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Course Paper

**NEOLOGISMS IN MODERN ENGLISH BLOGS: SEMANTICS AND  
FUNCTIONING**

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## TABLE OF CONTENTS

<b>INTRODUCTION.....</b>	<b>4</b>
<b>CHAPTER ONE. STUDY IN ENGLISH .....</b>	<b>6</b>
1.1. Neologisms and their emergence in language.....	6
1.2. Types of neologisms.....	7
1.3. Neologisms in blogs.....	8
1.4. Thematic groups of neologisms.....	9
<b>CHAPTER TWO. FUNCTIONING OF NEOLOGISMS IN CONTEMPORARY ENGLISH BLOGS.....</b>	<b>14</b>
2.1. Nominative function of neologisms.....	14
2.2. Stylistic function of neologisms.....	14
2.3. Communicative function of neologisms.....	15
2.4. Pragmatic function of neologisms.....	16
2.5. Norm-forming function of neologisms.....	17
2.6. Syntactic function of neologisms.....	18
2.7. Temporal function of neologisms.....	18
<b>GENERAL CONCLUSIONS.....</b>	<b>20</b>
<b>RÉSUMÉ.....</b>	<b>22</b>
<b>LIST OF REFERENCE MATERIALS.....</b>	<b>23</b>
<b>LIST OF ILLUSTRATION MATERIALS.....</b>	<b>25</b>

## INTRODUCTION

In today's digital age, the way we communicate has changed dramatically. With the rise of social media and blogging, the internet has become a platform for individuals to express their thoughts, ideas, and opinions. As a result, new words and expressions have emerged to describe and convey these new concepts. These newly created words are called neologisms, and they play a significant role in shaping the language of modern blogs.

**The relevance of the work** is quite important for modern linguistics, since blogging is becoming more and more popular in the modern world, and English is one of the most widely spoken languages in the world, so the study of neologisms in English blogs can help to understand what trends are present in the speech of Internet users and how they affect the development of the language as a whole.

**Theoretical significance** of the work will help to learn more about neologisms and their structure, how they are used and their impact on society through the use of blogs. **Practical significance** will help to see how neologisms work, based on examples.

The **aim** of this course paper is to investigate neologisms, their semantics and functioning in contemporary English-language blogs.

To achieve this aim, the following **tasks** were set:

1. Consider theoretical aspects of neologisms study.
2. Define and classify neologisms in English.
3. Reveal the semantics of neologisms in English blogs.
4. Investigate the functions of neologisms in English blogs.

The **object** of the study are neologisms represented in English blogs.

The **subject** of the study are semantics and pragmatics of neologisms in English blogs.

The illustrative material includes information taken from contemporary English blogs.

Compositionally, the paper comprises an introduction, three chapters, a general conclusion to the whole paper, a resume, a list of reference materials and a list of illustration materials.

The **first chapter** defines the concept of neologism in linguistics, their origin, types and functions in English and their thematic groups.

The **second chapter** explores different functions of neologisms in blogs .

**General conclusions** summarise the main results of the study.

# **CHAPTER ONE**

## **THEORETICAL BACKGROUND OF NEOLOGISMS STUDY IN ENGLISH STUDY IN ENGLISH**

The English language is experiencing a rapid increase in the number of words we call neologisms. They are an integral part of our lives, as they allow us to describe many different things in a more vivid, interesting and understandable way. Neologisms can be formed in different ways, and their significant increase and acceleration attracts attention, enriches the linguistic vocabulary and improves communication (Lehrer, 2003, p. 370).

### **1.1. Neologisms and their emergence in language**

Neologisms are newly created or reintroduced words or expressions that serve to denote new phenomena, objects or events. They are constantly evolving and being introduced into the language to reflect the changing needs and attitudes of society. Although not all neologisms survive and become part of the mainstream language, they play an important role in its development. Neologisms are not universally recognised or understood by native speakers and may appear in a variety of ways, including borrowing from other languages, creating complex words, abbreviations, acronyms and mixtures (Peterson, Ray, 2013, p. 81).

Borrowing is one of the most common ways in which neologisms emerge, where words or phrases from other languages are borrowed and adapted for use in the target language. For example, English borrowed many words from French, such as "fiancé" and "cuisine", which have now become common in English (Kerremans, Prokić, 2018, p. 240).

Complex words are created by combining words to form a new word with a new meaning. For example, "selfie" is a compound word formed from "self" and "photo" and refers to a self-portrait photo taken with a smartphone (Хмурчик, 2019, p. 263).

Abbreviations, acronyms and mixtures are quite popular ways to create neologisms. For example, "LOL" is short for "laugh out loud", which has become a common expression in online communication. "Brunch" is a combination of the words "breakfast" and "lunch" and is used to refer to a late-morning meal that combines elements of breakfast and lunch (Madrahimova, Boltabayeva, Rozmetov, 2021, p. 560).

Language in its present form could not exist without neologisms, because they give it dynamism and contribute to the expansion of vocabulary and understanding of the realities of modern life.

## 1.2. Types of neologisms

Neologisms can be divided into several types: Dilorom distinguishes **semantic neologisms** (Dilorom, 2021, p. 78), Bondarenko separates **morphological** (Бондаренко, 2020, p. 80), Dzyubina identifies **lexical** (Дзюбіна, 2018, p. 38), Gladka highlights **syntactic** (Гладка, 2013, p. 21) and Alieva distinguishes **phraseological** (Alieva, 2022, p. 68).

**Semantic neologisms** are new words or phrases that have new meanings or changes in meaning from the original form. It can be formed by borrowing from another language, creating a new word or using an existing word in a new way. Some examples of semantic neologisms in English include: *vegetable* (implying lack of intelligence or knowledge), *umbrella* (political asylum), *thick* (used for women who are considered particularly attractive due to their voluptuous or rounded figure), *catfish* (a person who creates a false personal profile on a social networking site for fraudulent or deceptive purposes) (Dilorom, 2021, p. 79).

**Morphological neologisms** are created by adding prefixes, suffixes or other morphemes to existing words to create new words with a new meaning. For example: *infodemic* (an overabundance of information and misinformation, especially during a crisis or emergency), *unfriend* (to remove someone from a social media contact list), *bromance* (a close but non-sexual friendship between two men), *staycation* (a holiday spent at or near home, instead of travelling elsewhere),

*glamping* (luxury camping with amenities such as electricity, running water and comfortable beds), *podcast* (a digital audio file that can be downloaded and listened to on a computer or mobile device) (Бондаренко, 2020, p. 83).

**Lexical neologisms** involve creating completely new words to describe new concepts or ideas. Examples of these words are: *vape* (to inhale and exhale vapour produced by an electronic cigarette or similar device), *frenemy* (a person who is both friend and foe), *emoji* (a small digital image or icon used to express an idea, emotion or concept), *selfie stick* (a device used to hold a smartphone or camera at a distance, to take selfies), *muggle* (a person with no magical powers in the Harry Potter book series), *crowdfunding* (fundraising for a project by attracting contributions from a large number of people, usually through the Internet), *hangry* (feeling of anger or irritability arising from hunger) (Дзюбіна, 2018, p. 40).

**Syntactic neologisms** involve the creation of new syntactic structures, such as a new word order, to express new meanings. Here are some examples: *there's an app for that* (a phrase used to indicate that there is a digital solution to a problem or need), *because [noun]* (a construction used to explain or justify a decision or action, e.g. "I'm not going to the party because homework"), *sorry not sorry* (a phrase used to indicate that the speaker is not really sorry for something he/she said or did) (Гладка, 2013, p. 23).

**Phraseological neologisms** involve creating new phrases to express new meanings. Examples for this type of neologisms are: *netflix and chill* (a phrase used to invite someone to watch a film or TV show together, with a hint of romantic interest or sexual activity), *squad goals* (a phrase used to describe a group of friends or colleagues with admirable qualities or achievements), *on fleek* (a phrase used to describe something stylish, well executed or perfect), *FOMO* (an acronym for "fear of missing out", used to describe anxiety arising from feeling excluded from a social event or experience) (Alieva, 2022, p. 70).

### 1.3. Neologisms in blogs



Neologisms are particularly prominent in blogs - internet sites or sections within an internet site that publish regular entries (posts) in chronological order (Dodds, Danforth, 2010, p. 443). This is because blogs provide a platform for expressing individuality and creative freedom, and authors can use neologisms to express their thoughts and ideas more accurately. In addition, blogs often deal with hot topics that change rapidly and require an updated vocabulary, so neologisms are introduced and added to this vocabulary. For example, in technology-related blogs, new terms and abbreviations may appear that have not yet been included in dictionaries (Lustová, Caha, 2014, p. 1810). Bloggers may use these new terms and abbreviations to describe recent trends and developments in their field. Also, neologisms in blogs can help authors to attract readers' attention and stand out from other blog authors, as new and interesting words can help to attract the audience and make the posts more memorable.

#### **1.4. Thematic groups of neologisms**

The semantics of neologisms depend on many factors, such as the context, the way the word is formed, the sound, the motivation and intention of the word creator (Cook, 2010, p. 150). The context in which a neologism is used can determine its meaning and significance. For example, the word "*tweet*" may have a different meaning in the context of social media and in the context of birds. The way in which a neologism is formed may also affect its semantics. For example, if a neologism is formed by combining two words, its meaning may be derived from the meanings of the two words. The sound of a word may evoke associations in the listener that may affect its semantics. The motivation of the creator of the word, that is, the reason why it was created, may also be important in determining its meaning and significance. Finally, the intention of the creator of the word can also influence its semantics (Cook, 2010, p. 153).

The semantics of neologisms is also related to their thematic group, as the thematic group may influence the meanings and connotations of neologisms. For example, if the topic is new technology, then neologisms related to this topic may

have semantics related to innovation, modernity, etc. At the same time, if the topic of the blog is health-related, the neologisms used in this context may have semantics related to medicine, treatment, prevention, etc. Thus, thematic group can be an important factor that influences the semantics of neologisms (Koltsova, 2017, p. 608). Blogs themselves are a good source of neologisms and the development of their semantics, as they often reflect new trends, social phenomena and cultural features that can generate new terms and expressions.

The most common thematic groups of English neologisms that are often used as blog topics are: *everyday life, family life, social life and politics, business, science and technology, medicine and health, culture* (Bovt, 2022, p. 200).

Neologisms related to everyday life have semantics related to ***food and drink*** ("*foodie*," (a person who is passionate about), ***fashion*** ("*athleisure*," (a hybrid style of sportswear usually worn as casual wear), ***work and career*** ("*work-life balance*" (balance between work responsibilities and personal life), ***relationships*** ("*ghosting*" (the sudden cessation of communication with someone without explanation or warning), ***entertainment*** ("*binge-watch*" (the practice of watching several episodes of a television series or streaming movie marathon in one sitting), ***self-care*** ("*hygge*" (used to describe a feeling or atmosphere of cosiness, comfort and contentment) (Bovt, 2022, p. 209).

Family-related neologisms have semantics related to ***parenting*** ("*helicopter parenting*" (parenting style where parents watch their children like helicopters, always ready to step in and solve problems for them, not letting them make decisions and deal with difficulties on their own)), ***relationships*** ("*blended family*" (a family model where parents live together with children from previous marriages/relationships and/or their own children)), ***technology*** ("*digital parenting*" (use of technology by parents to manage and control their children's use of digital devices and the Internet)), ***household management*** ("*momprenneur*" (a mother who starts and runs her own business while taking care of her family and children)), ***family diversity*** ("*multigenerational family*" (family unit including at least three generations living together or in close proximity to each other)) (Bovt, 2022, p. 213).

The thematic group, which refers to social life and politics, may include meanings related to ***social movements*** ("*Black Lives Matter*" (a movement that seeks to highlight and combat systemic racism and violence against black people)), ***political ideologies*** ("*neoliberalism*" (a political and economic philosophy advocating free-market capitalism, deregulation and reduced government intervention in the economy)), ***digital politics*** ("*e-governance*" (using information and communication technology to improve and transform management processes)), ***international relations*** ("*Brexit*" (Britain's exit from the European Union)), ***elections and voting*** ("*voter suppression*" (any efforts to prevent or hinder people from exercising their right to vote))(Bovt, 2022, p. 216).

Another thematic group related to business also has semantics. They are related to ***entrepreneurship*** ("*bootstrapping*" (starting a business or project without external help or capital)), ***technology and digital business*** ("*platform economy*" (online platforms that allow transactions between users, for example, Uber)), ***marketing and advertising*** ("*omnichannel*" (the practice of providing a seamless and integrated customer experience across multiple interaction channels)), ***workplace and human resources*** ("*workforce analytics*" (the use of data analysis and statistical models to obtain information on the organisation's workforce)), ***finance and investment*** ("*fintech*" (integrating technology into financial services to make them more efficient, accessible and innovative)) (Bovt, 2022, p. 218).

For neologisms related to science and technology, the semantics include everything related to both science and technology. For example: ***artificial intelligence and machine learning*** ("*neural network*" (a type of artificial intelligence that is modelled on the structure and function of the human brain)), ***digital and information technology*** ("*cybersecurity*" (practices to protect electronic devices, networks and confidential information from unauthorised access, theft and damage caused by cybercriminals)), ***biotechnology and genetics*** ("*bioprinting*" (the use of 3D printing technology to create living tissue and organs)), ***energy and sustainability*** ("*renewable energy*" (energy from naturally replenished sources)),

*space exploration and astronomy* ("*space tourism*") (the practice of travelling into space for business purposes)) (Bovt, 2022, p. 222).

The group including medical and health neologisms includes semantic subgroups such as: *digital health* ("*telemedicine*" (the use of telecommunications and information technology for the remote provision of health services)), *precision medicine* ("*pharmacogenomics*" (a field that combines pharmacology and genomics to develop safe and effective medicines)), *infectious diseases* ("*zoonotic*" (diseases or infections that are transmitted from animals to humans)), *health and wellness* ("*wellness tourism*" (travel for the purpose of promoting health and well-being, through, for example, spa treatments or yoga)), *medical devices* ("*3D printing*" (creating three-dimensional objects from a digital file by superimposing successive layers of material. As a medical device, it acts as a means of creating living tissue and organs)) (Bovt, 2022, p. 226).

The group denoting culture includes the semantics of *pop culture* ("*meme*" (an image, video, phrase or idea that is transmitted and reproduced with slight changes as it is transmitted from person to person)), *social media* ("*hashtag*" (a word or phrase preceded by a # symbol used to identify and categorise content on social media platforms)), *diversity and inclusion* ("*allyship*" (the practice of supporting and advocating for members of under-represented communities)), *creative arts* ("*fan fiction*" (a genre in which they create their own stories using the characters, setting and themes of the original work)), *literature and publishing* ("*audiobook*" (recording of a book or other work read aloud)) (Bovt, 2022, p. 229).

Some examples of blogs where neologisms from these groups have been used: Deb Perelman used a neologism "*foodie*" in her blog entitled 'Garlic Butter Shrimp with Asparagus: "... And if you're a *foodie* who loves to entertain, this dish is the perfect centerpiece for a spring brunch or dinner party". Leandra Medine used the neologism "*athleisure*" in her blog "The Ten Commandments of Capsule Wardrobing": "... And don't forget about *athleisure*! It's the perfect way to add comfort and functionality....". One famous blog that frequently discusses neologism "*work-life balance*" is "The Work at Home Woman" by Holly Reisem Hanna. Here

are some excerpts from posts on her blog where these terms are used: "**Work-life balance** is all about finding the right mix of work and personal time to achieve happiness, health, and fulfillment in both areas of your life".

The blog Why People Ghost - and How to Get Over It by Adam Popescu includes the neologism "ghosting": "**Ghosting** — when someone cuts off all communication without explanation — extends to all things, it seems. Most of us think about it in the context of digital departure: a friend not responding to a text, or worse, a lover, but it happens across all social circumstances and it's tied to the way we view the world".

Thematic groups of neologisms can reflect the interests and preferences of bloggers and their audiences, as well as language trends related to the use of social media platforms.

## CHAPTER TWO

### FUNCTIONING OF NEOLOGISMS IN CONTEMPORARY ENGLISH BLOGS

There are several functions of neologisms in modern English: Sakaeva distinguishes **nominative and stylistic** neologisms (Sakaeva, 2018, p. 110), Würschinger denotes **communicative** (Würschinger, 2021, p. 5), Dmitruk and Lysenko denote **pragmatic** (ДМИТРУК, ЛИСЕНКО, 2021, p. 316), Derevynska singles out **norm-forming** (ДЕРЕВІНСЬКА, 2022, p. 18), Tataraniuk emphasizes **syntactic** (ТАТАРАНЮК, 2012, p. 219) and Golovko highlights **temporal** (ГОЛОВКО, 2012, p. 34).

#### 2.1. Nominative function of neologisms

Nominative function (a function that names) means that neologisms make speech more "evaluative". In blogging, it functions as a way to help understand a word or phenomenon that has not yet been given a name. For example, the neologism "*selfie*". People used to say or write in blogs or elsewhere that they took a picture of themselves when they do it. But when the neologism "*selfie*" emerged, the word became a shorthand for the phenomenon of photographing oneself. Similarly, neologisms such as "*vlog*" (video blog), "*tweeps*" (people on Twitter) and "*staycation*" (holidays spent at home or nearby) are examples of neologisms that function as newly formed nouns in contemporary English blogging. Thus, the nominative function of neologisms helps bloggers to express new concepts in a concise and effective manner, without resorting to long descriptions or explanations and keeping things fresh and interesting (Sakaeva, 2018, p. 113).

#### 2.2. Stylistic function of neologisms

The stylistic function (a function that conveys some style) of neologisms refers to the way newly created words or phrases are used in language to convey a certain tone or effect. It also makes speech more expressive (Simon, 2012, p. 2). In

contemporary English blogs, this feature makes them not only expressive, but also creates a sense of humour or playfulness. Bloggers often invent new words or phrases to make fun of a topic or make a clever pun. For example, the word "*hangry*" (a combination of "hungry" and "angry"), which we've already mentioned, is a neologism used to describe feeling annoyed by hunger. As an example, a food blogger who writes about quick and easy meals for busy people might use the word "*hangry*" in a post titled "*Hangry No More: 10 Quick and Easy Meals That Will Fuel You*" The blogger can make a pun with this word by saying something like, "*Don't let hunger bring out the monster in you - satisfy your cravings and keep yourself in check with these tasty and hearty dishes*" (Sakaeva, 2018, p. 114).

In addition to humour and playfulness, the stylistic function of neologisms helps bloggers to signify new ideas, thus letting their readers know that they are at the forefront of new trends or ideas. For example, a blogger writes about the latest technological advances in virtual reality. To convey their expertise, they may use neologisms such as "*VR headsets*" (virtual reality glasses), "*haptic feedback*" (technology that allows a haptic connection or physical sensation through vibrations or movements) and "*augmented reality overlays*" (digital images, text or other virtual information that is superimposed on the user's real world using augmented reality technology) to describe recent advances in the field. By using these neologisms, the blogger lets his readers know that he is aware of the latest trends and ideas in virtual reality technology and that he has a deep understanding of the topic (Sakaeva, 2018, p. 115).

### **2.3. Communicative function of neologisms**

The communicative function of neologisms (a function that transmits from one to the other) of contemporary English blogs is to communicate new or emerging concepts, ideas or phenomena in a concise and effective manner (Würschinger, 2021, p. 6). Neologisms are often created in response to the need to describe something that has no specific name or cannot be accurately described by existing vocabulary. For example, using a new word or phrase to describe a complex or

abstract concept can make it easier for readers to understand and grasp the meaning of the concept. This can help bloggers engage readers and communicate their message more effectively. One example of such a blog is Arianna Huffington's "*The Age of Infobesity: How to Navigate Information Overload*", where she explained such neologisms as "*infobesity*" and "*information hygiene*" to readers: «*In today's digital age, we are bombarded with an overwhelming amount of information on a daily basis. From social media updates to news articles to emails, it can be difficult to sort through the noise and find the information that is truly valuable and relevant to our lives. This phenomenon is what I call "infobesity." It's a neologism that describes the overload of information that we are exposed to on a daily basis. Just as obesity is the accumulation of excess body fat, infobesity is the accumulation of excess information... So, how can we navigate the age of infobesity? One solution is to practice "information hygiene." Just as we practice personal hygiene to keep our bodies clean and healthy, we can practice information hygiene to keep our minds clear and focused. Information hygiene involves regularly decluttering our digital lives, limiting our exposure to negative or irrelevant information, and prioritizing the information that is most important and valuable to us...».*

In addition, neologisms can help create a sense of community between readers who share an interest in a particular topic. Using a common vocabulary of neologisms, bloggers and readers can communicate more effectively and form a common understanding of new ideas and emerging trends.

#### **2.4. Pragmatic function of neologisms**

The pragmatic function of neologisms (a function that affects someone for a purpose) is their ability to attract readers' attention, to denote new ideas, phenomena and trends, to express individuality and authorial style, and to convey the emotional colouring and atmosphere of a text, thus evoking emotions and reactions in readers of the blog (Дмитрук, Лисенко, 2021, p. 318). The pragmatic function of neologisms depends on their impact on the reader. To regulate this impact, neologisms are used due to their expressiveness and emotionality. One example of



the function is to create an effect of humour and irony. For example, the neologism "*quarantini*", a play on words between "quarantine" and "martini", is often used in blogs dealing with quarantine, creating a humorous effect and making the text easy to read during difficult times. Thus, the pragmatic function of this neologism is to evoke positive emotions and improve the mood of the reader of the blog during quarantine. One example of a blog where the word "*quarantini*" is used is the blog "VinePair" by Emma Cranston. The blog post is titled "*7 Quarantini Recipes for Your Next Virtual Happy Hour*" and provides recipes for cocktails that can be made at home during quarantine, hence the name "*quarantini*".

### **2.5. Norm-forming function of neologisms**

The norm-forming function (a function that creates and implements on a permanent basis) of neologisms in modern English blogs is to introduce new words or phrases into the vocabulary of the language, which can then become common and widely used by native speakers. Over time, neologisms can become part of the standard vocabulary of the language and even be included in dictionaries (ДЕРЕВІНСЬКА, 2022, p. 20). For example, we have already mentioned the neologism "*selfie*". When the word was first mentioned in 2002 on the ABC Online blog, it was initially overlooked until it became more and more popular each year (ABC Online, 2014). Thus, the blog where this new word was written helped introduce it into the general vocabulary and it became used by absolutely everyone, and other blogs that used the word were popular because the word was extremely well known.

In addition to creating popularity, this feature can also help fill gaps in language vocabulary by providing new words to describe new technologies, cultural phenomena and social trends. This is especially relevant in the age of social media and digital communication, where new concepts and ideas are constantly emerging that require new language to describe them.

### **2.6. Syntactic function of neologisms**

The syntactic function of neologisms (a function that refers to parts of speech) is to indicate which part of speech a neologism refers to. Neologisms in blogs can appear as nouns, verbs, adjectives, adverbs and other parts of speech (Татаранюк, 2012, p. 220). For example, the neologism "*infodemic*" functions as a noun in a sentence from the World Health Organization (WHO) Newsroom blog by WHO staff writers: "*We're not just fighting an epidemic; we're fighting an **infodemic**. Fake news spreads faster and more easily than this virus, and is just as dangerous*" (this usage of "*infodemic*" as a noun highlights the impact of false information on the public's understanding of the pandemic, and the need to combat it alongside the physical spread of the virus), but can also be in the form of an adjective, as in a sentence from a Forbes blog by Bruce Y. Lee: "*Thus, we have an **infodemic** situation, a situation in which there is an overwhelming amount of information and misinformation*" (this usage of "*infodemic*" as an adjective emphasizes the extent and scale of information surrounding the coronavirus, and the challenge of sorting through it all to determine what is accurate and trustworthy). Similarly, the neologism "*zoom bombing*" functions as a verb in sentence "*The meeting was disrupted by someone who **zoom bombed** it*" or it can function as a gerund in sentence "***Zoom-bombing** is becoming an increasingly common form of cyber-attack during online meetings and webinars*". Also, the syntactic function depends on how the neologism is used in context and how it fits into the grammatical structure of a sentence or phrase. Thus, the syntactic function of neologisms may change the relation of a word to its context depending on which part of speech it belongs to.

## **2.7. Temporal function of neologisms**

The temporal function of neologisms (a function that refers to something temporal) refers to how new words and expressions are used to reflect a specific cultural and social temporal context. Neologisms can be used to reflect recent trends, developments and innovations, as well as to reflect the changing attitudes, beliefs and values of society at a particular point in time (Головко, 2012, p. 36). One of the

temporal functions of neologisms in contemporary English-language blogs is to reflect the spirit of the time at a particular moment. For example, during the COVID-19 pandemic, many neologisms from blogs emerged to describe new social and cultural phenomena associated with the pandemic, such as "*social distancing*" (the practice of maintaining physical distance from other people to prevent the spread of COVID-19), "*COVIDiot*" (someone who ignores public health recommendations related to COVID-19) and "*quarantine pod*" (a group of people who agreed to communicate only with each other during the pandemic to reduce their risk of infection). These neologisms were created to reflect the unique experiences and challenges of living during a pandemic. One example of a blog using one of these words was on the Wired blog by Maryn McKenna: "*People who continue to congregate in large groups or hold parties in defiance of stay-at-home orders are, quite frankly, **COVIDiots**: a new term coined by my colleague Sharon Begley, to describe those who insist on putting themselves and others in danger.*"

Another temporal function is to indicate the short life span of neologisms. They may be used only a couple of times for a certain period of time, or they may no longer be used. For example, neologisms such as "*covexit*" (meaning the end of the COVID-19 pandemic). It was used a couple of times when the coronavirus pandemic was over and no one has used it practically since.

## GENERAL CONCLUSIONS

Neologisms are new words or meanings of old words which appear in the language to denote new objects, phenomena or events and therefore do not immediately enter the active vocabulary of the language. They are created by borrowing words from other languages, creating complex words, abbreviations,

acronyms and mixtures. Neologisms are of several types: semantic, morphological, lexical, syntactic and phraseological. Semantic neologisms have new meanings from the original meaning of a word. Morphological ones are created by adding prefixes, suffixes or other morphemes to existing words. Lexical ones are pure new words. Syntactic refers to the creation of new syntactic structures, e.g. a new word order. Phraseological ones involve the creation of new phrases or idioms to express new meanings. In blogging, neologisms are used quite often because blogging itself is a platform for self-expression and creative freedom, and neologisms help to express them more accurately. Newly-created words in blogs attract attention, describe the latest hot topics and events, and add to their vocabulary.

The semantics of neologisms in blogs depends on many factors - context, how the word is formed, sound, motivation and the intention of the word creator. Also, the semantics of neologisms are related to the thematic group of neologisms, because they can influence their meanings and connotations. The most popular thematic groups are: *everyday life, family life, social life and politics, business, science and technology, medicine and health, culture.*

The functioning of neologisms in blogs is quite diverse. They perform such functions as: nominative, stylistic, communicative, pragmatic, norm-forming, syntactic and temporal. The nominative function of neologisms in a blog helps to understand a word or phenomenon that has not yet been given a name. The stylistic function conveys a certain tone or effect, such as humour, playfulness or signifying new ideas. The communicative function briefly and effectively communicates new or emerging concepts, ideas or phenomena to readers and creates a sense of community. The pragmatic function depends on influencing the reader and attracts their attention to evoke emotions and reactions, gives new ideas, expresses personality and authorial style, and conveys the emotional colouring and atmosphere of the text. The norm-forming function helps to create new words that will later be introduced into the general vocabulary and make them popular. The syntactic function indicates to which part of speech the neologism belongs and how this affects its relation to the context. The temporal function refers to how new words

and expressions are used to reflect a specific cultural and social temporal context and indicates the short life span of the neologism.

## **RÉSUMÉ**

Робота присвячена вивченню неологізмів, репрезентованих у сучасних англомовних блогах, з фокусом на їх семантиці та функціонуванні. У дослідженні застосовано лінгвостилістичний підхід до вивчення неологізмів.

Курсова робота складається зі вступу, трьох розділів, висновку, резюме, списку використаних джерел та списку ілюстративного матеріалу. У першому розділі узагальнено підходи до поняття неологізм, з'ясовано особливості походження неологізмів, встановлено типи неологізмів та роль неологізмів у блогах, розкрито семантику неологізмів в англійськомовних блогах та виокремлено їх тематичні групи. У другому розділі розглянуто функції неологізмів в англійськомовних блогах прикладах, таких як: кулінарний блог Деб Перельман «Garlic Butter Shrimp with Asparagus», модний блог Леандри Медін «The Ten Commandments of Capsule Wardrobing», блог про кар'єру та роботу Холлі Райсем Ханни «The Work at Home Woman», бізнес блог Аріанни Хафінгтон «The Age of Infobesity: How to Navigate Information Overload», блог про медицину та здоров'я Мерін МакКенни «Wired» та працівників ВОЗ «World Health Organization (WHO) Newsroom», політичний та економічний блог Брюс Й. Лі «Forbes» та блог, що спеціалізується на напоях Емми Кранстон «VinePair».

Ключові слова: неологізми, семантика неологізмів, функція неологізмів, англомовні блоги, тематичні групи

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