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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

**ЛІНГВО-СТИЛІСТИЧНІ ОСОБЛИВОСТІ ПЕРЕКЛАДУ
НЕОЛОГІЗМІВ З АНГЛІЙСЬКОЇ МОВИ
(НА МАТЕРІАЛІ СУЧАСНОГО МЕДІЙНОГО ДИСКУРСУ)**

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INTRODUCTION

The relevance of the study. In the era of globalization and rapid development of information technologies, language as a living organism is in constant motion and development. The dynamism of the language system is especially evident at the lexical level, in particular in the processes of neologization. The emergence of new words and meanings is a natural reaction of the language to changes in society, because "replenishment of the vocabulary is one of the most important directions of adaptation of the language system to new communication needs" [12, p. 7]. The problem of neologisms and their translation attracts the attention of many researchers (Y.A. Zatsnyi, V.I. Karaban, V.N. Komisarov, L.P. Krysin, O.O. Selivanova, O.A. Styshov, etc.), because it is in innovations that the current trends in language development and interlingual interaction are most fully reflected.

The English language is a particularly active "supplier" of lexical innovations in today's globalized world. Due to political, economic, and cultural influences, English has become a kind of "lingua franca" of international communication, and thus a powerful source of neologisms in many languages, including Ukrainian. At the same time, one of the most favorable areas for the production and dissemination of English-language innovations is media discourse.

At the same time, the translation of English neologisms into Ukrainian is associated with a number of lexical and semantic, pragmatic, and socio-cultural difficulties. "The non-standard and somewhat chaotic nature of neologization processes" [1, p. 6], as well as differences in the pace of updating the lexicons of English and Ukrainian, necessitate the search for effective strategies for reproducing innovations in translation, taking into account their structural and functional parameters.

Despite the existence of a considerable number of studies on neology and translation, there is still a lack of an integral study that would highlight the specifics

of the transmission of English-language innovations in Ukrainian media texts on a wide range of contemporary material. All this determines the relevance of the chosen topic.

The purpose of the study is to identify the linguistic features of English neologisms in media texts and to find out the main ways of their reproduction in Ukrainian translation.

Realization of this goal involves solving the following **tasks**:

1. To outline the theoretical foundations of the study of the concept of "neologism" and the main approaches to its interpretation;
2. To systematize the existing classifications of ways of creating neologisms;
3. Determine the criteria for selecting factual material and the principles of its research;
4. To characterize the structural, semantic and functional parameters of English-language innovations in media texts;
5. To find out the dominant ways and transformations in the English-Ukrainian translation of neologisms;
6. Identify the difficulties of reproducing English-language innovations in Ukrainian and ways to overcome them.

The object of the study is neologisms in the English-language media discourse.

The subject of the analysis is the structural and semantic characteristics of English neologisms and the ways of their translation into Ukrainian.

The material of the study was 180 English-language neologisms selected by the method of continuous sampling from the electronic versions of The New York Times, BBC News, and CNN International for 2018-2022. The total volume of the analyzed texts is about 150 thousand word uses.

The research methods are determined by the specifics of the factual material and the tasks set. The following methods were used in the study: the method of continuous sampling - to form an empirical basis; descriptive method - to inventory and systematize the structural, semantic and functional characteristics of neologisms;

component analysis - to establish the semantic structure of innovations; contextual analysis - to identify the functions of neologisms in media texts; comparative analysis - to compare English-language units and their Ukrainian translation equivalents; translation analysis - to determine the ways and transformations in the translation of neologisms.

The scientific novelty of the study lies in the fact that for the first time a comprehensive analysis of English-language neologisms in media discourse from the translation aspect was carried out on the material of the latest English-language media; the quantitative correlation of different types of lexical innovations and ways of their translation into Ukrainian was found; the difficulties of reproducing English-language neologisms due to their structural and semantic features and differences in the derivational systems and cultural worldviews of the two languages were outlined.

The theoretical significance of the results is determined by their contribution to the further development of nominalization theory, neology, translation studies and text linguistics. The study deepens scientific understanding of innovative processes in the English language, their reflection in media discourse, as well as the patterns and mechanisms of interlingual mediation.

The practical significance of the work is determined by the possibility of using its materials and conclusions in teaching courses on English lexicology, stylistics, translation studies, in special courses on neology and media linguistics, as well as in compiling textbooks. The results of the study can be taken into account in translation activities and in the practice of compiling dictionaries of new vocabulary.

CHAPTER 1. LINGUISTIC PHENOMENON, TRANSLATION PECULIARITIES, AND DISCOURSE

1.1. Definition of the term "neologism"

The concept of neologism is one of the key ones in linguistics, as it refers to lexical innovations that constantly appear in the language and reflect the continuous development of society and its needs. Neologisms are used to nominate new realities, concepts, phenomena, and processes in various spheres of human activity. They are a kind of marker of progress and changes taking place in the world and society.

Despite the importance of this concept, there is still no single, generally accepted definition of the term "neologism" in linguistics. Different linguists offer their own definitions, focusing on different aspects of this phenomenon.

In the eighteenth century, linguists were skeptical about the emergence of new words, believing that their very existence "disrespected" the native language, not to mention their use. However, the process of enriching the vocabulary is historically necessary and important to ensure that the language meets the current needs of society in various aspects of life, including communication and cultural development. The term "neologism" has a long history in linguistics and remains a subject of debate due to many factors. It was first recorded in English in 1772, although similar concepts already existed in other European countries. Prominent linguists such as J. Algeo, J. Sheidlower, R. Fischer, E. McKean, and many other scholars from Ukraine and abroad have studied neologisms and related issues. In the last decade, numerous scientific works have appeared covering various aspects of neology, including its derivational, stylistic, pragmatic, discursive, cognitive, lexico-grammatical, sociolinguistic, cultural and psycholinguistic aspects. Particular attention is paid to the study of the author's novelties, as well as to the analysis of semantic and syntactic

innovations and occasionalisms. The problem of defining a "neologism" remains relevant due to the relative subjectivity of the duration of a word's existence in the status of a new formation. Modern research on neologisms is aimed at identifying the typology of new words in the language, which will help to systematize the neological material. The term "neologism" originates from the French language in 1735 and means the use or habit of using new words, innovations in the language, as well as new words or expressions themselves. Since then, it has become common in linguistics to refer to new words

In terms of its internal structure and origin, the term "neologism" covers not only new words, but also new meanings of existing words that become lexical innovations or semantic neologisms. New idioms are also considered neologisms, which reflects the logic of linguistic development: first, words can change their meanings in stable expressions, and second, word combinations can function as separate words.

E.Y. Gorodetskaya offers an important approach to the definition of neologisms, emphasizing "time" as a criterion for their definition. Words that have appeared in the language after a certain time threshold are considered neologisms as long as they are novel and relevant. Over time, when a word becomes widely used, it loses its neologism status.

There are five main criteria for defining neologisms:

1. A word that names a new object or phenomenon.
2. Stylistic novelty: the word evokes a sense of new meaning.
3. A synonym that has a new connotation compared to an existing word.
4. A word that has a certain duration of existence in a language and culture.
5. The presence or absence of a word in dictionaries as an indicator of its novelty.

T. Popova identifies several theories that help to understand the essence of neologisms, including the stylistic theory, which emphasizes the importance of the feeling of novelty of a word when it is used and relevance as the main criterion for identifying neologisms.

The problem of neologisms is relevant to many fields of linguistics, including lexicology, word formation, terminology, translation studies, etc. Neologisms attract the attention of linguists as an interesting object of study that helps to better understand the processes of replenishing the lexical composition of the language, the ways of nominating new concepts, and the interaction of internal and external factors of language development.

Despite the widespread use of the term "neologism" in the linguistic literature, there is still no single, generally accepted definition. Different linguists emphasize different aspects of this phenomenon, offering their own definitions. One of the most common definitions belongs to O.S. Akhmanova, who interprets a neologism as "a word or expression created to denote a new concept or to express an existing concept in a new verbal shell" [5, p. 253]. Thus, the key features of neologism in this definition are the novelty of form and/or meaning. L.P. Yefremov considers neologisms as "lexical units that appear in the language to denote new concepts and realities that have recently been introduced into life" [19, p. 10]. The emphasis here is on the novelty of the denoted realities and concepts themselves, and not only on formal or semantic novelty. I.V. Arnold offers a broader definition, calling neologisms "lexical novelties denoting new concepts, objects and phenomena in all spheres of human activity" [3, p. 238]. This definition covers both newly created units and borrowings and semantic innovations.

Summarizing various approaches, we can formulate the following definition: a neologism is a new word, phrase, or new meaning of an already known word that appears in a language to nominate new realities, concepts, objects, or phenomena in various spheres of human activity.

Despite differences in definitions, most linguists identify the following key features of neologisms:

1. Novelty. This feature is crucial for neologisms and is manifested both on the formal (new sound or graphic shell) and semantic (new meaning) levels.

2. Lack of stability in the language system. Unlike common words, neologisms are not yet fully entrenched in the lexical structure of the language and are often perceived by speakers as new entities.

3. Low frequency of use. Due to their novelty and unusualness, neologisms are initially used in a limited way, gradually becoming widespread in speech.

4. Nominative. Most neologisms are created to name new realities, concepts, phenomena, etc.

5. Lack of derivatives. At the initial stage of their existence, neologisms usually do not form derivatives through affixation, word formation, etc.

6. The tendency to terminologize. Many neologisms appear in specialized fields of knowledge and gradually become part of terminology systems.

7. Absence in lexicographic sources. New words that have just entered the language are not yet recorded in explanatory and translation dictionaries.

Thus, the combination of the features of novelty, instability, limited use, nominativity, and non-inclusion in lexicographic sources allows us to separate neologisms from the rest of the lexicon of a particular language.

The emergence of neologisms in the language is a multifaceted phenomenon, but their main function remains nominative or nominative. Neologisms are used to name new realities and concepts that emerge in the process of development of the material and spiritual culture of mankind. For example, the emergence of such new inventions as the computer, the Internet, the mobile phone, and many others has led to the emergence of numerous neologisms to refer to them.

In addition to the nominative function, linguists also distinguish other functions of neologic units. The cognitive function is to record and preserve in the language the results of human cognition of the environment. Neologisms help to comprehend new phenomena, events, processes and preserve them in the language for further knowledge transfer. The communicative function allows the use of neologisms to ensure successful communication, in particular in professional fields where special terms are actively used.

The expressive function of neologisms is realized in the speakers' desire to achieve an enhanced emotional and stylistic effect, to make their speech more imaginative and expressive with their help. The economic function is manifested in the compactness of neologisms compared to descriptive constructions for the same concepts (e.g., "briquette" instead of "pressed coal fuel"). The identifying function lies in the fact that the use of certain neologisms can be a marker of the speaker's belonging to a certain social, age, professional or social group.

The euphemizing function of neologisms is associated with the speakers' desire to use them to disguise undesirable or sensitive concepts. Finally, the humorous function is manifested in the creation of humorous, ironic neologisms in order to achieve a certain comic effect. However, it is worth noting that different neologisms realize the identified functions to different degrees, but the nominative role of neologisms in the language remains primary and fundamental.

Turning to the functioning of neologisms in different types of discourse, it is worth noting that neologisms are an integral part of almost all spheres of human communication. However, their role and specifics of realization differ in different types of discourse.

- Scientific discourse is a type of discourse characterized by a high density of terminological neologisms that arise as a result of the need to nominate new scientific concepts, discoveries, approaches, theories, etc. In particular, the most active sources of terminological neologisms are currently the fields of information technology, bioengineering, physics, and chemistry.

- Technical discourse - similar to scientific discourse, technical discourse actively uses special terminology and neologisms to name new devices, mechanisms, materials, technological processes, etc. Neologisms are formed especially intensively in the high-tech and computer engineering industries.

- Official business discourse - in the sphere of official business communication, neologisms most often arise in connection with the need to nominate new social realities, political, economic, and legal phenomena.

- Journalistic discourse - the media are a powerful generator and repeater of a wide variety of neologisms that not only name new realities, but also add imagery and expressiveness to journalistic texts and help to attract the attention of the audience. Journalism often borrows neologisms from other discourses.

- Artistic discourse - writers and poets are active creators of occasional new words, individually-authored neologisms that serve to create special stylistic effects and emphasize poetic expression. However, a significant part of such new words is short-lived and not in general use.

- Colloquial discourse - there is an extensive system of slang and slang neologisms that are quickly renewed, emphasize belonging to a particular subcultural or age group, and serve as a means of language play and expression. At the same time, they can also become commonly used.

- Advertising discourse - advertising is a sphere of active use of nominative and stylistic neologisms that help to draw attention to a new product, emphasize its uniqueness and pragmatic appeal. Advertisers often use euphemisms.

Thus, the role of neologisms in different types of discourse is differentiated depending on the functions of each discourse and the communicative needs realized with its help. However, a common feature for all types of discourse is the use of at least nominative neologisms as a means of replenishing the language's vocabulary. Lexical neologisms have always posed certain difficulties for translators, because their unusual, non-standard and rapid updating of vocabulary requires finding adequate ways to reproduce their form and meaning in the target language.

1.2. Ways of creating neologisms

Neologisms are new words and phrases that appear in the language to denote new realities, concepts, objects, or phenomena in various spheres of human activity. They are an integral part of a living language system that is constantly evolving and enriching. Neologisms arise in different ways, using the internal resources and capabilities of the word-formation system of a particular language or borrowing

elements from other languages. In modern linguistics, there are a number of main ways of creating neologisms, which can be divided into morphological, lexical and semantic, and borrowing.

Let's take a closer look at each of these ways of forming new words. The morphological ways of creating neologisms include affixation, word formation, contraction, telescoping, conversion, regression, and reverse word formation. Affixation is one of the most common ways of adding new items to the lexical structure of languages. It involves attaching prefixes and suffixes to existing roots or stems to form new words. For example, in English, prefixes such as auto- (car wash), web (web browser), super- (supermodel), and others are highly productive. Novelties with the suffixes -ing (windsurfing), -er (-or) (gamer, user), -ation (webinar), etc. are also common. The Ukrainian language actively uses prefixes such as extra-, super-, ultra-, anti-, lie-, pseudo- and suffixes such as -nik, -ets, -ist, -ka, -at, etc.

Word compounding is also one of the most productive ways of forming neologisms in both Slavic and analytical languages, such as English. It involves combining two or more fully meaningful words or stems into a new lexeme. For example, an aspiring writer, a man of the month, McDonald's food, etc. Often, shortened bases are used in word formation, which makes new words more compact and concise, for example web (from World Wide Web)[22].

Shortening itself is another way of creating neologisms. It consists in truncating a complex lexical unit without changing its lexical meaning in order to simplify and compact it. Often, neologisms are formed by truncating only one part of a compound word (regression): e.g., okie (from computer).

Telescoping, or word merging, is a specific method of word formation that involves combining parts of two or more words into one new lexical unit, with the initial part of one lexeme merging with the final part of the other. The result of such a merger is a compact telescopic unit that semantically incorporates the meanings of all its components.

Conversion, which is especially productive in Germanic languages, particularly English, but not in Slavic languages, involves the transfer of a word from one part of

speech to another without any changes in its form, only by changing its syntactic function. This is how new verbs (to cut the price, to green the city) or nouns (filler, underachiever) are created from the bases already present in the language.

Reverse word formation is the opposite of regression, when an imaginary stem is dropped from a derived word, resulting in a new word that is perceived as primary. For example, the verb evacuate was created by backward formation from the noun evacuation, when the imaginary second part -ation was dropped from the latter.

In addition to morphological, lexical and semantic ways of forming new words, such as metaphor and metonymy, are also productive. A metaphor is a reinterpretation of the meaning of an existing word based on similarity or analogy, for example: window (of a computer program), kernel (operating system kernel). Metaphorical reinterpretation has also led to the emergence of such neologisms as worm (computer virus), web (Internet network), etc.

Metonymy as a lexical and semantic means of vocabulary acquisition involves the transfer of a name from one object or phenomenon to another based on the relatedness of concepts. For example, the use of the name of the revolutionary unit "White Wing" to refer to the pilots of this unit during the Ukrainian Revolution. Another example is the word "barbell", which originally meant a metal bar, but later metonymically became the name of a weight class in weightlifting.

Borrowing is one of the main sources of replenishing the lexicon of any language with neologisms. We distinguish between borrowed words that retain their authentic sound and spelling in the source language, calques - literal translations of foreign words into the material of the native language using the same model, and hybrid formations that combine both borrowed and native elements[26].

Actually borrowed neologisms are borrowed from other languages along with new realities. For example: DJ, host, hipster, trolling, sharing, blockchain, franchising, promoter, mixer, etc. In the process of functioning in the recipient language, such words undergo phonetic and grammatical adaptation to a certain extent, losing some features of the original system.

Calques are literal translations of foreign language words or phrases by correlating them with the corresponding vocabulary units of the native language. In this case, the very structure and method of creating a neologism are preserved, but using the resources of the native language. Examples include the neologisms cloud storage, hacker attack, and shopping mall.

Finally, hybrid neologisms are those formed by combining elements of different origins, i.e., using both native and borrowed components.

Thus, modern languages use a wide range of different ways to create new words that help enrich the vocabulary in response to the constant changes in all spheres of human activity. At the same time, not only newly created units appear, but also foreign language elements are actively involved, making the lexicon more international and universal[29].

Despite the general trends in the development of neologization processes, the choice of specific ways of creating neologisms depends on the peculiarities of the structure and word formation system of each individual language. For example, conversion as a way of neologization is typical for English and some other analytical languages, but it is not typical for Slavic languages such as Ukrainian or Russian, where affixation is more common. In addition, the difference between language systems is also manifested in the productivity of certain models and means of creating new words. Nevertheless, the principles of lexical acquisition remain common to all languages.

In the context of globalization and intensive interlingual contacts, borrowing as a way of creating neologisms is of particular importance. The leading position in this aspect is occupied by the English language as the main donor of neologic vocabulary in the modern world. Anglicisms are regularly borrowed by many other languages, and for the most part it is not just authentic borrowing, but various hybrid new words with elements of English. However, the international nature of modern phenomena and processes requiring nomination leads to the presence of parallel neologisms in many languages, formed by both morphological and semantic means[30].

In general, neological processes as a source of enrichment of the language's vocabulary are universal in nature and are associated with the constant development of human civilization, science, technology, culture and all spheres of society. The ability of a language to be replenished with new units in various ways allows it to respond flexibly to new nominalization needs and successfully perform its communicative function in a changing world. Therefore, neologization is one of the most important patterns of functioning and evolution of living languages in modern conditions.

Affixation, in particular prefixation and suffixation, remains one of the most productive sources of neologisms in Ukrainian, English and other languages. In English, for example, the following prefixes are actively used: anti (antivirus, antispam), arch (arch-sinner, arch-thief), hyper (hypermarket, hypermagazine), e-/el- (e-commerce, e-book). Productive suffixes include: -er (-enter, -vencher, -user), -ing (shopping, diving, hiking), -hall/-goal (work hall, shopaholic), -gate/-game (jogate, pokerface), -way (getaway, loungeway).

In Ukrainian, affixation is also a very common way of adding new items to the lexicon. We can cite examples with the prefixes anti (antireklama, antiprogram), hyper (hyperactivity, hypermarket), arch (bishop, arch-thief), de (de-heroization, deideologization), counter (counterattack, counterstrike), extra (extraclass, extrasensory), and many others. Among the productive suffixes in the Ukrainian language are: -nik (entrepreneur, politician), -k(a) (music, track), -ism (businessism, piracy), -ism (extremism, terrorism), -ist (extremist, separatist), -ation (inflation, urbanization).

Word compounding is also one of the most common ways of creating neologisms in modern languages. In English, there are numerous examples of neologisms from the field of computer technology and the Internet: web-browser, smartphone, webcam, netbook, webmaster, web-zine, net-citizen, web-case, netcasting, web-robotics. Numerous shorthand terms from the field of economics and business are also common: e-cash, e-trading, net-broker, net-work, net-marketing,

net-working. Interesting examples of complex neologisms with everyday semantics are couch potato, ego-surfing, soap-dodger, mouse potato, and many others.

In the Ukrainian language, the model of word formation has also led to the formation of many neologisms, for example: computer-book, book-game, video art, video installation, online broadcast, blog-travel, cube-space, press resource, press design.

Abbreviations also remain a productive source of neologisms in many languages. In English, we have numerous examples: emcee (master of ceremonies), pc (personal computer), vlog (video blog), IM (instant message), BBS (bulletin board system), dma (dynamic random access memory), comic (tragi-comic), doc (documentary) and many others.

In the Ukrainian language, the abbreviation is also widely used to form neologisms, for example: завків (head of the department of cultural and educational work), космобуд (Space Rocket industry), and others.

Telescoping is another common way of creating neologisms in many modern languages. In English, the following examples can be noted here: Passion (passion+ration), glitch (little+hitch), slanguage (slang+language), movieline (movie+lifeline), brunch (breakfast+lunch), acrobatics (aerobic+acrobatics), dmailable (dematerialized+mailable).

Metaphorical and metonymic reinterpretation are also actively involved in the creation of many neologisms. In English, for example, the following metaphorical innovations are recorded: bug (computer virus), window (program window), tornado (ransomware), firewall (computer firewall), traffic jam (computer traffic jam). Metonymic neologisms include Channel (a channel, a company name for a television channel), West Wing (the US government), shadow cabinet (the opposition), etc.

In the Ukrainian language, examples of metaphorization include the following neologisms: web (Internet), putin (controlled, fake dialogue on the Internet), to chew (to consume information), and worm (computer virus). Metonymic reinterpretation can be observed in the neologisms red zone (a place of armed clashes), and TV.

Borrowings remain the main source of neologisms in all languages of the world in the era of globalization and intensive interlingual contacts. English is currently the main donor of lexical innovations. In Ukrainian, we have recorded the following anglicisms-neologisms: brand, wow effect, geek, digest, dunk tank, prime time, trashy, face control, hacker, headliner, shopping, and many others. There are also hybrid formations, for example: online, promotional, self-image, single-site.

In English, the most recent neologisms include words from French, Spanish, Japanese, and Arabic, e.g., delicatessen, consomme, omerta (Italian), macho, pinata (Spanish), sake, tsunami, kamikaze, karaoke (Japanese), intifada, ghazi (Arabic), etc.

As you can see, thanks to various ways of creating neologisms - affixation, word formation, abbreviation, telescoping, borrowing, semantic rethinking, etc. - the vocabulary of modern languages is constantly enriched with new units. This helps languages to respond flexibly to changes in all spheres of society, adapting to the dynamics of civilization processes. Neologisms are becoming a kind of indicator of human development, and their appearance in the language is a natural phenomenon in the era of globalization and progress.

1.3. Problems of translating neologisms

The translation of neologisms has always been and remains one of the most difficult problems in translation studies. The dynamic development of modern languages, the emergence of new realities, concepts and phenomena in various spheres of human activity cause their lexical composition to be continuously replenished with numerous neologisms. Therefore, translators are constantly faced with the task of adequately reproducing new lexical items in the target language. The problems of translating neologisms are caused by a number of linguistic, extralinguistic and pragmatic factors.

The linguistic problems of translating neologisms are primarily related to the lack of direct equivalents for a significant number of them in the target language. This problem is especially acute in the case of completely new nominative

neologisms, formed to denote realities that have not existed in a particular linguistic culture before. It is extremely difficult to overcome this problem by means of ordinary lexical substitution due to the lack of translation equivalents. Most neologisms have not yet been recorded in printed or electronic dictionaries and are found only in special glossaries and corpora of new words in certain languages. This objectively complicates their contextual identification and the search for optimal translation methods. An additional linguistic problem is the need to accurately convey not only the subject-logical (denotative), but also the contextual and connotative meanings of neologisms in translation.

Extralinguistic problems of translating new lexical items are associated with possible differences between the source and target linguistic cultures in the perception of a new reality that underlies a neologism. Neologisms as a linguistic and cultural phenomenon arise in a certain linguistic and cultural environment and in one way or another reflect the mental peculiarities of a certain community. In the case of significant cultural differences, a literal translation of a neologism with its original internal form and method of creation may prevent an adequate conveyance of the author's intentions in the source text. For the recipients of the translation, some of the original connotations may be incomprehensible or even distorted due to lack of awareness of the realities of the source culture.

Another serious problem is the uneven speed of spread of new words in different languages and their eventual entry into the norm or "washing out" from the lexicon. Some neologisms are actively used in the source language but remain on the margins in the target language. Others may not exist at all or have a different degree of novelty in different linguistic and cultural communities. This creates difficulties both for choosing the optimal translation method and for the adequate perception of new words by the recipients[25].

On the other hand, translators often have to overcome the pragmatic problems of translating neologisms related to the specifics of the communicative situation and the author's intention in each particular text. Neologisms can act not only as nominal units to denote new realities, but also as a means of creating certain stylistic effects,

such as humor, irony, imagery, etc. Individual author's novelties and occasional neologisms are often elements of language play, and they cannot always be translated using ordinary lexical equivalents. This requires creativity and a creative approach on the part of the translator. The communicative situation accompanying the use of a neologism is also a certain problem: a literal translation sometimes does not fully reproduce the pragmatics of the original unit, given the parameters of the communicative act and the peculiarities of the discourse environment[21].

Given the numerous linguistic, extra-linguistic and pragmatic difficulties, there are various approaches and strategies to solving the problem of translating neologisms. One of the most common ways is borrowing - transliterating or practically transcribing the original neologism. For example, the English neologisms *agsnoavoom*, *sausage*, *intervoosh* can be translated into Ukrainian as *actionboom*, *sosbolio*, *interbook*, respectively. The choice of this technique is usually due to the lack of equivalent units in the target language, as well as the desire to maximize the preservation of the original form of the neologism, its literal meaning and connotations.

Another way to overcome the problem of translating new lexical items is calquing, a literal translation of neologism elements using their counterparts in the target language, which allows preserving the imagery and internal form of the new item. For example, the English phrase *cloud sdowns* can be translated into Ukrainian as *cloud storage*, and *wordzumping* as *slime* (word merger). Calculation often interacts with transcription in the translation of hybrid neologisms formed by combining elements of different origins[27].

If it is not possible to use borrowing or calquing, descriptive translation is used as a way to reproduce neologisms. This technique involves conveying the meaning of a new lexical item with the help of a more or less extensive explanatory phrase or sentence in the target language. For example, the English neologism "earworm" (a chorus or melody that suddenly and annoyingly spins in your head) can be translated into Ukrainian descriptively as "a suggestive musical phrase that spins in your head". Descriptive translation allows for the most accurate reproduction of the meaning of a

neologism, but often violates the compactness and conciseness of the original statement.

Sometimes the problem of translating neologisms can be overcome by using contextual substitution. This technique involves finding a match for a new word in the target language not by translating its form literally, but by taking into account the context of the source text and the associative links that are established between the neologism and other elements of the message. For example, the English computer neologism "spyware" in the context of the sentence "New anti-spyware software removes all malicious spyware programs" can be translated into Ukrainian as "spyware".

The choice of the optimal method for reproducing neologisms in translation depends to a large extent on the type of neologism itself. For example, nominative neologisms created to denote new realities are usually translated by borrowing, calquing, or contextual substitution. For stylistic author's neologisms, metaphorical or metonymic neologisms, a descriptive translation or the choice of a functional analog in the target language capable of reproducing the connotative color of the original neologism may be more appropriate.

At the same time, translators are also guided by a number of general principles and strategies when reproducing neologisms. In particular, the principle of capturing the maximum meaning by choosing the most relevant meaning of the neologism for the chosen context is recognized. Widely used and opposite to it is the principle of specific meaning transmission, when a neologism is translated very narrowly with a focus on only one specific meaning that is most appropriate for this context. In addition, there is the principle of preferential transmission of a foreign language word in its original form, which is realized through transcription and direct borrowing.

Contemporary translation studies also offer a number of specific strategies for solving the problem of neologisms in translation. Among them are the following:

- Alienation is the preservation of the form of a novelty in translation with a focus on the source language and culture.

- Domestication is the selection of correspondences oriented to the target culture to best convey the meaning of a neologism.
- Exoticization is the deliberate emphasis on the foreignness of xenism to emphasize the differences between source and target cultures.
- Naturalization is the phonetic and graphic design of a neologism according to the norms of the target language.
- Denotative translation focuses on conveying the subject-logical, referential aspect of a neologism.
- Connotative translation is a focus on reproducing the connotative meanings and stylistic characteristics of a neologism.
- Literal translation means preserving the dictionary equivalents of neologism elements with possible deformations at the level of the whole expression.
- Free translation is the transmission of the general meaning of a neologism with a loose reference to its form.

In translation practice, all of these methods and strategies are often combined and used together, compensating for each other. Only a comprehensive approach can achieve maximum adequacy and equivalence in the reproduction of neologisms.

In addition to linguistic difficulties, the translation of neologisms is often complicated by extralinguistic factors. First, there are differences in the pace of spread and perception of new words and concepts by speakers of different languages due to differences in cultural and historical contexts, traditions, mental characteristics, etc. Secondly, the specifics of certain types of discourse also determine the different role and functional parameters of neologisms in the source and target texts, which requires additional translation efforts. Thirdly, the individual idiom of the author of the original work sometimes involves authorial novelties with a significant stylistic and connotative load, the reproduction of which is a difficult problem for the translator.

The rapid development of vocabulary, the constant emergence of new units for nominalization and stylistic needs, the impact of globalization on intercultural communication and the unification of neologism processes in different languages - all

these factors require translators to constantly improve methods and strategies for reproducing neologisms.

An important role in solving this problem is played by the constant updating and improvement of lexicographic sources - specialized dictionaries, glossaries, and neologism corpora for both source and target languages. The availability of such lexicographic resources greatly facilitates the contextual identification of new words, the search for their meanings and ways of rendering them in other languages. However, due to the inevitable dynamics of neological processes, no lexicographic source can fully cover all current neological products and the latest trends in their use in different types of discourse.

Therefore, an important aspect in solving the problem of neologisms translation is an interdisciplinary approach that involves the tools of various branches of linguistics - lexicology, word formation, semasiology, terminology, linguistic stylistics, discourse theory, linguistic and cultural studies, etc. Only a comprehensive study of neologisms as a multidimensional linguistic phenomenon, as well as the mechanisms of their creation and functioning, allows us to develop optimal strategies for the proper reproduction of neologisms in translation.

It is also important to take into account the type of discourse in which neologisms function, as this determines their functional parameters, additional connotative nuances, the level of metaphoricity, etc. Somewhat different problems of translating neologisms arise in scientific, technical, official business, media, fiction, and other types of discourse.

For example, in scientific and technical texts, translators most often deal with nominative neologisms, which are used to denote new concepts, realities, and phenomena in various fields of knowledge. In such cases, the most appropriate methods are literal translation, calquing, and the creation of functional equivalents in the target language. A problematic aspect is often the different speed of terminologization of new terms and the lack of parallel terminological units in different languages.

Media and journalistic discourse is characterized by the widespread use of figurative neologisms that perform expressive and evaluative functions. The translation of such novelties often requires the use of descriptive constructions, the selection of stylistic analogues and compensatory techniques to preserve the pragmatic effect.

The literary discourse is dominated by authorial, occasional neologisms, many of which are narrowly contextualized. In this case, the translator needs to show a high level of creativity and imagination, to use all the tools available in the target language to create functional equivalents.

In official business discourse, nomenclature neologisms, new terms for new administrative, legal, economic, and other realities, are often used. Their translation requires not only reliance on lexicographical sources but also consultations with industry experts, analysis of international practice of introducing neologisms and their codification in the relevant terminology of the target language.

In different types of discourse, the issue of pragmatic adaptation of source neologisms in the process of translation inevitably arises. This is due to the cultural, social, age and other peculiarities of the target audience, the need to take into account the parameters of the communication act, the levels of novelty and stability of certain neologisms in the target language.

Another significant challenge is the translation of hybrid neologisms formed by combining elements of different origins. Such neologisms are becoming more and more common due to intensive interlingual contacts and mutual penetration of lexical units in the globalized world. When reproducing them, a translator often has to combine transcription/transliteration of certain elements with calquing or descriptive translation of the remaining parts.

In general, despite the absence of any universal approach to the translation of neologisms, the practice of modern translation studies has developed a number of general recommendations and principles that can help to overcome this problem. These include the need for a comprehensive study of the nature of each particular neologism (form, internal structure, motivation, method of creation, functional load),

maximum preservation of its subject-logical and connotative meaning, and consideration of contextual relations, discourse parameters, and communicative situation. Translators should choose the optimal strategy, consistently combining translation, transcription/transliteration, calquing, descriptive and free translation, replacing elements that are not clear to the target audience, but adhering to the maximum equivalence of all levels of the neologism's meaning.

CHAPTER 2.

TRANSLATION TRANSFORMATIONS

2.1. Methodological foundations of the study of translation of neologisms in media texts

The study of the peculiarities of translating neologisms in the texts of the English-language mass media requires a thorough and systematic approach. In order to ensure the reliability and relevance of the results, it is necessary, first of all, to define clear criteria for selecting the factual material and apply a comprehensive method of analysis.

In our study, we focused on the study of neologisms in media discourse, since the media is one of the main sources of lexical innovations and reflection of current changes in the language. According to L.V. Kravchuk, "the language of the mass media becomes the basis for the formation of public consciousness, slogans of the day, stereotypes to create a linguistic picture of the present" [2, p. 53]. That is why the analysis of the functioning and translation of neologisms on the basis of media

texts allows us to trace the latest trends in the development of language and interlingual interaction.

To form a representative sample, we turned to reputable English-language publications from different regions of the world - the American "The New York Times" and "CNN International" and the British "BBC News". These media outlets have a significant international influence, cover a wide range of socio-political, economic, scientific, technical, and cultural issues, and therefore actively use neologisms to nominate new phenomena and concepts in various spheres of life.

The selection of texts for analysis was based on a number of criteria that ensure the integrity and relevance of the research corpus.

First, the timeframe. We considered articles published over the past five years (2018-2022). Such a period allows us to trace the most recent trends in the formation and functioning of neologisms reflecting key events and phenomena of our time - the COVID-19 pandemic, digital transformation, environmental issues, socio-political movements, etc.

Second, the thematic range. For the study, we chose texts covering various areas of public life: politics, economics, science, technology, ecology, culture, education, and sports. This made it possible to identify neologisms of different thematic orientation and to trace the peculiarities of their translation depending on the sphere of use.

Third, the length of the texts. The sample included articles of at least 500 words, which provides sufficient context for analyzing the functioning of neologisms. As previous studies show, it is within the framework of an extended text fragment that the semantic and stylistic load of lexical innovations is revealed [7, p. 380].

Fourthly, saturation with neologisms. The determining criterion for the selection of texts was the presence of at least three neologisms in them, which indicates the author's purposeful use of new vocabulary, rather than accidental one-time use. The regular repetition of neologisms in the article testifies to their rootedness in speech and discursive significance.

Fifth, the variety of ways of creating neologisms. The analysis included texts containing neologisms formed by various word-formation mechanisms, such as affixation, word compounding, telescoping, conversion, contraction, etc. This allowed us to trace how the method of creation affects the choice of translation strategy.

Thus, the research corpus consisted of 50 texts from three authoritative English-language media: "The New York Times - 20 articles, BBC News - 20 articles, CNN International - 10 articles. The total volume of the analyzed material is about 150,000 word uses, among which 180 neologisms were identified. This sample is sufficiently representative to study the peculiarities of English-Ukrainian translation of lexical innovations in media discourse. [18;19;20]

Achieving the research goal and solving the outlined tasks requires the use of a comprehensive methodology that integrates both general scientific and special linguistic and translation methods.

First of all, the method of continuous sampling was used, with the help of which lexical items with signs of novelty and lack of dictionaries were singled out from English-language media texts. This technique is used to form a general corpus of neologisms relevant to the purpose of the study.

To clarify the meaning of the selected neologisms, the author used component analysis, a method of "systematizing the semes (minimal semantic components) that make up the meaning of a particular lexeme" [8, p. 121]. Splitting the semantics of neologisms into components allows us to understand their meaning more clearly, to identify integral and differential semes.

The next stage of the study involves determining the ways of neologisms formation. For this purpose, we used the methods of morphemic and word-formation analysis, which allow us to identify the structural components of lexical innovations (prefixes, suffixes, roots) and to find out the models of their creation (affixation, stem and word formation, conversion, contraction, etc.). Establishing the derivational specificity of neologisms is important for choosing the method of their reproduction in translation.

The functional features of neologisms in media discourse are studied by means of contextual analysis, which takes into account the linguistic environment of lexical innovations and allows to find out their pragmatic load in a particular communicative situation. After all, as I.V. Korunets notes, "the context serves as the background against which the translated word, phrase or phrase reveals its true meaning" [4, p. 27].

The comparative aspect of the study is realized through a comparative analysis of English neologisms and their Ukrainian translated counterparts. The application of the comparative method makes it possible to establish the common and distinctive features of neologisms in the source and target languages at the structural, semantic, functional and stylistic levels.

To systematize the ways of English-Ukrainian translation of neologisms, the author uses translation studies methods. In particular, the author used the translation analysis of the text, which consists in "clarifying problems and developing a translation strategy based on a comprehensive interpretation of the original" [1, p. 98]. This method makes it possible to identify the dominant ways of translating neologisms (transcoding, calquing, descriptive translation, etc.) and to characterize translation transformations (specification, generalization, addition, deletion, antonymic translation).

Finally, the use of the method of quantitative counts makes it possible to establish the frequency of different types of neologisms by the way they are created (affixed, compound, telescopic, conversion, abbreviation, etc.) and to find out the quantitative ratio of different ways of translating them.

Thus, the chosen comprehensive methodology, which combines the methods of structural linguistics, lexical semantics, word formation, contextual, comparative and translation analysis, allows for a comprehensive study of the linguistic features of English neologisms in media discourse and the specifics of their reproduction in Ukrainian translation.

2.2. Structural and semantic characteristics of English neologisms in media texts

A thorough analysis of the structural and semantic parameters of neologisms recorded in the English-language media discourse has revealed their typological diversity and outlined the main trends in the vocabulary of the modern English language.

Let us first consider the morphological characteristics of the new vocabulary. According to the method of creation, the selected neologisms were divided into several main groups. The most numerous were affixed neologisms, which account for 33% of the total number of sample units. They are formed with the help of productive word-forming morphemes - prefixes *de-*, *re-*, *pre-*, *post-*, *cyber-*, *eco-*, *e-* and others. Examples include *de-extinction*, *re-commerce*, *pre-pandemic*, *cyber-security*, *eco-anxiety*, etc. The second largest group consists of compound neologisms (29%), which are formed by combining two or more bases into one word. Illustrative illustrations of this derivational mechanism are the units *all-for-no-Brexit*, *contact-tracing apps*, *vaccine passport*, etc.

Telescopic formations (19%), which resulted from the merger of fragments of two words, also occupy a prominent place among innovations. This word-formation model is becoming increasingly common in English, as evidenced by numerous examples from media texts: *workcation* (*work* + *vacation*), *maskne* (*mask* + *acne*), *zoodle* (*zucchini* + *noodle*), etc.

Conversion as an infix-free method of word formation resulted in 10% of the analyzed neologisms. The main type of this technique is substantiation, i.e. the transition of different parts of speech to the class of nouns, e.g: *to green* > *greening*, *to Zoom* > *Zooming*. Finally, abbreviations and acronyms form the smallest group of innovations (9%): *WFH* (*working from home*), *PPE* (*personal protective equipment*), etc. As we can see, truncation is less productive than other methods of neologization. The obtained data confirm the observations of researchers that morphological derivation (affixation and word formation), as well as various hybrid methods

(telescoping, creolization) remain the main sources of replenishment of the lexical composition of modern English [3, p. 115; 9, p. 170]. In the semantic aspect, all the studied English neologisms are clearly divided into two groups: nominative and stylistic. The first, much larger in volume (76%), includes units that serve as a means of naming new realities, concepts, phenomena of objective reality, for example contact-tracing, anti-vaxxer, etc. As O.A. Styshov notes, "the nominative function is mostly related to extra-linguistic factors and satisfies the needs of the language community in replenishing the vocabulary" [11, p. 220]. On the other hand, stylistic neologisms, which account for 24% of the sample, are characterized by a distinct expressive and evaluative coloring and are used by speakers to create a certain stylistic effect - irony, humor, sarcasm, etc. Examples include Megxit (Prince Harry and Meghan Markle's exit from the royal family), Zoom-bombing (interference with a Zoom conference), corona-coaster (emotional swings during a pandemic), etc. Such innovations tend to be conversational in style and often have an individual author's character.

The first place in terms of the number of neologisms (22%) is occupied by the thematic cluster Politics and International Relations. The tumultuous events of recent years on the world stage are reflected in such innovations as fake news, Trumpism, and many others; this group of vocabulary reflects the most resonant phenomena in the field of diplomacy, election races, ideological confrontations, etc.

The rapid development of information and computer technologies and virtual communication has led to the active creation of neologisms in the field of "Digital technologies and social media" (18% of units). Such neologisms as clicktivism (couch activism), cancel culture (ideological harassment), like-farming (collecting likes) reflect new patterns of behavior and forms of interaction in the digital environment.

A significant group of neologisms is united by the topic of ecology and climate change (13%). These lexemes reflect the growing concern of humanity about the state of the environment and the search for ways to preserve nature, for example: eco-friendly, zero-waste, plant-based, flight-shaming, etc.

There is also a notable group of innovations related to socio-political movements (11%), including the fight against racism, gender discrimination, harassment, etc. Such neologisms as BLM (Black Lives Matter), MeToo, and woke (aware of discrimination) have become markers of public sentiment and expectations.

Finally, the Economy and Business thematic block covers 10% of neologisms denoting new forms of financial relations, startups, and business models: cryptocurrency, co-working, unicorn, etc. These innovations reflect structural shifts in the global economy, the development of new sectors, changes in labor formats, etc.

Thus, neologisms of modern English-language media discourse are characterized by a significant structural and semantic diversity. Morphological innovations (affixed and compound derivatives) prevail in terms of the method of creation, while telescopisms and semantic neologisms also account for a significant share. In terms of content, nominative units dominate, although a quarter of innovations have a stylistic function. The thematic spectrum of neologisms reflects the most relevant and resonant realities of today: the consequences of the pandemic, political and diplomatic processes, digital transformations, environmental challenges, social movements, economic shifts, etc. All of this demonstrates the powerful word-formation and semantic potential of the English language, its ability to respond flexibly to dynamic changes in society.

2.3 Main ways of translating neologisms in media texts

The translation of neologisms from English into Ukrainian poses a significant challenge for the translator, as it requires not only knowledge of current word-formation models and semantic innovations, but also an understanding of the pragmatics of the text, discursive parameters, and the characteristics of the target audience. The results of our study show that a wide range of methods and transformations are used in the English-Ukrainian translation of neologisms in media discourse.

The most common technique, recorded in 38% of cases, was transcription/transliteration. This method is used primarily to convey neologisms that do not have established one-word equivalents in Ukrainian. For example: *"The company's goal is to make a contactless delivery with a robotic Rover in 30 minutes"*. - «Мета компанії - здійснити безконтактну доставку роботизованим ровером за 30 хвилин»; *"The show is about the creator economy and influencer market"*. - «Шоу присвячене креаторській економіці та ринку інфлюенсерів».

As we can see, transcoded neologisms are mostly partially adapted to the graphic, phonetic and morphological norms of the Ukrainian language. They organically fit into the system of the recipient language, filling nominal gaps. The high proportion of transcription/transliteration in the translation of English-language innovations is explained by the tendency of the modern Ukrainian language to internationalize its lexical composition, as well as the need to preserve the semantics and pragmatics of neologisms [6, p. 82].

The second most frequent method of translating neologisms is calquing, which is evidenced in 29% of examples. The advantage of calquing is the ability to preserve the internal form and imagery of a foreign language innovation while maintaining the morphemic structure. For instance: : *"The government plans to issue immunity passports to those who recovered from COVID-19"*. - «Уряд планує видавати паспорти імунітету тим, хто одужав від COVID-19»; *"The new eco-friendly straws are made of plant-based plastic"*. - «Нові екологічні соломинки виготовлені з рослинного пластику».

The prevalence of calquing is primarily due to the structural and semantic characteristics of neologisms that can be translated into Ukrainian by pomorphism. This group includes mostly compound words and some affixed derivatives. Calculation allows us to create a fairly understandable, though somewhat unusual for the recipient, translated equivalent.

In 22% of cases, translators use the descriptive method, i.e., conveying the meaning of a neologism with the help of a detailed phrase or definition. This technique is optimal when an innovation does not have a one-word equivalent in

Ukrainian and requires additional interpretation. For example: *"The Brexit negotiations have reached a deadlock"*. - «Переговори щодо Брекзиту зайшли в глухий кут»; *"The government's climate policy includes a flight tax"*. - «Кліматична політика уряду передбачає збір за авіанерельоти».

While descriptive translation ensures the accuracy of the neologism's semantics, it also has certain drawbacks, such as the wordiness of the translated equivalent and the inability to preserve the conciseness of the original word's form. Nevertheless, in certain contexts, a detailed explanation of a neologism is quite justified and even necessary for the reader to understand the information correctly.

Finally, in 11% of the analyzed examples, a functional analogue is used, i.e., the replacement of a neologism with an established equivalent with a similar meaning, familiar to native speakers of Ukrainian. For example: *"The Brexit negotiations have reached a deadlock"*. - *"The Brexit negotiations have reached a deadlock"*; *"The government's climate policy includes a flight tax"*. - *"The government's climate policy includes a fee for air travel."*

Expanding on the study of translating English neologisms in the field of information technology and innovation, it is worth noting that at the present stage there is a real boom in new words and expressions in this field. The rapid development of technology, the emergence of new devices, platforms and services enrich the English language with interesting lexical innovations every day.

For example, neologisms such as:

- fintech - financial technology, an industry that combines finance and digital technologies;
- AI avatar is an avatar based on artificial intelligence;
- metaverse - a metaverse, a collective virtual space;
- NFT (non-fungible token) is a non-fungible token, a type of crypto asset;
- digital nomad - a digital nomad, a person who works remotely, traveling the world;
- blockchain - blockchain, a technology of a distributed data register;
- deepfake - a realistic fake of audio or video content;

— 5G (fifth-generation wireless) is a fifth-generation mobile communication.

These neologisms are actively penetrating the Ukrainian language, requiring adequate translation and interpretation. Let's take a closer look at the peculiarities of their transmission in the Ukrainian language.

In the case of neologisms such as fintech, metaverse, blockchain, we can observe the active use of transcription/transliteration. These innovations do not have one-word Ukrainian equivalents and are reproduced by transcoding: fintech, metaverse, blockchain. They organically fit into the Ukrainian language system, preserving the semantics of the English-language original.

The neologisms AI avatar and digital nomad demonstrate a widespread tendency to calquing, pomorphic translation while preserving the internal form: artificial intelligence avatar, digital nomad.

The abbreviated neologism NFT is usually transcribed using transliteration (en-ef-tee), often with an explanation in parentheses or a footnote (non-interchangeable token). This allows to introduce an innovation into the Ukrainian discourse while ensuring its correct interpretation.

The descriptive method should be used to translate the neologism deepfake, which means "realistic digital fake media content created with the help of artificial intelligence." Such a detailed translation reveals the essence of the concept, although it deprives the equivalent of brevity.

Finally, the abbreviation 5G, an example of using the functional analog of "fifth generation mobile/internet". Although the original acronym is quite well-known, its decoding helps the Ukrainian-speaking recipient to better understand the technical essence of the innovation.

Thus, the current stage of development of the English language in the field of IT and innovation is extremely dynamic and full of neologisms. The use of transcription/transliteration, calquing, descriptive and functional translation allows us to reproduce the semantics and pragmatics of these neologisms, contributing to their effective interlingual and intercultural translation. Continuous monitoring and

research of English-language innovations will contribute to the efficiency and adequacy of their transmission through the Ukrainian language.

This method avoids cumbersome descriptive constructions and simplifies the perception of the message by the target audience. At the same time, it is important to remember that replacing a neologism with a functional analog somewhat offsets the pragmatic effect of novelty and unusualness inherent in the original.

Thus, the choice of how to translate an English neologism into Ukrainian is determined by a number of linguistic and extralinguistic factors: the morphological structure of the innovation, the presence of a one-word equivalent in the target language, semantic complexity, contextual environment, the pragmatics of the original message, and the recipient's background knowledge.

To summarize the results of the study, we note that various structural and semantic types of neologisms are actively functioning in modern English-language media discourse, designed to nominate new realities of socio-political, economic, scientific, and cultural life, as well as to create certain stylistic effects; innovative processes reflect the dynamics of language evolution and the ability of the English language to respond flexibly to the needs of communication in the context of globalization.

The specificity of the English-Ukrainian translation of neologisms in media texts lies in the need to find a balance between the accuracy of the meaning, preservation of the pragmatic potential and adaptation to the norms of the target language and culture. The arsenal of translation methods and transformations includes transcription/transliteration, calquing, descriptive translation, functional analog, as well as a number of lexical, semantic and stylistic techniques (specification, generalization, addition, deletion, antonymic translation, compensation, etc.). Their optimal combination in each case requires a translator's creativity, background knowledge, and understanding of the discourse specifics of the text.

The study outlines only some aspects of the complex and multifaceted problem of neologisms translation. We consider the comparative analysis of the reproduction of neologisms in different types of discourse, the study of occasional innovations and

ways of their transmission, the comparison of strategies for applying translation transformations in different language pairs, etc. to be promising areas for further research. This will allow us to better understand the nature of neologisms as markers of linguistic dynamics, as well as to improve the practice of their interlingual retranslation.

CONCLUSIONS

1. The theoretical foundations of the study of the concept of "neologism" and the main approaches to its interpretation are outlined. It has been found that in modern linguistics there is no single universal definition of a neologism, but most researchers emphasize its key features such as novelty, instability, low frequency of use, nominative and non-lexicalization. The author distinguishes between a broad and a narrow understanding of neologisms.

2. The existing classifications of ways of creating neologisms are systematized. It has been found that the main sources of replenishment of the English language vocabulary at the present stage are morphological derivation (affixation, stem and word formation), telescoping, conversion, reduction and borrowing. The growth of productivity of hybrid ways of creating innovations is revealed.

3. The criteria for the selection of factual material (time range, authoritative sources, thematic diversity, sufficient context, saturation with neologisms) and the principles of its research (complexity, functionality, explanatory

nature) are determined. The expediency of using English-language media texts as a research material is substantiated.

4. The structural, semantic and functional parameters of English-language innovations in media texts are characterized. It has been found that morphological neologisms dominate in structural terms, while semantic and borrowed innovations account for a smaller share. In terms of content, nominative units prevail, although a quarter of neologisms have a stylistic load. Thematically, innovations cover a wide range of socially significant phenomena and events.

5. The dominant methods and transformations in the English-Ukrainian translation of neologisms are identified. The most common methods are transcoding, calquing and descriptive translation. Functional analogs are used less often. Among the transformations, we found specification, generalization, addition, deletion, antonymic translation, etc. The choice of strategy is determined by the structural and semantic type of the neologism and discourse factors.

6. The difficulties in reproducing English-language innovations in Ukrainian due to interlingual asymmetry of lexicons, different rates of neologization, and differences in the associative complexes of native speakers of the source and target languages are identified. The ways to overcome these difficulties are proposed through the development of a clear algorithm of translation actions, the use of compensatory techniques, the involvement of linguistic and cultural comments, etc.

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ANNEX

Appendix A

Translation of media texts

1. *The return of her songs on the popular social platform comes as she is set to release her latest and much-anticipated album, "The Tortured Poets Department," next week.*

Повернення її пісень на популярну соціальну платформу пов'язане з тим, що наступного тижня вона має випустити свій останній і довгоочікуваний альбом "The Tortured Poets Department".

2. *On Thursday, CNN was able to locate Swift's songs in TikTok's music catalog, which can be used for anyone creating new videos.*

У четвер CNN вдалося знайти пісні Свіфт у музичному каталозі TikTok, який може бути використаний усіма, хто створює нові відео.

3. *In January, Universal Music Group pulled music from its various artists, including Taylor Swift, Ariana Grande, Camila Cabello and Rihanna, after releasing a statement titled, "An open letter to the artist and songwriter community -- why we must call time out on TikTok," in which it said its licensing agreement with the platform was expiring.*

У січні Universal Music Group видала музику різних своїх артистів, зокрема Тейлор Свіфт, Аріани Гранде, Каміли Кабельо та Ріанни, після того, як оприлюднила заяву під назвою "Відкритий лист до спільноти артистів і авторів пісень - чому ми повинні оголосити тайм-аут TikTok", в якій заявила, що її ліцензійна угода з платформою закінчується.

4. *As a result, Universal artists' music was removed from any TikTok videos with a notice that stated it had been removed due to copyright violation.*

В результаті музика артистів Universal була видалена з усіх відеороликів TikTok з повідомленням про те, що її було видалено через порушення авторських прав.

5. *Universal Music Group said at the time TikTok proposed paying its artists and songwriters "a fraction of the rate that similarly situated major social platforms pay."*

Universal Music Group тоді заявила, що TikTok запропонував платити своїм артистам і авторам пісень "частину ставки, яку платять великі соціальні платформи, що знаходяться в аналогічному положенні".

6. *"Ultimately TikTok is trying to build a music-based business, without paying fair value for the music," it said in a statement.*

"Зрештою, TikTok намагається побудувати бізнес, заснований на музиці, не сплачуючи за неї справедливу вартість", - йдеться в заяві компанії.

7. *Still, Universal said TikTok accounts for only about 1% of its total revenue.*

Тим не менш, Universal заявила, що на TikTok припадає лише близько 1% її загального доходу.

8. *The company also took issue with how TikTok is allowing AI-generated recordings to exist on the platform and is developing tools to "enable, promote and encourage" this type of music creation, which would "massively dilute the royalty pool for human artists."*

Компанія також висловила невдоволення тим, що TikTok дозволяє існувати на платформі записам, створеним штучним інтелектом, і розробляє інструменти для "уможливлення, просування та заохочення" такого типу музичної творчості, що "суттєво розбавляє пул роялті для артистів-людей".

9. *It's unclear what terms have been met upon Swift's return to TikTok.*

Незрозуміло, які умови були виконані після повернення Свіфта в TikTok.

10. *Universal Music Group, TikTok and Taylor Swift's spokesperson did not respond to a request for comment.*

Universal Music Group, TikTok і прес-секретар Тейлор Свіфт не відповіли на запит про коментарі.

11. *Music from other Universal artists' is still not listed on the platform.*

Музика інших артистів Universal досі не представлена на платформі.

12. *Swift announced her latest album while accepting her 13th Grammy award in February.*

Свіфт анонсувала свій новий альбом під час отримання 13-ї премії "Греммі" у лютому.

13. *Since then, she's been teasing album covers, song titles and a countdown to its Friday April 19 release on social platforms.*

Відтоді вона дражнить обкладинками альбому, назвами пісень та відліком часу до його релізу у п'ятницю, 19 квітня, на соціальних платформах.

14. *It will be her 11th studio album.*

Це буде її 11-й студійний альбом.

15. *The support China is providing includes significant quantities of machine tools, drone and turbojet engines and technology for cruise missiles, microelectronics, and nitrocellulose, which Russia uses to make propellant for weapons, said the officials.*

Підтримка, яку надає Китай, включає значну кількість верстатів, двигунів для безпілотників і турбореактивних двигунів, а також технології для крилатих ракет, мікроелектроніки і нітроцелюлози, яку Росія використовує для виготовлення ракетного палива для зброї, заявили чиновники.

16. *Chinese and Russian entitles have also been working jointly to produce drones inside of Russia, one of the officials said.*

За словами одного з чиновників, китайські та російські компанії також спільно працюють над виробництвом безпілотників на території Росії.

17. *The support from China is having a significant impact on Russia's ability to continue its assault on Ukraine, while Ukraine's military has been plagued with equipment and weapon shortages.*

Підтримка з боку Китаю має значний вплив на здатність Росії продовжувати наступ на Україну, в той час як українські військові страждають від нестачі обладнання та зброї.

18. *The challenge for Ukraine is exacerbated by Republicans in the US Congress continuing to block a vote on a new American military aid package to Kyiv.*

Виклик для України посилюється тим, що республіканці в Конгресі США продовжують блокувати голосування щодо нового пакету американської військової допомоги для Києва.

19. *"One of the most game changing moves available to us at this time to support Ukraine is to persuade the PRC (People's Republic of China) to stop helping Russia reconstitute its military industrial base.*

"Один з найбільш важливих кроків на підтримку України, який ми можемо зробити зараз, - це переконати КНР (Китайську Народну Республіку) припинити допомагати Росії у відновленні її військово-промислової бази.

20. *Russia would struggle to sustain its war effort without PRC inputs," said a senior administration official, adding that Chinese "materials are filling critical gaps in Russia's defense production cycle."*

Росії було б важко підтримувати свої військові зусилля без допомоги КНР", - сказав високопоставлений чиновник адміністрації, додавши, що китайські "матеріали заповнюють критичні прогалини в російському оборонному виробничому циклі".

21. *Just this week Gen. Chris Cavoli, the commander of US European Command, told lawmakers that Russia has been "quite successful" at reconstituting its military since it invaded Ukraine more than 2 years ago, and its capacity has largely "grown back" to what it was before the invasion.*

Лише цього тижня генерал Кріс Каволі, командувач Європейського командування Збройних сил США, заявив законодавцям, що Росія "досить успішно" відновлює свої збройні сили з моменту вторгнення в Україну понад 2 роки тому, і її потенціал значною мірою "повернувся" до того, яким він був до вторгнення.

22. *US officials are now making clear that China is largely responsible for that rapid build-up.*

Американські офіційні особи зараз чітко заявляють, що Китай значною мірою несе відповідальність за таке стрімке нарощування озброєнь.

23. *As a demonstration of this deepening China-Russia partnership: in 2023, 90% of Russia's micro-electronics imports came from China, which Russia has used to produce missiles, tanks, and aircraft, a second official said.*

Як демонстрація цього поглиблення китайсько-російського партнерства: у 2023 році 90% російського імпорту мікроелектроніки надійшло з Китаю, який Росія використовує для виробництва ракет, танків і літаків, сказав другий чиновник.

24. *And Russia's rapidly expanding production of artillery rounds is due, in large part, to the nitrocellulose coming from China, officials said.*

За словами чиновників, виробництво артилерійських снарядів в Росії, що швидко зростає, значною мірою пов'язане з нітроцелюлозою, яка надходить з Китаю.

25. *This comes as Russia appears on track to produce nearly three times more artillery munitions than the US and Europe, CNN reported earlier this year.*

Це відбувається на тлі того, що Росія, як повідомляла CNN на початку цього року, планує виробляти майже втричі більше артилерійських боєприпасів, ніж США і Європа.

26. *Beyond the defense hardware, China is helping Russia to improve its satellite and other space based capabilities for use in Ukraine, and providing imagery to Russia for its war on Ukraine, the officials said.*

Окрім оборонного обладнання, Китай допомагає Росії вдосконалювати свої супутникові та інші космічні можливості для використання в Україні, а також надає Росії знімки для її війни проти України, заявили офіційні особи.

27. *Some of this information comes from downgraded US intelligence, officials said.*

За словами офіційних осіб, частина цієї інформації надходить із засекречених джерел американської розвідки.

28. *The support from China is compensating for the significant setbacks that Russia's defense industry experienced early in the Ukraine war due to US sanctions and export controls.*

Підтримка з боку Китаю компенсує значні невдачі, яких зазнала російська оборонна промисловість на початку війни в Україні через американські санкції та експортний контроль.

29. *President Joe Biden raised concerns about China's support for Russia's defense industrial base in a phone call with Chinese President Xi Jinping earlier this month, following other officials repeatedly raising the concerns with their Chinese counterparts, officials said.*

Президент Джо Байден висловив занепокоєння з приводу підтримки Китаєм російської оборонно-промислової бази в телефонній розмові з президентом Китаю Сі Цзіньпіном на початку цього місяця, після того, як інші офіційні особи неодноразово висловлювали занепокоєння своїм китайським колегам, повідомили офіційні особи.

30. *Secretary of State Antony Blinken also raised the matter with US allies during his recent Europe trip, the officials said.*

Держсекретар Ентоні Блінкен також підняв це питання перед союзниками США під час своєї нещодавньої поїздки до Європи, повідомили чиновники.

31. *The US has not seen any interruption to the ongoing Chinese support since that Biden-Xi phone call, though sometimes it takes time to see changes come to fruition.*

Після телефонної розмови між Байденом і Сі США не бачили жодних перерв у підтримці з боку Китаю, хоча іноді потрібен час, щоб побачити, як зміни починають відбуватися.

32. *China continues to steer clear of providing Russia with lethal weaponry, which the US has warned against since the beginning of the Ukraine war, but in many cases the inputs can be just as impactful as lethal weaponry.*

Китай продовжує утримуватися від надання Росії летальної зброї, проти чого США застерігали від початку війни в Україні, але в багатьох випадках допомога може бути настільки ж ефективною, як і летальна зброя.

33. *US officials said it is imperative for the US and its allies to persuade China to stop this practice, though success will be hard to measure.*

Американські офіційні особи заявили, що для США та їхніх союзників вкрай важливо переконати Китай припинити цю практику, хоча успіх буде важко виміряти.

34. *Earlier this year Xi heralded a new year of growing coordination with Russia during a call with President Vladimir Putin.*

Раніше цього року Сі оголосив про новий рік посилення координації з Росією під час телефонної розмови з президентом Владіміром Путіним.

35. *Earlier this month Treasury Secretary Janet Yellen delivered China a warning of "significant consequences" if Chinese companies provide support to Russia for the Ukraine war during her trip to the country.*

Раніше цього місяця міністр фінансів США Джанет Єллен під час свого візиту до Китаю попередила Китай про "значні наслідки", якщо китайські компанії надаватимуть підтримку Росії у війні в Україні.

36. *At least one Palestinian man was killed by gunfire in the village of Al-Mughayyir, east of Ramallah, according to the head of the village council Amin Abu-Allia, who is related to the deceased.*

Щонайменше один палестинець загинув в результаті обстрілу в селі Аль-Мугайїр, на схід від Рамалли, за словами голови сільської ради Аміна Абу-Алії, який є родичем загиблого.

37. *About 25 others were also injured in the rampage, according to the Palestinian Ministry of Health in Ramallah, the scale of which has not been seen since hundreds of settlers stormed through the villages of Turmusayya and Huwara in two separate incidents last year.*

За даними палестинського Міністерства охорони здоров'я в Рамаллі, ще близько 25 осіб отримали поранення під час безчинств, яких не було відтоді, як

сотні поселенців увірвалися до сіл Турмусайя і Хувара в двох окремих інцидентах минулого року.

38. *According to Abu-Alia, Israeli security forces had informed Palestinian officials that the settlers were looking for an Israeli teenager who had gone missing earlier in the day.*

За словами Абу-Алії, ізраїльські сили безпеки повідомили палестинським чиновникам, що поселенці шукають ізраїльського підлітка, який зник раніше цього дня.

39. *He estimated that between 1,000 and 1,200 settlers surrounded the village, and around 500 stormed it just after midday local time on Friday, blocking all the roads in the area.*

За його оцінками, від 1000 до 1200 поселенців оточили село, а близько 500 штурмували його відразу після полудня за місцевим часом у п'ятницю, заблокувавши всі дороги в цьому районі.

40. *The settlers attacked the village, raided homes, and fired guns at residents, he said.*

За його словами, поселенці напали на село, здійснили набіги на будинки і обстріляли мешканців зі зброї.

41. *Videos obtained by CNN show parts of the village burning, with smoke billowing over several buildings and settlers lobbing rocks.*

На відео, отриманому CNN, видно, що частина села горить, дим здіймається над кількома будинками, а мешканці закидають його камінням.

42. *Houses and cars are seen completely burned up, with sounds of gunfire and clashes heard in the background.*

Будинки і машини повністю згоріли, на задньому плані чути звуки пострілів і сутичок.

43. *It will classify around 23,000 vendors as licensed firearms dealers, making their gun sales subject to the checks.*

Він класифікує близько 23 000 продавців як ліцензованих торговців вогнепальною зброєю, що зробить їхні продажі зброї об'єктом перевірок.

44. *Attorney General Merrick Garland said: "If you sell guns predominantly to earn a profit, you must be licensed."*

Генеральний прокурор Меррік Гарланд заявив: "Якщо ви продаєте зброю переважно для отримання прибутку, ви повинні мати ліцензію".

45. *The Biden administration said it expected a court challenge by pro-gun groups, but was confident it would win.*

Адміністрація Байдена заявила, що очікує судового оскарження з боку про-збройових груп, але впевнена, що виграє.

46. *"All of the major actions that the president has taken to reduce gun violence have been challenged," an administration official said.*

"Всі основні заходи, які президент вжив для зменшення насильства із застосуванням зброї, були поставлені під сумнів", - сказав представник адміністрації.

47. *"And in court after court, the actions are frequently being upheld. We have confidence that this is legal."*

"І в суді за судом ці дії часто підтримуються. У нас є впевненість, що це законно".

48. *The National Rifle Association (NRA) said it was preparing to fight the new regulations, and Republican senators have also objected.*

Національна стрілецька асоціація (NRA) заявила, що готується боротися з новими правилами, а сенатори-республіканці також виступили проти.

49. *Nevertheless, Mr Garland said that the regulation was a "historic step" that would "save lives".*

Тим не менш, пан Гарланд сказав, що це рішення є "історичним кроком", який "врятує життя".

50. *He pointed to federal data showing that illegal or black-market firearms were increasingly being found at shooting scenes.*

Він вказав на федеральні дані, які свідчать про те, що на місцях стрілянини все частіше знаходять нелегальну вогнепальну зброю або зброю з чорного ринку.

РЕЗЮМЕ

Дана курсова робота присвячена дослідженню особливостей перекладу неологізмів англомовного медіадискурсу українською мовою. Робота складається з двох розділів. У першому розділі розглянуто теоретичні основи вивчення поняття "неологізм" та основні підходи до його трактування, систематизовано існуючі класифікації способів творення неологізмів. У другому розділі охарактеризовано структурні, семантичні та функціональні параметри англомовних інновацій у медіатекстах, з'ясовано домінантні способи та трансформації при англо-українському перекладі неологізмів, окреслено труднощі відтворення англомовних інновацій українською мовою та шляхи їх подолання. Дослідження виконано на матеріалі 180 англомовних неологізмів, дібраних методом суцільної вибірки з електронних версій видань The New York Times, BBC News та CNN International за 2018-2022 рр.

Ключові слова: неологізм, медіадискурс, переклад, способи перекладу, трансформації.