking forward to sharing ways to promote empathy and critical thinking in the classroom! #NCSS17 Come take a Schoolcation! #oneccps* (T26, URL) – З нетерпінням чекаємо можливості поділитися досвідом, як розвивати емпатію та

критичне мислення в класі! #NCSS17 Приєднуйтеся до нас на час канікул!
#oneccps

The transformation that occurred in this example is called **omission** and **grammatical replacement**. The word school was omitted, because due to the context we are talking about school vacation.

2.3 Lexical and grammatical transformations in the translation of social networks discourse neologisms

Translating neologisms related to social media discourse often requires both lexical and grammatical transformations to accurately convey the required meaning in the target language.

Both lexical and grammatical transformations may be required when translating neologisms related to social media discourse to accurately convey the desired meaning in the target language while preserving the original connotations and connotations of the neologism. The following examples are provided:

(1) *Doomscrolling is important. We can't turn a blind eye on what's happening. That's how we get complacent and allow our rights to be stripped from us. We arm ourselves with indifference praying it won't happen to us. We NEED to be aware more than ever right now.* (T27, URL) – Негативне занурення в соціальні мережі є важливим. Ми не можемо закрити очі на те, що відбувається. Таким чином ми стаємо розслабленими і дозволяємо, щоб у нас забирали наші права. Ми просто стаємо байдужими, сподіваючись, що це не станеться з нами. Зараз нам як ніколи потрібно бути свідомими.

The transformation of *doomscrolling* into *негативне занурення в соціальні мережі* involves **descriptive translation** the term into Ukrainian and rearranging the words to fit the syntax and grammatical rules of the language.

(2) *I assigned a reading on solastalgia/climate change and mental health, two topics rarely engaged in my experience w/ mainstream globalization lit, certainly in public health. Students floored – it resonated w/ them. I was warned class was v. quiet. This segment=most engaged by far.* (T28, URL) – Я задав читати про

соластальгію/зміну клімату та психічне здоров'я – дві теми, які рідко розглядаються в моєму досвіді роботи з мейнстрімом літератури про глобалізацію, особливо в галузі громадського здоров'я. Студенти були в захваті – це викликало у них резонанс. Мене застерігали, що в класі буде дуже тихо. Цей сегмент = найактивніший на сьогоднішній день.

The transformation of *solastalgia* from *соластальгію* is a process of **transliteration** and **grammatical replacement**, which involves converting the spelling of a word from one writing system to another. In this case, *solastalgia* is an English word that has been transliterated into Ukrainian as *соластальгію* in order to create a corresponding term in the Ukrainian language, this term already exists and is used by specialists.

(3) *Masks aren't a problem – you can wear one or not, either way they don't work, but it's a choice. The problem is when you need a vaxhole card to enter a business. That's not a choice, that's a caste system.* (T29, URL) – Маска не є проблемою – ви можете носити її або ні, в будь-якому випадку вона не працює, але це ваш вибір. Проблемою є те, що для входу в організацію вам потрібно мати COVID – сертифікат. Тоді це не вибір, а система каст.

The transformation of *a vortex card* into *COVID – сертифікат* involves **descriptive translation**. To begin the transformation process, the information on the *vortex card* must be translated into the language used on the *COVID – сертифікат*. This type of translation will be understandable for Ukrainian-speaking audience.

(4) *Are you an eco – traveling yogi who loves the cardiovascular benefits of cycling? Learn how to use your yoga... <http://fb.me/7PrwCwW5x>* (T30, URL) – Йог мандрівник, що любить еко – подорожі, та відчуває користь від їзди на велосипеді для серцево – судинної системи? Дізнайтеся, як застосувати йогу... <http://fb.me/7PrwCwW5x>

The transformation of *eco – traveling* from *еко – подорожі* is a process of **transliteration** and **grammatical replacement**. Transliteration involves converting the Cyrillic alphabet used in the Ukrainian language (in which *еко – подорожі* is

written) to the Latin alphabet used in English. Grammatical replacement involves replacing the Ukrainian word *подорожі*, with the English word *traveling* to convey a similar meaning in English. The prefix *eko* is also retained in the transliterated form as *eco*, which is a common prefix in English that denotes ecological or environmental concerns.

(5) *Meditation in space with a ring of light reflecting your brainwave*. (T31, URL) – Медитація в космічному просторі зі світловим кільцем, що відображає вашу ментальну хвилю.

The transformation of *brainwave* into ментальну хвилю involves **total reorganisation** and **grammatical translations**. "Brainwave" is an English word that refers to the electrical activity in the brain. It is a compound noun formed from the words *brain* and *wave*. On the other hand, *ментальну хвилю* is a phrase in the Ukrainian language that also refers to the electrical activity in the brain. It is a compound noun formed from the words *ментальну* and *хвилю*. To translate this word, we need to completely reorganize the words and create a new compound noun that conveys a similar meaning. In this case, we have used the words *mental* and *wave* in Ukrainian to convey the idea of the electrical activity in the brain.

(6) *Mere viraltruth link se acche hi response arahe hai* (T32, URL) – Просто посилання на вірусні докази правди se acche hi відповідь arahe hai.

The transformation of *viraltruth* into вірусні докази правд involves **descriptive translation** the term into Ukrainian and rearranging the words to fit the syntax and grammatical rules of the language. *Viraltruth* is a compound noun formed from the words *viral* and *truth*. In English, it refers to information that has become popular or widely shared online or through social media, and is presented as true, although its accuracy may be questionable. In this case, we have used the words *вірусні докази правди*. We have used descriptive translation to translate the meaning of the compound noun, by breaking it down into its component parts and translating each part separately. Furthermore, we have rearranged the words to fit the syntax and grammatical rules of the Ukrainian language. In Ukrainian, adjectives generally come

after the noun they modify, which is different from the order in English. This is an example of how descriptive translation can involve rearranging words and adjusting grammar to fit the rules of the target language.

(7) @dbro113 Thanks for your support of the Teetup tonight @BatonRougeSteak. #BRSocMe (T33, URL) – @dbro113 Дякуємо за підтримку сьогоднішнього заходу @BatonRougeSteak. #BRSocMe.

The transformation of Teetup into заходу involves **total reorganisation**. Teetup is a brand name and social networking website that facilitates offline group meetings and events. In this case, we have used the word *захід*. We have also included the phrase *сьогоднішній захід*, to convey that the event in question was a specific gathering. Additionally, we have adjusted the sentence structure and added context – specific information to ensure that the translated sentence accurately conveys the meaning of the original sentence.

(8) Here's an exclusive look at Titan Comics' first release featuring the assassin Doom - as she encounters the Doctor's best frenemy! (T34, URL) – Пропонуємо вашій увазі ексклюзивний погляд на першу серію коміксів Titan Comics за участю ассасинки Дум, яка зіштовхується з найлютішим недругом Лікаря!

The transformation of *assassin* into *ассасинки* involves **grammatical replacement** and **borrowing**. The process of transforming loanwords from one language to another often involves some level of modulation or adaptation to fit the sound and grammar patterns of the target language. In this case, it appears that the English word *assassin* was modified to better suit the Ukrainian language by adding the suffix – *ки*, which is a common way of forming feminine nouns in Ukrainian.

(9) Lydia has a longtime rival/frenemy called Aschima! you could say she is the Devil to her Angle (T35, URL) – У Лідії є давня суперниця/недруг на ім'я Ашима! Можна сказати, що вона є дияволом для її Ангела.

The transformation of *frenemy* into *недруг* involves **antonymic translation**. *Frenemy* is a portmanteau of enemy used to describe someone who is both a friend and an enemy at the same time.

(10) *men will always be inferior butch – imitators for a multitude of reasons but especially because when I mansplain philosophy to my girlfriend every week she thinks it's really hot instead of really annoying* (T36, URL) Чоловіки завжди будуть гіршими наслідувачами мужності з багатьох причин, але особливо тому, що коли я кожного тижня по – чоловічому пояснюю філософію своїй дівчині, вона думає, що це дуже привабливо, а насправді це дратує.

The transformation of *mansplain* into *по – чоловічому пояснюю* involves **compensation translation**. In this case, *mansplain* is a combination of the words *man* and *explain* and refers to a man explaining something to a woman. There is no direct equivalent for this word in Ukrainian, so it was used the phrase *по – чоловічому пояснюю*. This is an example of compensation translation because it conveys a similar meaning to *mansplain* even though it is not a direct translation of the word.

(11) *most skincare products at this point are just meant for skintertainment. the consumer culture we live in dupes us into thinking we NEED a serum worth 3k when your dermatologist can recommend a rs 300 moisturizer that does the same job* (T37, URL) – Більшість засобів для догляду за шкірою на сьогоднішній день призначені лише для *догляду за шкірою*. Культура споживання, в якій ми живемо, змушує нас думати, що нам НЕОБХІДНА сироватка вартістю 3 тисячі, хоча ваш дерматолог може порекомендувати зволожуючий крем за 300 рупій, який виконує ту саму роботу.

The transformation of *skintertainment* into *догляду за шкірою* involves **compensation translation**. *Skintertainment* is a blend of the words *skin* and *entertainment* and means the trend of using skin care procedures as a form of self – care or personal entertainment. However, since there is no equivalent of the term *skintertainment* in Ukrainian, the translation is compensated by using a more general term that conveys the meaning of the original word.

(12) *I was vegetarian, vegan and even fruitarian, now 'flexitarian' and eat very little meat, I sympathise but it is not eating or even killing animals I see problems with but the way they are fed, housed and treated while they're alive* (T38, URL) – Я

був вегетаріанцем, веганом і навіть фруктоїдом, зараз флекситаріанцем і їм дуже мало м'яса, я солідарний, але я бачу проблеми не в тому, щоб їсти або навіть вбивати тварин, вони пов'язані з тим, чи правильно їх годують, утримують і поведуться з ними, поки вони ще живі.

The transformation of *flexitarian* into *флекситаріанцем* involves **transliteration** and **grammatical translation**. The word is pronounced the same in both languages, and the transliteration is intended to convey the English sound using the Ukrainian alphabet. However, in order to use this neologism in a sentence, it must pass through grammatical transformations to conform to the rules of Ukrainian grammar, such as adding an appropriate suffix to make it a noun.

(13) *Lockdown fatigue is REAL. We're all feeling it and pretending as if we're not or saying "it's for the greater good" without acknowledging the emotional and mental toll it takes is a fool's errand.* (T39, URL) – Утома від локдауну – це РЕАЛЬНІСТЬ. Всі ми її відчуваємо, і робити вигляд, що це не так, або говорити, що "це для більшого добра", не усвідомлюючи емоційної та психічної напруги, яку вона спричиняє, - марна трата часу.

The transformation of *Lockdown fatigue* into *Утома від локдауну* involves **descriptive translation**, in which the English term is explained in Ukrainian. *Lockdown fatigue* is a term that appeared during the COVID – 19 pandemic to express the weariness and disappointment that people feel after long periods of lockdown and social distancing. The Ukrainian translation explains the term for Ukrainian speakers that may not be familiar with the English term.

(14) *Everyone jumping on angst but I'm here to deliver the family* 🙏 (T40, URL) – Всі переймаються через страх, проте я тут, щоб врятувати сім'ю 🙏.

The transformation of *angst* into *страх* involves **compensation translation**, as the meaning of the German word *Angst* is very similar to the meaning of the Ukrainian word *страх*.

(15) #NATIX technology secures that all data collected by Drive& is *PII – free*. Anonymized detection irreversibly discards personally identifiable information such as faces and vehicle plates. *Edge computing* architecture ensures that only

numeric metadata is shared with the network. (T41, URL) – Технологія #NATIX гарантує, що всі дані, зібрані системою Drive&, не містять *особистої інформації*. Анонімізоване розпізнавання не допускає використання персональних даних. Анонімізоване виявлення безповоротно відкидає інформацію, що дозволяє ідентифікувати особу, – наприклад, обличчя та номерний знак транспортного засобу. Архітектура периферійних обчислень гарантує, що в мережу передаються лише числові метадані. Архітектура *периферійних обчислень* гарантує, що в мережу потрапляють лише кількісні дані.

The transformation of *PII – free* into *особистої інформації* involves **antonymic translation**. *PII – free* means without personally identifiable information, while *особистої інформації* means *personal information*.

(16) *While I decide how to best disseminate Zoom info in a way that avoids Zoom – bombing, please enjoy my car sticker that my mom did not find humorous lol* (T42, URL) – Тому, поки я вирішую, як найкраще поширювати Zoom – інформацію, щоб уникнути зум – бомбардування, насолоджуйтеся моєю автомобільною наліпкою, яку моя мама не вважає смішною, лол.

The transformation of *Zoom – bombing* into *зум – бомбардування* involves **transliteration** and **grammatical replacement translation**. To translate this term into Ukrainian, the English term is first transliterated into the Ukrainian alphabet as *зум –бомбінг* and then adjusted to conform to the phonetic rules of the Ukrainian language as *зум – бомбардування*. This process involves both transliteration and some degree of adaptation to the target language's pronunciation and spelling rules.

(17) *Unfiltered sky. Nature flings beauty at us willy – nilly.* (T43, URL) – Чисте небо. Природа волею – неволею дарує нам красу.

The transformation of *wily – nilly* into *волею – неволею* involves **compensation translation**. This transformation provides compensation for the lack of a direct translation of *willy – nilly* in Ukrainian by using a phrase that conveys a similar meaning.

(18) *I hope the photographer can edit my muffin top lmao* (T44, URL) – Сподіваюся, фотограф зможе відредагувати мої боки лмао.

The transformation of *muffin top* into *боки* involves **total reorganization translation**. This term refers to the non – attractive roll of fat that appears on top of low – waisted pants. In this case, the expression *top muffin* was used the term *боки* which is commonly used and understandable.

(19) *My new e – classroom! Looking forward to all our new adventures!* (T45, URL) – Мій новий дистанційний клас! З нетерпінням чекаю на нові зустрічі!

The transformation of *e – classroom* into *дистанційний клас* involves **compensation translation**. The term *e – classroom* in English refers to a virtual classroom where online learning takes place. However, when translating it to Ukrainian, *e – classroom* would not be the most appropriate translation, as it does not convey the concept of *distance* or *remote learning*. Therefore, we used the term *дистанційний клас* which translates to *distance classroom* or *remote classroom* in English.

(20) *Taking in information without applying it is a form of infobesity.* (T46, URL) – Сприйняття інформації без її практичного застосування є формою інформаційної залежності

The transformation of *infobesity* into *інформаційної залежності* involves **compensation translation**. A term chosen to convey a similar concept in Ukrainian. *Інформаційна залежність* refers to the dependence on information and the inability to function without it, which is like the concept of *infobesity* in English.

(21) *Daily bunny no.2090 is going glamping.* (T47, URL) – Зайка №2090 вирушає на відпочинок з комфортом на природі.

The transformation of *glamping* into *відпочинок з комфортом на природі* involves **descriptive translation** as we have chosen to use a phrase that describes the concept of *glamping* rather than directly translating the term. *Відпочинок з комфортом на природі* conveys the same idea as *glamping* in English, as both refer to a type of outdoor experience that combines the comfort and luxury of indoor accommodations with the natural surroundings of camping.

(22) *You studied Firmology in school? You narrated this movie like an Firmologist* (T48, URL) – Ви вивчали "фірмологію" в школі? Ви оповідали цей фільм, як спеціаліст з фірмології.

The transformation of *Firmologist* into *фірмологію* involves **transliteration** and **grammatical translation**. The English word into the Cyrillic alphabet used in Ukrainian, followed by a grammatical replacement to make it a noun in the Ukrainian language. The – *ology* suffix in *Firmology* indicates a field of study, so it was replaced with the Ukrainian suffix – *ія* to create the noun *фірмологію* which means *the study of firms* in Ukrainian.

(23) *From nature – based solutions like plantation drives and water body rejuvenation projects to tech – based innovations like 'Aquapreneur Innovation Initiative', HCL understands the need of the hour to address the global climate challenges.* (T49, URL) – Починаючи з природоохоронних заходів, таких як плантації та проекти з відновлення водоймищ, і завершуючи технологічними інноваціями, такими як "Аквапідприємець інноваційної програми", HCL усвідомлює потребу у вирішенні глобальних кліматичних катастроф.

The transformation of *Aquapreneur* into *Аквапідприємець* involves both **transliteration** and **grammatical replacement**. First, the English word *Aquapreneur* is transliterated into the Cyrillic alphabet used in Ukrainian as *Аквапренер*. Then, the word is modified to fit the grammatical rules of the Ukrainian language. In this case, the suffix – *preneur* indicates someone who starts and runs a business, and this is replaced by the suffix – *підприємець* in Ukrainian, which also means *entrepreneur*. The resulting word is *Аквапідприємець*.

(23) *And also the longer novella version ARBOREALITY which was a Philip K. Dick award finalist this year.* (T50, URL) – А також довша версія новели "Дерево подібність", яка цього року стала фіналістом премії Філіпа Діка.

The transformation of *ARBOREALITY* into *Дерево подібність* involves **descriptive translation**. In this case, each word in *Arboreality* is translated into its corresponding word in Ukrainian. *Arboreal* is translated as *деревоподібний*, and – *ity* is translated as – *подібність*.

Therefore, it is important to translate neologisms. These neologisms often appear in response to new technology, cultural changes, and new concepts. Translating neologisms helps to improve communication between languages and cultures by providing people with a more effective way to express ideas and information.

We can analyze that when translating neologisms, lexical translation transformations are most used 46.9% lexical and grammatical transformations 44.9% and the least when translating neologisms is grammatical transformations 8.2%. You can see Fig. 2.1.

In addition, neologisms often carry specific meanings which may not be immediately clear to people who are not familiar with the language or culture from which they come.

In general, neologism translation plays an important role in promoting intercultural understanding, facilitating effective communication, and enabling the exchange of new ideas and knowledge between people of different languages and cultures.

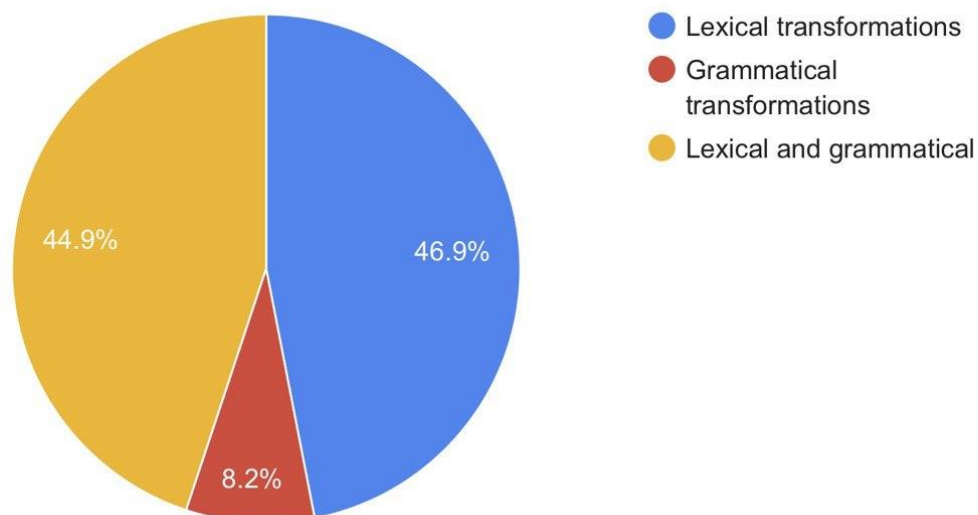


Fig. 2.1 Transformations in translating neologisms in social networks

CONCLUSIONS

Neologisms are a phenomenon in linguistics which is difficult to translate due to their evolutionary nature and the difficulty of finding equivalent terms in other languages. The term neologism can change depending on the context and the level of its understanding in the language society. They could be broadly accepted and became part of the everyday language, whereas the others could be dropped or kept limited to a group of people or a subculture. Neologisms are divided into lexical; phraseological; semantic. The study of neologisms involves understanding their definition, types, and classification.

The discourse of social media provides a specific context for the analysis of neologisms, especially in the English-language Twitter segment. Translation of

neologisms in social media discourse can be performed using different lexical and grammatical transformations.

Nevertheless, translators face a serious challenge in choosing the right translation options. It requires an in-depth analysis of the meaning of the term and an understanding of the linguistic and cultural context in which neologism was created. Despite the fact these are strategies that translators can use to transmit the meaning of neologisms to another language, the challenges of translating neologisms underline the dynamic nature of the language by itself, as it is constantly developing.

The neologisms in the Twitter environment are a complex translation challenge for translators, as they are a source of constant new word and expression evolution that occur in complex social and technology contexts. Our research on lexical and grammatical transformations in the translation of neologisms from Twitter has shown that it is necessary to change the form and meaning of a word to achieve an adequate translation.

Nevertheless, since neologisms on Twitter can be context-sensitive, creating a new word or using the original word is sometimes a more effective translation method. In general, the study of neologisms on Twitter helps to better understand the development of language and technology and helps translators to overcome the difficulties of translation in this context.

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Neologisms on Twitter and their translation into Ukrainian

	Source text	Target text
1.	<i>To purposely mislead. To completely mischaracterize a statement or video by omitting context. Q: Did you see the press conference of that racist police officer make excuses for that criminal? A: Hey, man, that clip was <u>ruparred</u> – the police officer was actually quoting the criminal. "Don't <u>rupar</u> me, bro. (T1, URL)</i>	Навмисно вводити в оману. Повністю спотворити твердження або відео, оминаючи контекст. Q: Ти бачив прес – конференцію поліцейського-расиста, який виправдовував того злочинця? А: Гей, друже, це відео було <u>рупороване</u> – поліцейський навіть цитував злочинця. "Не <u>рупар</u> мене, бро".
2.	<i>@Oshungurl: Thought I'd lost a follower but it was just twitter revoking the visa of an illegal <u>twimmigrant</u>. DAMN, MY VISA HAS EXPIRED. (T2, URL)</i>	<i>"@Oshungurl: Подумав, що втратив фоловера, та це був всього лише Твіттер, який анулював ліцензію нелегальному <u>твіммігранту</u>". ЧОПТ, МОЯ ЛІЦЕНЗІЯ ЗАКІНЧИЛАСЯ!</i>
3.	<i>I'm totally against the <u>selfie – stick</u> but every now and then an exception comes along. (T3, URL)</i>	Я категорично проти <u>селфі – палки</u> , проте час від часу роблю винятки".
4.	<i>Most <u>Twitterati</u> have zero clue what a real physical fight in India looks like. For that you have to seen it with your own eyes or been in the middle of it or better still, stitched up +/- put plasters on the victims for fractures. (T4, URL)</i>	Більшість <u>твіттерівців</u> не мають жодного уявлення про те, як виглядає справжня боротьба в Індії. Щоб зрозуміти це, треба бачити все на власні очі або бути в центрі подій, а ще краще – шити +/- накладати гіпси постраждалим від переломів.

5.	<p><i>There is a word for what I am doing right now...<u>cyberloafing</u>! It's perfect! I do it way too much. Better description than doom scrolling because I like positive stuff too! Earlier post lunch, pre nap, I was double catted in the sunshine in my comfy new chair!</i> (T5, URL)</p>	<p>Існує слово для того, що я зараз роблю... <u>кіберполювання</u>! Це ідеально! Занадто багато цим займаюся. Це кращий опис, ніж просто скролінг, тому що я теж люблю позитивні речі! Раніш після обіду, перед сном, я з подвійною насолодою ніжилася на сонці в своєму зручному новому кріслі!</p>
6.	<p><i>Every day is <u>Blursday</u> around here!</i> 😄 (T6, URL)</p>	<p>Кожен день тут схожий на <u>робочий день</u>! 😄</p>
7.	<p><i>Always best to avoid confusion so it's a must to clear misunderstandings. That's how Chinese whispers results & before one realises, mis – & dis – information will have been spread That's how the rise of infodemicity occurs.</i> (T7, URL)</p>	<p>Завжди краще уникати непорозумінь, тож необхідно усунути непорозуміння. Саме так працює принцип "китайського шепоту", і перш ніж хтось розуміє, хибна та недостовірна інформація вже поширюється. Саме так відбувається розповсюдження <u>інфодемії</u>.</p>
8.	<p><i><u>Glitchflation</u> #glch we love you</i> 😍 (T8, URL)</p>	<p><u>Глітчфляція</u> #glch ми вас любимо 😍.</p>
9.	<p><i>We are looking for participants for our research on <u>eco – anxiety</u> and <u>eco – depression</u>.</i> 🧐 (T9 – 10, URL)</p>	<p>Ми збираємо бажаючих взяти участь у дослідженні <u>еко – тривоги</u> та <u>еко – депресії</u>. 🧐</p>
10.	<p><i>We are looking for participants for our research on <u>eco – anxiety</u> and</i></p>	<p>Ми збираємо бажаючих взяти участь у дослідженні <u>еко – тривоги</u> та <u>еко –</u></p>

	<i>eco – depression.</i> 🤖 (T9 – 10, URL)	депресії. 🤖
11.	<i>From listening when another person is speaking to exiting an uncomfortable conversation graciously, none of us are born knowing the rules of etiquette. And digital etiquette, or “netiquette,” is no different.</i> (T11, URL)	Починаючи від вміння слухати, коли інша людина говорить, і закінчуючи ввічливим завершенням неприємної розмови, ми не отримуємо від народження знання правил етикету. І цифровий етикет, або " <u>нетикет</u> ", не є винятком.
12.	<i>A message to Africa, from the controversial <u>Hacktivist</u> group Anonymous</i> (T12, URL)	Послання до Африки від контroversійної групи <u>хактивістів</u> Анонімус.
13.	<i>NEW: Could the pandemic herald the end of tipping, or the subminimum wage for tipped workers? I dug into the challenges facing service workers, from policing mask – less customers to "<u>maskual harassment.</u>"</i> (T13, URL)	НОВИНКА: Чи може коронавірус означати завершення практики чайових або зниження мінімальної зарплати для працівників, які отримують чайові? Я досліджував проблеми, з якими стикаються працівники сфери обслуговування, починаючи від поліцейського контролю за клієнтами без масок і завершуючи " <u>масковим харасментом</u> ".
14.	<i>So Starbucks have declared war on Christmas by introducing Christmas-themed takeaway cups, is that right?</i>	Старбакс оголосили про свій новий різдвяний проект – випустили горнятка на винос з різдвяною

	<i>I'm working from <u>newsmosis</u> here</i> (T14, URL)	тематикою, так? Я використовую <u>НЬЮЗМОЗ</u> .
15.	<i>I/Is trying to understand peripheral nerve injury getting on your last nerve? Is the brachial plexus breaking you? Here's a <u>#tweetorial</u> to help you understand, recognize & remember the classification of peripheral nerve injuries</i> (T15, URL)	1 / Намагаєтесь зрозуміти, чи травма периферичного нерва впливає на ваш стан? Плечове сплетіння не дає вам спокою? Пропонуємо вам <u>твіторіал</u> , який допоможе вам зрозуміти, розпізнати та запам'ятати класифікацію травм периферичних нервів.
16.	<i>THREAD: Tucker Carlson's Interview with Elon Musk starts with OpenAI's transition from the non – profit @elonmusk founded to ethically distribute the power of <u>artificial intelligence</u> to a closed-source for – profit partnered with Microsoft.</i> (T16, URL)	Читайте також: Інтерв'ю Такера Карлсона з Ілоном Маском розпочалося з того, як компанія OpenAI перетворилася на некомерційну організацію @elonmusk яка була заснована з метою розповсюдження можливостей використання <u>штучного інтелекту</u> , до платформи з закритим вихідним кодом, що є комерційним партнером Microsoft.
17.	<i>#NATIX technology secures that all data collected by Drive& is PII – free. Anonymized detection irreversibly discards personally identifiable information such as faces and vehicle plates. Edge computing</i>	Технологія #NATIX гарантує, що всі дані, зібрані системою Drive&, не містять особистої інформації. Анонімізоване розпізнавання не допускає використання персональних даних. Анонімізоване виявлення

	<p>architecture ensures that only numeric metadata is shared with the network. (T17, URL)</p>	<p>безповоротно відкидає інформацію, що дозволяє ідентифікувати особу, – наприклад, обличчя та номерний знак транспортного засобу. Архітектура периферійних обчислень гарантує, що в мережу передаються лише числові метадані. Архітектура <i>периферійних обчислень</i> гарантує, що в мережу потрапляють лише кількісні дані.</p>
<p>18.</p>	<p><i>Zim kids dont go on vacations to enjoy family time, these days they go on <u>Flexcations</u>, cuz all they do is flex online to those who didn't go anywhere over the holiday 😊</i> (T18, URL)</p>	<p>Діти Зіма не їдуть на канікули, щоб провести час із сім'єю, в ці дні вони їдуть на <u>флекс – канікули</u>, тому що все, що вони роблять – це працюють онлайн з тими, хто залишився вдома під час канікул 😊.</p>
<p>19.</p>	<p><i><u>NeuroNuggets</u> with The Nerdy Neurologist! Improve your sleep!</i> (T19, URL)</p>	<p><u>Нейронагетси</u> з ботанічним неврологом! Покращуємо свій сон!</p>
<p>20.</p>	<p><i>We mentioned the kingston survey but didnt go much into it. The kingston survey seems like an instance of <u>gamejacking</u>. Notice the cicada logo? Thats a reference to the cicada 3301 ARG. We believe it was made as a joke to throw people off the trail of both ARGs.</i> (T20, URL)</p>	<p>Ми посилалися на опитування в Кінгстоні, але не вдавалися в подробиці. Кінгстонське опитування виглядає як зразок <u>геймджекінгу</u>. Помітили логотип цикади? Тут йдеться про цикаду 3301 ARG. Ми вважаємо, що це було зроблено задля жарту, щоб сплутати людей зі слідами двох ARG.</p>

21.	<i>I remember when Forbes listed Invictus Obi in their 30 under 30 list of influential people. Turned out Invictus Obi is an <u>internet fraudster</u>. So all these Forbes lists and Times list doesn't move me. (T21, URL)</i>	Я пам'ятаю, як Форбс включив Інвіктуса Обі до списку успішних людей "30 до 30". А виявилось, що Інвіктус Обі – <u>інтернет – шахрай</u> . Тому всі ці списки Форбс і Таймс мене не зачіпають.
22.	I was called a Vapester. 😊 (T22, URL)	Мене стали називати вейпером. 😊
23.	<i>When someone falls asleep during an interesting <u>textversation</u>. (T23, URL)</i>	Коли хто – небудь засинає під час цікавої <u>бесіди</u> .
24.	<i>Meanwhile, you've got the on – air talent basically admitting that their shows are taxpayer-subsidized therapy sessions for <u>hashtaggers</u> and <u>genderwang</u> activists. It's embarrassing and we need to stop publicly funding this crap. No one's watching. (T24, URL)</i>	Водночас, у нас є талановиті ведучі, які фактично визнають, що їхні шоу – оплачені платниками податків консультації для <u>любителів хештегів</u> та гендерних активістів. Сором, ми повинні припинити публічно підтримувати це неподобство. Це ж ніхто не дивиться.

25.	<i>Ideally this would be where a well crafted tweet would be, full of nonchalant repartee, brimming with humor and <u>retweetability</u>. And yet, here we are. (T25, URL)</i>	В теорії, це мав би бути добре продуманий твіт, сповнений безтурботної реакції, сповнений гумору та <u>можливості ретвітів</u> . Проте, ось що ми маємо.
26.	<i>Looking forward to sharing ways to promote empathy and critical thinking in the classroom! #NCSS17 Come take a <u>Schoolcation</u>! #oneccps (T26, URL)</i>	З нетерпінням чекаємо можливості поділитися досвідом, як розвивати емпатію та критичне мислення в класі! #NCSS17 Приєднуйтеся до нас на час <u>канікул</u> ! #oneccps
27.	<i><u>Doomscrolling</u> is important. We can't turn a blind eye on what's happening. That's how we get complacent and allow our rights to be stripped from us. We arm ourselves with indifference praying it won't happen to us. We NEED to be aware more than ever right now. (T27, URL)</i>	<u>Негативне занурення в соціальні мережі</u> є важливим. Ми не можемо закрити очі на те, що відбувається. Таким чином ми стаємо розслабленими і дозволяємо, щоб у нас забирали наші права. Ми просто стаємо байдужими, сподіваючись, що це не станеться з нами. Зараз нам як ніколи потрібно бути свідомими.
28.	<i>I assigned a reading on <u>solastalgia/climate change</u> and mental health, two topics rarely engaged in my experience w/ mainstream globalization lit, certainly in public health. Students <u>floored</u> – it resonated w/ them. I was warned class was v. quiet. This</i>	Я задав читати про <u>соластальгію/зміну клімату</u> та психічне здоров'я – дві теми, які рідко розглядаються в моєму досвіді роботи з мейнстрімом літератури про глобалізацію, особливо в галузі громадського здоров'я. Студенти були в захваті – це викликало у них

	<i>segment=most engaged by far. (T28, URL)</i>	резонанс. Мене застерігали, що в класі буде дуже тихо. Цей сегмент = найактивніший на сьогоднішній день.
29.	<i>Masks aren't a problem – you can wear one or not, either way they don't work, but it's a choice. The problem is when you need a <u>vaxhole card</u> to enter a business. That's not a choice, that's a caste system. (T29, URL)</i>	Маска не є проблемою – ви можете носити її або ні, в будь – якому випадку вона не працює, але це ваш вибір. Проблемою є те, що для входу в організацію вам потрібно мати <u>COVID – сертифікат</u> . Тоді це не вибір, а система каст.
30.	<i>Are you an <u>eco – traveling yogi</u> who loves the cardiovascular benefits of cycling? Learn how to use your yoga... http://fb.me/7PrwCwW5x (T30, URL)</i>	Йог мандрівник, що любить <u>еко – подорожі</u> , та відчуває користь від їзди на велосипеді для серцево – судинної системи? Дізнайтеся, як застосувати йогу... http://fb.me/7PrwCwW5x
31.	<i>Meditation in space with a ring of light reflecting your <u>brainwave</u>. (T31, URL)</i>	Медитація в космічному просторі зі світловим кільцем, що відображає вашу ментальну хвилю.
32.	<i>Mere <u>viraltruth</u> link se acche hi response arahe hai 🤔 (T32, URL)</i>	Просто посилання на <u>вірусні докази правди</u> se acche hi відповідь arahe hai 🤔.
33.	<i>@dbro113 Thanks for your support of the <u>Teetup</u> tonight @BatonRougeSteak. #BRSocMe (T33, URL)</i>	@dbro113 Дякуємо за підтримку сьогоднішнього <u>заходу</u> @BatonRougeSteak. #BRSocMe.
34.	<i>Here's an exclusive look at Titan Comics' first release featuring the</i>	Пропонуємо вашій увазі ексклюзивний погляд на першу серію

	<i>assassin Doom - as she encounters the Doctor's best frenemy!</i> (T34, URL)	коміксів Titan Comics за участю <u>ассасинки</u> Дум, яка зіштовхується з найлютішим недругом Лікаря!
35.	<i>Lydia has a longtime rival/frenemy called Aschima! you could say she is the Devil to her Angel</i> (T35, URL)	У Лідії є давня суперниця/ <u>недруг</u> на ім'я Ашима! Можна сказати, що вона є дияволом для її Ангела.
36.	<i>men will always be inferior butch – imitators for a multitude of reasons but especially because when I mansplain philosophy to my girlfriend every week she thinks it's really hot instead of really annoying</i> (T36, URL)	Чоловіки завжди будуть гіршими наслідувачами мужності з багатьох причин, але особливо тому, що коли я кожного тижня <u>по – чоловічому пояснюю</u> філософію своїй дівчині, вона думає, що це дуже привабливо, а насправді це дратує.
37.	<i>most skincare products at this point are just meant for skintertainment. the consumer culture we live in dupes us into thinking we NEED a serum worth 3k when your dermatologist can recommend a rs 300 moisturizer that does the same job</i> (T37, URL)	Більшість засобів для догляду за шкірою на сьогоднішній день призначені лише для <u>догляду за шкірою</u> . Культура споживання, в якій ми живемо, змушує нас думати, що нам НЕОБХІДНА сироватка вартістю 3 тисячі, хоча ваш дерматолог може порекомендувати зволожуючий крем за 300 рупій, який виконує ту саму роботу.
38.	<i>I was vegetarian, vegan and even fruitarian, now 'flexitarian' and eat very little meat, I sympathise but it is</i>	Я був вегетаріанцем, веганом і навіть фруктоїдом, зараз <u>флекситаріанцем</u> і їм дуже мало м'яса, я солідарний, але

	<i>not eating or even killing animals I see problems with but the way they are fed, housed and treated while they're alive</i> (T38, URL)	я бачу проблеми не в тому, щоб їсти або навіть вбивати тварин, вони пов'язані з тим, чи правильно їх годують, утримують і поведуться з ними, поки вони ще живі.
39.	<i>Lockdown fatigue is REAL. We're all feeling it and pretending as if we're not or saying "it's for the greater good" without acknowledging the emotional and mental toll it takes is a fool's errand.</i> (T39, URL)	<u>Утома від локдауну</u> – це РЕАЛЬНІСТЬ. Всі ми її відчуваємо, і робити вигляд, що це не так, або говорити, що "це для більшого добра", не усвідомлюючи емоційної та психічної напруги, яку вона спричиняє, - марна трата часу.
40.	<i>Everyone jumping on <u>angst</u> but I'm here to deliver the family 🙏</i> (T40, URL)	Всі переймаються через <u>страх</u> , проте я тут, щоб врятувати сім'ю 🙏
41.	<i>#NATIX technology secures that all data collected by Drive& is PII – free. Anonymized detection irreversibly discards personally identifiable information such as faces and vehicle plates. Edge computing architecture ensures that only numeric metadata is shared with the network.</i> (T41, URL)	Технологія #NATIX гарантує, що всі дані, зібрані системою Drive&, не містять <i>особистої інформації</i> . Анонімізоване розпізнавання не допускає використання персональних даних. Анонімізоване виявлення безповоротно відкидає інформацію, що дозволяє ідентифікувати особу, – наприклад, обличчя та номерний знак транспортного засобу. Архітектура периферійних обчислень гарантує, що в мережу передаються лише числові

		метадані. Архітектура <i>периферійних обчислень</i> гарантує, що в мережу потрапляють лише кількісні дані.
42.	<i>While I decide how to best disseminate Zoom info in a way that avoids <u>Zoom – bombing</u>, please enjoy my car sticker that my mom did not find humorous lol</i> (T42, URL)	Тому, поки я вирішую, як найкраще поширювати Zoom –інформацію, щоб уникнути <u>зум – бомбардування</u> , насолоджуйтеся моєю автомобільною наліпкою, яку моя мама не вважає смішною, лол.
43.	<i>Unfiltered sky. Nature flings beauty at us <u>willy – nilly</u>.</i> (T43, URL)	Чисте небо. Природа <u>волею – неволею</u> дарує нам красу.
44.	<i>I hope the photographer can edit my <u>muffin top</u> lmao</i> (T44, URL)	Сподіваюся, фотограф зможе відредагувати мої <u>боки</u> лмао.
45.	<i>My new <u>e – classroom!</u> Looking forward to all our new adventures!</i> (T45, URL)	Мій новий <u>дистанційний клас!</u> З нетерпінням чекаю на нові зустрічі!
46.	<i>Taking in information without applying it is a form of <u>infobesity</u>.</i> (T46, URL)	Сприйняття інформації без її практичного застосування є формою <u>інформаційної залежності</u>
47.	<i>Daily bunny no.2090 is going <u>glamping</u>.</i> (T47, URL)	Зайка №2090 вирушає на <u>відпочинок з комфортом на природі</u> .
48.	<i>You studied <u>Firmology</u> in school? You narrated this movie like an <u>Firmologist</u></i> (T48, URL)	Ви вивчали " <u>фірмологію</u> " в школі? Ви оповідали цей фільм, як спеціаліст з фірмології.

<p>49.</p>	<p><i>From nature – based solutions like plantation drives and water body rejuvenation projects to tech – based innovations like <u>'Aquapreneur Innovation Initiative'</u>, HCL understands the need of the hour to address the global climate challenges. (T49, URL)</i></p>	<p>Починаючи з природоохоронних заходів, таких як плантації та проекти з відновлення водоймищ, і завершуючи технологічними інноваціями, такими як "<u>Аквапідприємець</u> інноваційної програми", HCL усвідомлює потребу у вирішенні глобальних кліматичних катастроф.</p>
<p>50.</p>	<p><i>And also the longer novella version <u>ARBOREALITY</u> which was a Philip K. Dick award finalist this year. (T50, URL)</i></p>	<p>А також довша версія новели "Дерево подібність", яка цього року стала фіналістом премії Філіпа Діка.</p>

Annex A

Glossy Pop Newsletter: De-influencing is TikTok's response to overconsumption and inauthenticity

After years of telling you what to buy, content creators and regular consumers on TikTok have decided to flip the script and tell you what not to buy – and they're calling it “de-influencing.”

“De-influencing” speaks to a convergence of cultural factors: There's a deluge of beauty launches, the beauty industry is more crowded – and wasteful – than ever, and influencers, makeup artists and beauty editors are overwhelmed by the sheer volume of stuff.

Still, the pace of the content mill and the demands on creators mean they feel pressure to have something to say about every launch by a buzzy brand – lest you be the one creator who hasn't tried the new Haus Labs foundation or weighed in on Fenty's latest lip stain.

However, it seems something's gotta give. Influencers can't gasp in shock at the mind-blowing amazingness of every product they try. Every product can't work for every complexion, every skin type – every person. And perhaps most importantly, consumers can't feel pressure to, let alone afford to, buy every new launch that gets buzz on TikTok.

Another explanation for “de – influencing,” according to Larry Milstein, founder of Gen – Z consulting agency PRZM, is the rapidity of the TikTok trend cycle. “It’s so rapid that creators are spinning new or creative ways to offer recommendations or provide expertise. There can only be so many variations of ‘my favorite x’ before creators flip the script and provide recommendations on things to avoid,” he said.

Dara Levitan, a New York City – based makeup artist and content creator with 205,000 TikTok followers, has a series on the platform called “Makeup Monday,” where she reviews products purchases or is gifted. In a sense, she was early to the more critical trend, in that she added a “disclaimer” to a September video, urging her followers not to give in to any app-induced pressure they may feel. “Do not let anyone, including me, make you feel pressure to go spend money and live beyond your means, just to keep up with all the new makeup and all the new products that are constantly dropping. If you have a product that is beautiful and it works for you, stick with it,” she said. The video has 550 comments, many of which praise Levitan’s introductory statement. For example: “I followed so quick cuz of the intro statement,” one commenter wrote.

Levitan recently posted a video labeled “Makeup I would not buy again,” in which she mentions Pixi blush sticks, noting that she loved the colors, but found the formula too sticky, as her hair stuck to her cheeks when wearing it.

An influencer who only ever praises products could quickly be deemed untrustworthy – a topic that fuels ongoing, heated debate, whether it’s about the veracity of an influencer’s endorsements and ads or their potential use of filters.

A content creator who goes by Elle Grey, or @basicofcourse on TikTok (8,000 followers), pointed to the impact of the economy on consumer spending and the ability, or lack there of, to purchase based on influencer recommendations. “In the last 12 months, we’ve seen an extreme slowdown in the global economy. ... As we enter into a recession, people are starting to feel the effects and are taking a closer look at their spending and consumption,” she told Glossy. “Many [people] have gotten fed up with the constant barrage of micro-trends and ‘must – have’ items,

especially as they take a closer look at their bank accounts.” Grey, this week alone, has posted a number of “de – influencing” videos, as well as videos talking about how this trend relates to conscious consumerism at large. In one video, she lists buzzy items (Charlotte Tilbury makeup, On Running sneakers, the Stanley cup and “new makeup to look like Alix Earle”), many of which have gone viral on TikTok, and tells her followers they don’t need them.

Brands can take “de – influencing” as an opportunity to receive honest feedback. Levitan said she’s seen plenty of videos where creators comment that they love a product, but only for the packaging, for example. In some cases, the brand responds via a comment. Other times, they’ll introduce a repackaging or reformulation, she said.

“Rather than react defensively, this can be an opportunity for brands to respond with openness and honesty through effective community engagement,” Milstein said. “Is there a reason something fell short? Are there ways this feedback is being handled or informing future improvements? Audiences aren’t just watching videos on TikTok, they are reading the comments. So having a plan to address constructive criticism is key.”

Maddie Wells (300,000 followers), also started “de – influencing” before it had a name. She created content while working in beauty retail and started a series where she’d comment on items she noticed were the “most returned.” In a recent example, she mentions a Mario Badescu product, an E.l.f. primer and an Urban Decay foundation. Beneath the video, commenters debate the product or chime in to defend it.

“I was seeing people manically buying products just because they saw someone say it was good,” she said, noting that this often meant they weren’t taking their own skin type into account. “Then they would be disappointed when the product didn’t work or that it was just a really good marketing tactic by a brand who paid influencers to say they liked it.”

Wells also sees the “de – influencing” trend as an opportunity for customers and influencers alike to lean into the fact that products cannot serve all people

equally. “I hope brands and influencers start thinking about who [a product] would be good for – what skin type and what skin concern, be it mature skin, dark spots, shade range or sensitive skin,” she said. “This could be a trend that allows micro-influencers to shine because they could reach their niche.”

Today, there’s almost as much TikTok content about influencer marketing as there is influencer marketing itself. Clearly, even people whose daily lives have nothing to do with the beauty or marketing industries have wised up to both. “People are starting to catch on to the fact that brands pay for the opinions of influencers. They want truthful, authentic reviews,” Wells said.

According to Influencer Marketing Hub, the influencer marketing industry was worth over \$16 billion in 2022, and will continue to grow. “As TikTok increasingly becomes a search engine among Gen Z, knowing what to ‘avoid’ can sometimes be just as critical as researching what to buy. It will be interesting to see how this converges with potential paid content down the line,” Milstein said.

Even though “de – influencing” may cost brands some impulse – purchase revenue, brands that listen to constructive criticism can only “establish stronger trust and improve customer retention,” she said.

Thanks to social media, and cosmetic chemists and other members of the beauty industry becoming influencers in their own right, it’s now easy to be a well-informed consumer. Since the early days of the pandemic, consumers have demonstrated a growing knowledge of ingredients, especially when it comes to skin care and hair care. Many have proven that they won’t trust a product unless its efficacy can be tied to at least one ingredient, whether that’s niacinamide, tretinoin or rosemary oil.

As consumers continue to flex their ingredient knowledge, they’re also gaining an understanding of formula nuance. Across the beauty category, searches are rising for “water-based formulas,” up +33.8% since last year, according to digital trend forecasting agency Spate. Consumers are searching for water – based foundation (+60.9% YoY), primers (+40.4% YoY), moisturizers (+29.6% YoY), hair moisturizers (+21.2%) and even nail polish (+21.7% YoY).

“As this trend continues to grow, brands have an opportunity to highlight preexisting water – based formulas or create new ones. This is especially true as most searches across water – based trends are unbranded,” said Yarden Horwitz, Spate co – founder.

РЕЗЮМЕ

У даній курсовій роботі було проведено дослідження неологізмів в англomовному сегменті соціальної мережі Twitter з перекладацької точки зору. Було розглянуто типи та класифікацію неологізмів, а також досліджено способи перекладу цих слів та виявлено проблеми, з якими стикаються перекладачі.

Окрему увагу було приділено лексичним та граматичним трансформаціям у перекладі неологізмів з соціальної мережі Twitter, а також з'ясовано, що іноді створення нового слова або використання оригінального слова є більш ефективним варіантом перекладу.

В результаті дослідження було встановлено, що вивчення неологізмів в соціальній мережі Twitter допомагає краще розуміти еволюцію мови та технологій, а також дозволяє перекладачам краще подолати складнощі перекладу в цьому контексті.