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# КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

**СПОСОБИ ПЕРЕКЛАДУ
ФРАЗЕОЛОГІЇ ПОЛІТИЧНОГО ДИСКУРСУ**

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# CONTENT

# INTRODUCTION

In the modern world, the linguistic landscape is constantly changing under the influence of technological advancements and globalization. One important aspect of this dynamic is changes in language culture, particularly the active use of neologisms in media texts.

New words, expressions, and terms are continually emerging in mass media, which presents translators with the task of adapting these constructions into the Ukrainian language.

The beginning of the 21st century is marked by rapid developments in mass media communication (MMC). The active promotion of traditional MMC such as radio, television, and press, alongside the emergence and spread of internet communication, has formed a unique media environment. This environment has become a unified information space based on multiple media streams. Modern trends in MMC development have significantly influenced the processes of language formation and dissemination of lexical innovations, their usage peculiarities, and the dynamics of linguistic processes in contemporary English-language media texts.

Today, lexical innovations predominantly emerge in the sphere of MMC. Media texts are among the most advanced forms of modern language, and their quantity far exceeds the overall volume of language usage in other spheres. The corpus of media texts, and therefore, the lexical innovations arising from them, is constantly expanding, demonstrated by the emergence of new newspapers and magazines catering to various interests. Youth press, in particular, is dynamically evolving, encompassing new print publications and online releases.

The concept of a unified information space is crucial for understanding the dynamics of language change, as it allows us to view MMC as a system that has a significant impact on linguistic and cultural processes.Changes in the functioning

conditions of the English language and its transformation into a language of international communication have been facilitated by globalization processes. Today, international English is a political and cultural reality, with the economic and political power of its speakers playing a significant role in its international status acquisition. It's worth noting that since the early 20th century, economic factors have been crucial, leading English-speaking countries to act on a global scale, aided by advancements in communication technology and the emergence of large transnational corporations.

The rapid growth of international trade and advertising was driven by the development of competitive industries and increased business activity. During this period, English became recognized as the language of international communication, with the influence of English-language media steadily growing. There is no doubt now that the boundaries of the Anglo-American linguistic and cultural space have extended far beyond English-speaking countries, due to the massive coverage and impact of English-language media worldwide. The expansion of the English language's sphere of influence indicates intense integration and globalization of English-language media, which significantly affects linguistic processes and the quality of language use.

Clearly, there is a widespread expansion of English-language mass culture in national media across the world: celebrities like Selena Gomez, Justin Bieber, Taylor Swift, Demi Lovato, Miley Cyrus, and others—constantly updated lists of well-known celebrities to mass audiences both in the West and in Ukraine. The broadening influence of the English language through mass media undoubtedly strengthens its impact on other languages, evident in the vast number of English loanwords.

The present cannot be imagined without the constant growth of new discoveries in various spheres of human activity. This creates wide opportunities for enriching lexical systems of languages and is reflected in a large flow of neologisms, idioms, collocations, and new meanings. These phenomena spark interest in the study

of lexicology and neology as independent branches of science. The relevance of this topic is determined by the necessity to understand the peculiarities of translating neologisms from English into Ukrainian, as English vocabulary constantly expands, especially in the context of its spread in a constantly changing linguocultural environment.

Researchers such as S.I. Alatorceva, Yu.K. Voloshyn, V.G. Hak, V.I. Zabotkina, A.N. Ivanov, N.Z. Kotlova, E.V. Rosen, E.V. Senko, G.M. Stepanov, S.I. Tohoieva, E.V. Yumshanova, J. AIgeo, J. Ayto, R. Barnhart, G. Cannon, G. Forgue, R. Gozzi, S. Rot, D. Odmark, A. Rey, G. Guilbert, in the field of linguoculturology – S.G. Vorkachev, V.I. Karasik, D.S. Lykhachov, V.A. Maslova, Yu.S. Stepanov, V.N. Telya), and in pragmalinguistics: D. Wunderlich, T. Ballmer, V. Brennenschul, D. Vanderveken, J. Versuren, M. Birvish, J. Fokonye, F. Recanati, F. Kiefer, V. Motch, Z. Wendler, A. Wierzbicka, G.G. Pochepsov, V.V. Bogdanov, Yu.D. Aprysean, and others have explored the issue of language neologization.

**Theoretical Basis of the Study:**

This course work is based on the study of translation methods and features of neologisms in media discourse. The research is grounded in linguistic and translation theories, taking into account modern trends in language studies.

**Relevance of the Research Problem:**

The relevance of this issue lies in the necessity to preserve linguistic authenticity and translation quality in Ukrainian media texts. The fair and effective reproduction of neologisms in Ukrainian is of great importance for the understanding and interpretation of information conveyed to the audience through mass media.

**Purpose and Objectives of the Work:**

The purpose of this research is to describe and analyze the possibilities of translating neologisms from English into Ukrainian in the media context.

*To achieve this goal, the following tasks are set:*

• Describe the characteristics of neologisms in media texts.
• Establish methods and approaches for translating neologisms.
• Investigate the impact of translating neologisms on media discourse.

**Subject and Object of the Study:**

The subject of the study is neologisms in media texts, while the object is the process of translating them from English into Ukrainian.

**Empirical Material of the Study:**

Real examples of neologisms in media sources such as internet articles, television programs, radio broadcasts, etc., are used for analysis and comparison.

**Research Methods:**

The study employs methods of lexical, grammatical, and lexical-grammatical transformation in translating neologisms, as well as methods of analyzing media texts.

**Theoretical and Practical Value of the Study:**

This work is significant for theoretical research in the fields of translation studies and linguistics, as well as for practical use in translation practice and working with media texts.

**Course Work Structure:**

The work consists of an introduction, two chapters, conclusions to the chapters, general conclusions, a list of used sources (72 sources, including 20 foreign ones), a list of sources for illustrative material (18 sources), and 1 appendix of 20 pages. The total volume of the work is 121 pages, with the main content presented on 80 pages. The work is illustrated with 2 figures.

# CHAPTER 1
# THEORETICAL ASPECTS OF THE STUDY OF NEOLOGISMS IN MASS MEDIA TEXTS

## 1.1 Neologisms as a Layer of Philology

There was no such period in the history of linguistics when the question of new words in the language was bypassed. This topic has always remained relevant and topical, since language, as an eternally living organism, always raises new material for research. The terms "neologism" and "neology" was first introduced in 1801 by the French lexicographer L.S. Mercier in his dictionary of neologisms. However, despite the appearance of separate works devoted to the issue of replenishing the lexical composition of the language, neology (as a collection of neologisms and as a science about them) did not attract the proper attention of lexicologists until the 1960s. N.Z. Kotelova notes that "in some countries there are neology centers that deal with the scientific study of neologisms, issues of language culture, language standardization, and organize an information and reference service" [1: 131].

Neology can be considered a scientific branch that is at the junction of two sections − lexicology and word formation. At different times, both domestic and foreign researchers dealt with the issues of neology [2-7]. Under the influence of their ideas, neology and neography are intensively developing today. But, despite the large number of works that touch on the problems of neology, it is considered a relatively new linguistic discipline, which is related to the fact that for many years researchers have noted the lack of a clear definition of its basic concepts, which is reflected in an undesirable terminological variety. According to scientists, there are more than thirty names of new words in the neological terminology system. M. I. Tibilova considers it legitimate to consider neologism as a lexical category that acts as one of the varieties of innovations, which include new facts at all levels of language (phonetic, phraseological, syntactic and other innovations) [8: 9].

Even if we turn to the term neology itself, we will find that, firstly, it has more than one meaning, and secondly, it is not the only one. Thus, S. I. Alatortseva notes two meanings of this term: "the science of neologisms"; "a set of neologisms" [9: 10].

In turn, E. V. Marinova represents these meanings in different terms and reduces the synonym to the term neology: "Currently, a relatively young branch of linguistics that studies neologisms is called neology (rarely neologism). A set of neologisms is called neologism, or neologism vocabulary" [10: 243]. In general, English-language sources often equate the concepts of "neologism" and "neology". For example, "CollinsEnglishDictionary" in the article neologism provides two definitions: a newly coined word, or a phrase or familiar word used in a new sense [11: 263] – a newly coined word, or word combination, or a familiar word, used in a new meaning [12: 687].

The large interpretive dictionary of the Ukrainian language gives the following definition of neologism (from the Greek νέος – "young, new" and λογισμός – "judgment, statement") or innovation – a newly created term, author's word or phrase that is in the process of entering general use and more not included in the state and commonly used language [13: 632].

Neologisms in any language are a reflection of a certain stage of the development of society. Their appearance is due to the needs of society in the linguistic marking of new objects, phenomena and concepts. Given the fact that today's society is rapidly accumulating changes, the flow of new words is constantly increasing, and this makes the system of a particular language much richer and more diverse, writes L.Yu. Kasyanova: "The new always arises as a result of in-depth understanding (re-interpretation) of reality, discovery of previously unknown properties and signs of recognizable objects. Therefore, the problem of identifying new knowledge inherent in neologisms, the specifics of the information objectified in them, becomes particularly important" [14: 4].

According to the observations of O.V. Senko, the category of neologism is characterized by nominative diversity, which is expressed in the nature of the named

realities and methods of their verbalization (proper neologisms, xenisms, ephemerisms, relative neologisms) [15: 155].

According to N. V. Solntseva, a neologism is a word that the author of the text, where it is used, deliberately uses, setting as his goal to evoke in the reader "freshness", "unusuality" [16: 232]. This is especially true of advertising texts.

As can be seen from the given definitions of neologisms, they are similar. This fact may be related to the fact that, as noted by O.M. Grishkin, the neology of the English language is still at the initial stage of development [17: 7].

Until now, in modern linguistics, two vectors of neologism studies, interconnected by a common object of research, can be quite clearly defined: neology itself, which aims at the analysis of new linguistic phenomena (lexicology of neologisms), and neography, aimed at the adequate display of neologisms in dictionaries (lexicography of neologisms).

With the development and strengthening of the lexicography of neologisms, the range of problems in this field was determined, which allowed to consider it as an independent science. As S. I. Alatortseva notes, "illogical lexicography, or neography, from this point of view − science about the peculiarities of designing and compiling dictionaries of neologisms, about the specificity of a new word, its meaning and word combinations as objects of such dictionaries. In addition, the solution to the main issues of neology (new word theory) was put on a scientific basis as a result of the formation of an empirical base created by a series of dictionaries of new words" [18: 6].

The main problems of the theory of modern neography are recognized as: "creating a reliable classification and typology of dictionaries of neologisms, summarizing work experience in creating dictionaries of innovations of various types, determining ways of selecting and organizing information within each dictionary, as well as problems related to the creation of automatic dictionaries of neologisms, neologism data banks, etc." [19: 70].

## 1.2 Ways of Translating Neologisms: Transformations

First of all, we note that the word as a lexical unit in the English and Ukrainian languages may not always coincide. Most often, one word in Ukrainian and English can correspond to a complex word or a whole phrase. This especially applies to neologisms. A neologism expresses the concept of an object or phenomenon of reality by a set of meanings. In turn, the meaning refers to the material meaning of the word, nominal and emotional [20: 229]. The real meaning of the word corresponds to a separate concept behind which there is an object, a phenomenon in real reality. In order to make the right choice of words when translating a neologism, it is necessary to analyze it correctly the lexical meaning of a neologism, i.e. choose the word in the Ukrainian language that best corresponds to the English meaning. Sometimes the translator is faced with a situation in which he has to introduce an additional Ukrainian lexeme in order to fully convey the meaning of the English word.

Most often, the question of the status of a neologism is raised in works on the basics of translation, in particular, when translating non-equivalent vocabulary. This can be explained by the fact that in order to capture the unique elements and phenomena of culture, a "mirror" is needed, in which, under certain illumination of a specific phenomenon, its originality and originality will be reflected. Such a "mirror" is another culture. When comparing, culturally significant concepts are revealed, the presence or absence of which forms the specificity of each of the compared cultures.

To define non-equivalent vocabulary, it is first necessary to consider such a concept as "equivalence". Researchers note that the translation should preserve the author's style, semantics and stylistics of the original; it should carry the same semantic load and have the same emotional and expressive impact on the reader as the original [21: 82]. Accordingly, equivalent words are those words whose lexical concepts are cross-linguistic. They are transmitted using equivalent translation.

Questions of translation equivalence are related to the problem of choosing a unit of translation, which can be a unit of any language level - from a phoneme or a grapheme to an entire text. At the same time, within the same text, the translation unit can constantly change: one of the main difficulties of translation is the need to find the right translation unit for each specific case.

Equivalent vocabulary is opposed to non-equivalent vocabulary, the meaning of which cannot be fully conveyed in the target language, so the translator often has to resort to explanations or descriptive expressions. The more complex the text is in terms of meaning, the more often non-equivalent vocabulary is found. Approaches to the definition of this term are very diverse: some researchers understand realities by non-equivalent vocabulary [21: 107], others believe that these are words that do not exist in other cultures and languages and phraseological and lexical units that do not have translation equivalents in the target language [22: 78], and others believe that these are words that cannot be translated into another language [23: 90]. M. Baker divides non-equivalent vocabulary into: proper names, geographical names and names of institutions, newspapers, etc., realities, neologisms and random lacunae (words of one language for which there are no lexical analogues in another language) [24, c. 215].

T. Nida divides non-equivalent vocabulary into:

1) reference-non-equivalent vocabulary, which in turn is divided into:

a) terms;

b) individual (author's) neologisms;

c) semantic gaps;

2) words of broad semantics;

3) complex words;

4) realities [25: 45].

Scientists interpret the relationship between the concepts "neologism" and "non-equivalent vocabulary". Thus, some authors recommend understanding non-equivalent vocabulary as synonyms of neologisms, others, on the contrary, more broadly. In turn, there are also supporters of the theory of complete untranslatability

of these units into another language. For example, T. Nida refers to non-equivalent vocabulary as words "absent in another culture and another language" [25: 121]. L. Orlando offers the following demarcation of these names: "a word can be a neologism in relation to all or most languages, and an equivalent - mainly within the framework of this pair of languages, this means that the list of neologisms of this language will be more or less constant, while the dictionary of non-equivalent vocabulary will be different for different pairs of languages" [26: 43]. Thus, the non-equivalent vocabulary is proposed to be understood in a broader sense than linguistic neologisms, which are one of its components in the form of an "independent circle of words" [27].

S. Basnet includes words and stable phrases (lexical units) of this language that "have neither full nor partial equivalents among the lexical units of another language" [28: 93-95].

Meanwhile, M. Agar regards linguistic neologisms as one of the categories (groups) of directly equivalent vocabulary, noting that this layer of vocabulary includes units that do not have "regular correspondences in the target language" [35, c. 81].

So, we agree with the opinion that neologisms, in particular, we are talking about unstandardized neologisms not recorded in dictionaries, are part of the non-equivalent vocabulary. There are no equivalents for their translation in another language, so many researchers speak of its untranslatability.

Researchers who write about translatability and untranslatability consider this problem from different points of view and therefore do not always mean the same thing by these terms or quasi-terms. Yes, the position of J. Catford, who proposed to distinguish between linguistic and cultural untranslatability, is well known. The first is explained by the discrepancy between the formal elements of the source language and the language of translation. The second is the absence in the culture of the translation language of certain concepts relevant to the original text (that is, lacunae and realities) [36: 90].

# 1.3 Discourse and its Features

The progress of philological thought is manifested in the processes that John Locke called "the separation of ideas", that is, the ability of judgment to detect even a slight difference between ideas, so as not to be misled by the similarity of things [37: 205]. In this work, we will try to systematize existing interpretations of discourse, since the multifaceted nature of this object of linguistic research attracts the attention of many scientists. The concept of discourse currently remains debatable.

Linguistics for a long time was focused on the study of one side of language - the language system, but starting from the second half of the 60s, the focus of linguists shifted to the other side - speech activity and its product - discourse, the formal characteristics of which were developed in 1952 year by Z. Harris [38].

In the 1980s and 1990s, the number of discourse studies increased in various fields of science (philosophy, semiotics, social psychology, artificial intelligence theory, literary studies, communication theory), in linguistic areas (psycholinguistics, cognitive linguistics, pragmatic linguistics, ethnolinguistics, linguocultural studies). An additional incentive for linguists to address this problem was the awareness of the fact that in the generation of speech - as noted by E.S. Kubryakova - there are forces that emanate essentially not from the speaker, but from his assessment of the state, knowledge, mind, belonging to the of a different social status, etc., those for whom the speech is intended [39: 18]. Despite the definition and normativity of discourse in the terminological system of other branches of science, there is no single interpretation in modern linguistics that would cover all contexts of its use.

The theory of discourse as a pragmatized form of the text originates from the concept of E. Benvenista. Under discourse, E. Benvenist understands all kinds of utterances that cause the presence of communicators: the addressee, the addressee, as well as the addressee's intentions to influence his interlocutor in a certain way [40: 276].

In today's linguistics, discourse is one of the key linguistic concepts. The number of works devoted to the study of this phenomenon is so significant (N. D.

Arutyunova, A. D. Belova, D. J. Brown and J. Yule, T. Van Dijk, V. I. Karasik, O. S. Kubryakova, M. . L. Makarov, A. P. Zagnitko, etc.), that some specialists talk about a "discursive boom" in linguistics. The purpose of our work dictates the need to outline the main approaches to defining the concept of "discourse".

T. Van Dijk defines discourse through text or text through discourse [31]. O. M. Morokhovsky considers discourse as a sequence of interconnected statements united by a common goal [67]. In turn,

G. Leech, M. Short, G. Brunner and G. Graefen consider discourse as a form of speech communication, which involves the relationship between the speaker and the listener, as an interpersonal activity [41].

V. O. Zvehintsev, for example, understands discourse as an elementary unit of text, i.e. a complex whole or meaningful unity, which is distinguished at the level of language and, as a rule, is realized in the form of sentences connected by semantic links [42].

V. V. Krasnykh made an attempt to look at discourse from the point of view of cognitive structures that underlie linguistic competence. Contrary to V.O. Zvehintsev, the text is an elementary unit of discourse – a phenomenon not only linguistic, but also extralinguistic. The text has a formal and content structure that helps to distinguish it in the discourse. A text is a product of both speech and thinking, a product that appears for the first time at the time of its author's creation and can undergo subsequent transformations when perceived by the recipient. The formation of the text concept is influenced by two factors: the situation and the individual language space of the author [43: 62].

In his work "Fundamentals of Communication Theory", F. I. Sharkov highlights the main theoretical problems of discourse, which contains a systematic analysis of the most important communication discourses [44: 246].

N. D. Arutyunova understands discourse as a complex communicative event [5, p. 356]. And H. G. Pocheptsov interprets discourse as a sociolinguistic structure that is created by the addressee in specific communicative, social and pragmatic situations [45: 352].

The motivation of discourse is indicated by V. Koch, according to whom discourse is any text (or part of a text) in which there are signs of the same specific motive [46: 63].

V.D. Shinkaruk claims that the text-discourse takes into account the communicative focus, speech situation, authorization from the speaker, various pragmatic parameters of speech, the relationship between general and specific, new and known, objective and subjective, etc. A textual communicative unit is a discursive utterance, segmented communicative implementation of a simple or complex sentence co-referential with the corresponding grammatical sentence [47: 56].

English researchers R. Hodge and J. Kress consider text and discourse as complementing each other, emphasizing either the social or linguistic level [48: 258].

Discourseis also interpreted as a complex communicative phenomenon, which includes the social context, information about the participants of communication, knowledge of the process of production and perception of texts. According to T. A. Dyk, discourse is a complex communicative event, "an essential component of sociocultural interaction, the characteristic features of which are interests, goals, and styles" [49: 312].

Discourse is not an isolated textual or dialogic structure, because the paralinguistic accompaniment of language, which performs a number of functions (rhythmic, referential, semantic, emotional-evaluative, and others) acquires much more importance within its framework. In many ways, thanks to the works of Foucault, Althusser, Derrida Lacan's French school of discourse analysis is distinguished by a greater philosophical orientation, attention to ideological, historical, and psychoanalytical aspects of discourse [50: 45].

From the perspective of psycholinguistics, discourse is interesting as the unfolding of switches from internal code to external verbalization in the processes of speech generation and its interpretation, taking into account socio-psychological types of linguistic personalities, role attitudes and prescriptions. Psycholinguists are

also interested in types of language errors and violations of communicative competence [51].

Linguistic analysis of discourse is focused on the selection of tracking registers, the distinction between oral and written speech in their genre varieties, the definition of functional parameters of communication based on its units (characteristics of functional styles) [52: 238].

Discourse is considered as a subsystem of the text. Text is a more general concept than discourse. Discourse is "speech immersed in life," hence the term "discourse", unlike the term "text", does not apply to ancient texts whose connections with living life are not directly restored. If under by text they understand an abstract, formal construction, then by discourse - various types of its actualization, which are considered from the point of view of mental processes and in connection with extralinguistic factors. And if discourse is a category that appears as a special social given, then text is a category that belongs to and draws its strength from the linguistic sphere. As discourse can be said about the text of a story, poem, speech, but this cannot be said about the text of a grammar exercise, which is a set of sentences, rules illustrating some grammatical phenomenon [53: 20].

Having analyzed the above, we can draw conclusions: although the theory of discourse has been developed and studied by linguists for quite a long time, there is still no generally accepted approach and universal definition of the concept of discourse. It is considered from the point of view of the most diverse aspects. But, despite the fact that all these approaches are based on various features and characteristics, they are not mutually exclusive. Thus, on the basis of the above information, it is possible to try to give a generalized definition of discourse. Discourse is a complex whole, a communicative event that has a purpose, is based on knowledge of the process of production and perception of texts and is determined by the relationship between the participants of speech communication [54].

Semantic neologisms (SN) in the category of linguistic innovations refer to new meanings of old words and idioms, also known as "neosememe." Depending on

the degree of novelty, SN are a subset of relative neologisms that are part of updated vocabulary or belong to internal borrowings, where a slang word, sharing the form with a general vocabulary unit, introduces a new meaning into literary language.

SN constitute a portion of updated vocabulary, and the processes accompanying the actualization of linguistic units are typical for neosememes as well.

The ways of forming neologisms include compounding, affixation, contamination, truncation, acronyms, back-formation, abbreviations, reduplication, and conversion.

The formal definitions provided to updated vocabulary align with the understanding of "semantic neologisms," yet the properties of these two concepts differ. Stylistic changes in word usage cannot be considered a source of neosememes since the semantic formation of the word remains unchanged. In this case, it is appropriate to use the term "stylistic neologisms."

SN possess a set of features that qualitatively distinguish them from other neologisms, such as semantic occasionalisms and semantic quasi-neologisms. The distinction of SN from occasionalisms and quasi-neologisms lies in the absence of authorship for the new meaning and the existence of the denoted phenomenon in reality.

For example, semantic quasi-neologisms refer to nonexistent objects primarily created by imaginative writers: "nickel" (a monetary unit), "trough" (a future aircraft).

A significant number of SN, with expanded compatibility, enter into new grammatical relations (agreement and government). If compatibility is viewed as a

sum of meanings or definitions, this is not always indicative of the presence of SN. However, if compatibility refers to grammatical connections, attention should be paid to morphological and syntactic changes in the structure of the new word due to its semantic expansion.

On one hand, a word, while retaining its original meaning, gains the ability to combine with new lexemes that also retain their meanings, for instance, "email" for electronic mail. All words in such combinations are used in previously known and fixed meanings, falling under the processes of updated vocabulary. Hence, combinations like "easy money," "electronic edition," "conditional unit," "energy healing," "currency market" should not be considered as SN.

On the other hand, if a word primarily retains its meaning but forms a combination with a neosememe, this process is characteristic of SN as a unique linguistic phenomenon (e.g., "yellow pages" - an internationally accepted term for city telephone directories, typically free of charge; "yellow editions" - low-quality,).

Dishonest press oriented towards scandalous reports and unverified sensational facts; database - a collection of data organized in computer memory according to certain rules.

The acquisition or loss of ideological coloring by a word lies within the realm of expanding or narrowing derivative meanings, but this does not always indicate SN, as: 1) the word often changes frequency and usage sphere; 2) stylistic coloring and markedness change; 3) a shade of meaning appears, but not a new meaning.

Context plays a significant role; let's compare: "dissident cat" - a rebellious runaway cat being sought by its owners, versus "dissidents of Stalin's time" - those who opposed the communist ideology, resisted the existing regime, and were persecuted for it. Using a word for irony or humor is not always a sign of semantic change, although it does not exclude it.

The entry of groups of cognate and structurally similar words into the language of updated concepts, as well as the actualization of word-forming affixes, clearly goes beyond the concept of SN. For neosememes, a phenomenon is characteristic where the appearance of a new meaning in one word of a word-forming nest results in a similar new derivative meaning in all cognate words (e.g., "brake" - slow down). SN in relation to denoted realities can be divided into three groups:

1. Previously known words acquiring a new meaning to nominate a new reality (e.g., "alternative" - various genres of rock music that oppose traditional ones, "mobile" - cellular phone, "administer" - control the correctness and timeliness of data input and update in a computer network, database). In the last ten to fifteen years, numerous new technological terms have emerged, including computer-related terms (details, operations, programs, and people working with them, etc.). Units of new automotive technology, concepts of youth subcultures (musical trends, accessories, clothing), can be considered as such new realities.

2. Previously known words acquiring a new meaning to nominate an already known reality (e.g., "cabbage" - money, "arrow" - meeting, "enter" - understand, "slow down" - poor reasoning, "left" - bad, possessing negative qualities). This group of SN is mainly represented by verbs, verbal nouns, and some slang nouns whose usage indeed shares the semantic core with the formed lexemes. The reason for such neologization is the desire for expression, adding emotionalism to language, so SN of this group are more often formed in colloquial speech, slang, and argot.

3. Previously known words acquiring a new meaning to nominate a transformed reality (e.g., "model," "office," "dope"). By transformed reality, we mean a previously existing phenomenon that either lacked its nomination or had a nomination that did not express the modern perception of reality. For example, "model," "naturist" - a mannequin, a nude model posing for advertising. The outdated meaning of "naturist," someone posing for an artist; stand-in, posing

nude. Thus, the "naturist" theme transformed into the modern concept "model," endowed with additional shades of semantics such as "for advertising," "object of opposite-sex attention," "figure and dress style example." Therefore, "model" is considered an SN that denotes another previously known reality but based on similarity to the basic meaning of the word. Over the past decade, there has been an expansion of the semantics of this lexeme, and "model" now refers to any well-dressed girl or boy, hence the new nuances for the adjective "model" (model appearance, model style). The new meaning and usage of the word can be seen as another meaning added to the lexeme "model," rather than as a homonym.

The aforementioned groups provide a fairly comprehensive understanding of the concept of SN as lexical innovations within the lexical system of contemporary English in media texts.

In terms of semantics, we can distinguish 5 generalized thematic groups/spheres of functioning of neologisms in media texts:

• Public and everyday life, including names of various new phenomena, habits that have become common (39%):

• "wine o'clock" - an appropriate time of day for starting to drink wine

• "cidery" - a place where cider is made

• "to binge-watch" - to watch multiple episodes of a television program in rapid succession

• "fandom" - the state of being a fan of someone or something

• "showrooming" - the practice of visiting a shop or shops to examine a product before buying it online at a lower price

• "omnishambles" - a situation that has been comprehensively mismanaged

• "sodcasting" - the practice of playing music

• crowdsourcing 'the practice whereby an organization enlists a variety of freelancers, paid or unpaid, to work on a specific task or problem'

— sociopolitical lexicon (9%):

• Brexit 'potential withdrawal of the UK from the European Union'

• occupy 'an international movement protesting against perceived economic injustice by occupying buildings or public places and staying there for an extended period of time'

• hacktivism 'the subversive use of computers and computer networks to promote a political agenda'

• slacktivism 'actions performed via the Internet in support of a political or social cause but regarded as requiring little time or involvement'

• indyref 'independence referendum held in Scotland'

— anthropocentric nominations describing people and their needs, mental qualities, views, beliefs, style, etc. (19%):

• moblivious 'staring at your phone whilst walking or driving and oblivious of your surroundings'

• sapiosexual 'a sapiosexual is a person who finds intelligence a sexually attractive quality in others'

• adorkable 'unfashionable or socially awkward in a way regarded as appealing or cute'

• hangry 'being so hungry that the lack of food causes a person to become angry and frustrated'

• on fleek 'extremely good, attractive, or stylish'

• normcore 'a trend in which ordinary, unfashionable clothing is worn as a deliberate fashion statement'

• lumbersexual 'a young urban man who cultivates an appearance and style of dress suggestive of a rugged outdoor lifestyle'

Thus, the emergence of semantic neologisms does not disrupt the lexical system of the English language but rather signifies its development. It is noted that various grammatical gaps are eliminated through processes in English lexicon. Lexical innovations of various kinds regularly appearing in contemporary English over the last decade do not lead to the destruction of the grammatical system; instead, they serve as evidence of its creative and adaptive potential.

In summary, contemporary English is characterized by significant activity in utilizing the possibilities of its grammatical system, which is an evident guarantee of its further development and refinement. The innovations we have discussed related to semantic neologisms demonstrate a trend of creativity in English grammar and vocabulary.

## Conclusion to the first chapter:

In our study, we have found that significant linguistic transformations are taking place in the modern media environment. Media texts, enriched with graphic, audio, and video materials, have become primary means of communication. This creates new challenges for information perception and understanding, as modern media employ various codes of perception and require recipients to have specific preparation for decoding information.

It is important to note that neologisms in media texts play a significant role in creating new lexical units and shaping media language. They can take various forms, such as true neologisms, renaming, or words arising from secondary nomination.

These new lexical units not only enrich the vocabulary of the language but also reflect contemporary sociocultural and technological trends.

We plan to continue our research in analyzing neologisms already reflected in dictionaries to study their functions at the levels of language and speech.

In the section where the methods of forming neologisms in English-language media texts are analyzed, it was found that compounding is one of the most productive methods of forming new words in modern English. According to the analysis results, conversion, abbreviation, change of word meaning, and borrowing from other languages appeared to be less productive.

The research confirmed the widespread use of neologisms in the American press, where they can serve various stylistic functions depending on the article's theme. Many new words have an evaluative component reflecting the author's personal attitude. Neologisms related to the information and communication sphere are particularly relevant due to scientific and technical progress and societal changes.

The internet plays a key role in the emergence of new words, as it brings new technologies, social networks, and forms of communication. Neologisms often have an emotional coloring and reflect the author's stance on the topic, which contributes to attracting the audience's attention.

It is also worth noting that neologisms in media texts are driven by the need to name new phenomena and products of modern life. Various methods of forming neologisms, such as compounding, affixation, contamination, acronyms, and others, indicate the ongoing evolution of language in response to changes in society and technologies.

# CHAPTER 2 POSSIBILITIES OF TRANSLATING NEOLOGISMS OF MODERN ENGLISH MASS MEDIA TEXTS INTO UKRAINIAN

## 2.1 Lexical Transformation of the Translation of Neologisms

Translation into English:

The research material consisted of media texts from English-language publications such as ELLE, Harper's Bazaar, Marie Claire, Men's Health, Word Spy, TechCrunch, The Guardian, Guardian News Glamour. Currently, there is no universal method for translating neologisms since these words reflect new lexical units. The transmission of neologisms occurs through the following methods:

1. Transliteration (36%).
2. Loan translation (31%)
3. Explanation (descriptive translation) (11%).
4. Direct inclusion (5%).
5. Modulation (5%)
6. Specification (5%)
7. Generalization (5%)
8. Lexical equivalent (2%)

Transliteration uses Ukrainian letters to convey the sound of a foreign word, allowing for visual perception without knowing the pronunciation. Loan translation replaces the components of the original with lexical equivalents in the target language, preserving the internal structure of the word. Both methods have their advantages and applications in translation practice.

Descriptive translation involves describing a specific concept using the resources of another language. This transformation involves replacing the lexical unit of the original with a phrase that fully explains its meaning in the target language. Descriptive translation is used both to explain the meaning in a dictionary and when translating neologisms in a specific text.

Translators use descriptive translation when conveying a neologism through transliteration, transcription, and loan translation is not possible. This becomes relevant when a neologism names a concept, phenomenon, or object that does not exist in the target language. For example, from English, the neologism "carsharing" is translated as "sharing a car to reduce the number of vehicles on the roads and minimize negative environmental impact."

Descriptive translation employs various means, including explanatory ones that clarify the essential elements of the translated word's meaning. Although this method explains the meaning, it is often multi-worded. For example, "flood" is translated as "placing similar information on different forums, repetitive phrases, or short messages."

Among the neologisms translated through descriptive translation are: "outernet" – "traditional mass media," "compulsory" – "mandatory program, limited in use by the sports sphere," "acupuncture" – "treatment with needles," and so on.
Translation into English:

Lately, neologisms in the English language reflect various word formation methods. For example, new words can be based on wordplay, like dot-com (a company operating online) or con artist (a swindler). From such word formations, new neologisms can arise, for instance, dot-con artist, which is conveyed through descriptive translation. Other neologisms are formed through abbreviation,

combining shortened word bases, such as 4X (foreign exchange) - "foreign currency." Graphic condensates are also used, containing initial letters and other graphical symbols, for example, B2B (business to business) - "business relations between companies."

In modern English, descriptive translation is often combined with other methods of conveying neolexis, such as transcription or loan translation. This allows for a blend of conciseness and semantic disclosure. For example, hackerazzi - "hackerazzi," blonder - "blonder," or word of mouse - "word of mouse," referring to information spread through chats and blogs.

However, in cases where a neologism cannot be conveyed through these methods due to its specificity, direct inclusion of the original English word in the text may be used, such as iPad, iPod, Apple, Bluetooth.

In 2013, the Oxford Dictionary recognized the word "selfie" - taking a photo of oneself on a phone or digital camera - as the word of the year. Every year, the dictionary adds new terms that initially appear in the media and then become part of our language. Here are a few examples of translating neologisms in English-language press over the past three years:

 1. Phablet (phone + tablet) - a smartphone with a large screen, smaller than a tablet [source link].
 2. Digital detox - a period when a person refrains from gadgets and the virtual world [source link].

In translating neologisms, the translator uses descriptive translation for understanding by Ukrainian-speaking audiences. However, later in the text, one can see the use of the term "фаблет," which has already become established.

Idioms have also become popular, enhancing the expressiveness and interest of the text. For example:

1. Hammond debunked the myth about bubbles in carbonated drinks that can harm health [source link].

2. Memory of an event significantly improves if the witness tries to reconstruct the course of events after their conclusion [source link].

These idioms add emotionality and structure to the text, making it more engaging for readers.

Translation into English:

(52) These rankings can be seen as a signal that the rest of the world is catching up with us, especially Asian universities are coming closer to us [71, p. 24]. In this case, it is important for the translator to adapt the phraseology for the target audience of the text, choosing the most suitable equivalent. It is also worth noting another interesting feature in modern media texts - the use of colloquial vocabulary.

(53) In short [72, p. 22]. Summing up [59]. This expression (in a nutshell) is used in spoken language, but in recent years, it is often encountered in informational and journalistic texts, attracting the audience's attention. The translator conveys the unit less emotionally, reducing its expressiveness.

(54) Many Swedish companies always take fika breaks, and employees receive free hot drinks [75, p. 14]. In Sweden, this has become a norm for many companies - mandatory fika breaks for all employees, and coffee is free from the company [59]. Here, specification is used, adding additional specificity to the information.

(55) The World Health Organization has reported compelling evidence that bacon (and other processed meats) can contribute to colorectal cancer, but the actual

risk is not as severe as some media headlines tried to make it [71, p. 20]. However, the risks are not as significant as some media outlets tried to portray [59]. Generalization is used in this example to reinforce the overall meaning of the sentence.

(56) Is this the secret of Swedish success? [74, p. 12]. In the style of Swedish life: fika every day [59]. Here, the translator uses modulation to convey the headline's sense in a more accessible and understandable way for the audience.

(57) Are any food products safe anymore? Here's the truth [72, p. 20]. Is everything harmful? Debunking myths about food [59]. Antonymous translation is used here to express the contrast of ideas in the headline.

(58) Even significant events, like meeting a movie star, can sometimes be quickly forgotten [71, p. 24]. Details of even emotionally significant meetings for us can be quickly forgotten [59]. Explanation is used here to convey the meaning of the phrase, which may be unclear to the Ukrainian-speaking reader.

In examples 17 and 18, the nouns can be considered neologisms due to the absence of similar concepts in the Ukrainian language, so transcription is used. The translator should know which word comes first in the collocation to translate it correctly. Therefore, in these cases, explanation (descriptive translation) is an appropriate method:

(65) This is a housing crisis, not my laziness, for which I blame the slow appearance of clothes stored on the floor, not in the wardrobe.

(66) The former marketing director of Facebook emphasized the need for digital detox, stating that people need to understand that "the phone is an amazing tool… we own our devices, they don't own us."

Regarding loan translation:

(67) The most dangerous characteristic of avian influenza is its ability to quickly mutate from low-pathogenic respiratory disease to highly pathogenic disease with a mortality rate of up to 100%.

(68) We need one or several historical figures like this to return and overthrow modern corpocracy.

Translating such words usually does not pose a problem since the suffix -cracy is translated by the Ukrainian suffix -кратія. The process of loan translation is not required in these cases, as the element "corpo-" already has associations with the meaning of the word "корпорація" (corporation).

So, when translating neologisms, it's important to pay attention to their structure and choose the most appropriate translation method to accurately convey their meaning. Sometimes sociolinguistic differences can complicate translation, and then it's necessary to use phrases to explain such realities.

Grammatical aspects of translation can be syntactic and morphological. Specifically, in English-language media texts, morphological transformations like substitutions and rearrangements are often used.

(71) Unicorn - a high-tech company founded less than ten years ago with a value exceeding one billion dollars.

(72) Eruptionist - a person who believes that life on Earth can be destroyed by massive volcanic eruptions.

(73) During an experiment conducted using brain tomography, participants (students) were asked to watch short YouTube videos, including a story about neighbors teasing each other.

In example 74, the translator used a morphological transformation, replacing "mass-market products" with the word "ширпотреб" to convey the essence of the original text. And in example 75, transliteration was used to translate the neologism "anti-vaxxer."

Thus, grammatical transformations help to more accurately convey the semantic meaning of neologisms in translation.

## 2.2 Grammatical Transformation of the Translation of Neologisms
## 2.3 Lexico-grammatical Transformation of the Translation of Neologisms

Aside from politics and economics, one of the main topics in glossy magazines is fashion. Most articles are dedicated to this theme, opening a window for women into the world of "high" fashion. Although, as designers claim, fashion is cyclical and repeats every decade, it does not stand still. Not only new clothing styles emerge but also fabrics, new hairstyles, styles, and even entire trends that did not exist before. Glossy magazines reflect all the changes happening in the fashion industry. To conduct research, online versions of such English magazines as Cosmopolitan, Glamour, and ELLE were consulted.

Let's consider some examples:

(76) "… most women do not want to look" normal ". They want to look hip or chic - ideally both. And for most people, normcore is not going to help them achieve those two descriptors" [63, p. 29].

Recently, a new style called "normcore" has emerged - a fashion trend that expresses women's desire to look as unconventional as possible [59].

The translation was done using transliteration method.

In this example, the name of the new style remains unchanged - normcore.

This style advocates freedom from fashion, engaging people in sensible consumption and savings. This neologism derives from "Normal" and "hardcore," by shortening these words.

(77) "We love her glam take on boho chic (and the patriotic red, white and blue color palette, of course)" [72, p. 16].

We love her glamorous boho-chic style (and the patriotic red, white, and blue color palette, of course) [59].

The translation was done using transliteration method.

The phrase "boho chic" originates from the merger of the words "Bohemian" and "chic." The latter comes from French. And the word "Boho" derives from "bohemian" - bohemia, more precisely from the name - Bohemia. Previously, free-spirited nature dwellers - gypsies - lived in Bohemian forests. As is known, this people leads a nomadic life where all conventions and etiquette rules typical of the civilized world were absent. For them, breaking these rules was much more interesting. The life of actors or simply people of culture is sometimes also called bohemia, for example, theatrical bohemia, as actors, singers, musicians, and dancers sometimes lead a life similar to nomadic. This neologism signifies a combination of different styles, such as hippie, country, military, vintage ethnic, and gypsy styles.

(78) "Geek chic: 21 ways to nail the trend" [72, p. 19].

Glamorous chic: 21 ways to consolidate the trend [59].

The neologism was translated using a lexical equivalent - glamorous chic.

From the word "geek" - an unconventional person, "nerd," the phrase "geek chic" emerged. This is a new style that involves imitating the "nerd" image. Key accessories include glasses, suspenders, and t-shirts with funny slogans.

Women have always had a special love for fashion. Despite the difficult economic situation and the high cost of designer clothing, some women still find ways to follow fashion. There are quite a few such fashionable women, so new words appear to distinguish them from other women.

(79) "7 Cheap Brands Fashionistas Are Secretly OBSESSED With" [63, p. 15].

"7 cheap brands secretly used by fashion victims" [59].

The translation of the neologism was done using a lexical equivalent, "fashion victims."

"Fashionista" refers to a follower of the fashion industry, a girl who tracks the latest fashion trends. They can be celebrities, designers, journalists, or ordinary women who fervently follow fashion in all its manifestations. Sometimes this term is used sarcastically with the meaning of "fashion victim" (Wiki wildberries). This neologism is formed by affixation from the English word "fashion" with the addition of the Spanish suffix "-ista," which is usually associated with feminine professions.

(80) "Be a recessionista and save money with this DIY haircut!" [65, p. 12].

"Будьте рецесіонером і заощаджуйте гроші за допомогою цієї стрижки" зроби сам "!" [59].

The translation was done using transliteration.

A "recessionista" is a woman who follows fashion despite financial difficulties. These girls look very stylish and fashionable without significant expenses. The word "recessionista" is formed from the nouns "Recession" + "fashionista" by merging the bases of these words (Investopedia).

(81) "It girls in love: a-list wedding style" [65, p. 29].

Це світські левиці: весільний стиль"[59].

The translation was done using a lexical equivalent.

The term "it girl" originated in the 1920s. R. Kipling wrote in one of his works that some women have "it." This "it" makes all men around fall in love with them and admire them. It may not necessarily be beauty or figure; more likely, it refers to a certain character or behavior style. In 1972, English novelist Eleanor Glynn used this word in her novel "To Have It," and later in the film based on her novel. Perhaps "it" can be compared to charisma, magnetism, or charm. Currently, this concept has changed and acquired a slightly different meaning. It is used to describe a woman who is in the spotlight and is imitated. She is both hated and secretly admired. This neologism can be compared to the Ukrainian phrase "світська левиця" (Subscribe).

(82) "The 10 most lustworthy it bags for fall" [65, p. 30].

"10 найпопулярніших дизайнерських сумок для осені"[59].

The translation was done using a lexical equivalent.

The term "It bag" entered fashion slang through glossy publications. It was coined as an extension of the word "it-girl," also based on compounding. An "it bag" is a colloquial term used in the fashion realm to denote expensive designer bags that become cult bestsellers. The most famous and popular it-bags are models from Chanel, Louis Vuitton, Christian Dior (Womanwiki).

(83) "Our bare-faced beauty and red carpet glamazon icons" [63, p. 14].

"Наші відкриті обличчя еталон краси та ікони гламазону на червоній доріжці"[59].

The translation was done using transliteration.

The word "Glamazon" is the result of blending the words "glamorous" and "Amazon." It refers to a girl who takes care of her figure and overall looks luxurious, as the word "amazon" means a woman athletically well-built, tall, slender, living in the Amazon forests (Womanwiki).

(84) "How to get away with wearing the same LBD to every holiday party" [65, p. 20].

"Як уникнути надягання одного і того ж LBD на кожну святкову вечірку" [59].

The translation was done using transliteration.

"LBD" is short for "little black dress." Coco Chanel introduced the concept of the "little black dress" in the 1920s, but this abbreviation appeared recently. An LBD is a type of black cocktail dress, typically knee-length, suitable for both work and evening outings. This dress style is becoming increasingly popular each year, hence the trend of abbreviating "little black dress."

(85) "The 4 Worst Things About Jeggings" [63, p. 41].

"4 найгірші речі про джеггінси"[59].

The translation was done using transliteration.

"Jeggings" are a type of pants that are a mix between jeans and leggings. This word originates from blending "jeans" and "leggings." Jeggings are a variation of leggings that were trendy in the 1980s. They regained popularity in the early 21st century, and in 2009, designer Joe Dahan introduced a new model made of thin denim with added spandex (Investopedia).

(86) "Wear a matching two-piece co-ord set, or do what this girl did and pair different plaids in the same color combo for a slightly more casual look " [65, p. 29].

Одягніть відповідний комплект із двох частин, або зробіть те, що зробила ця дівчина, і з'єднайте різні пледи в одному кольоровому комбінованому стилі для трохи більш невимушеного вигляду " [59].

The translation was done using a lexical equivalent.

A "co-ord set" is a women's suit consisting of a crop top and a pencil skirt, leaving the midriff exposed. This phrase is formed by shortening the second part of the word "co-ordinate." Recently, the term "co-ord" can be seen without the second part "set." The word "look" has become a very fashionable neologism in the fashion industry, both in Ukrainian and English. We all know this word, it has countless

meanings, and it is also a phrasal verb. Recently, this word has acquired an additional meaning.

(87) "Exclusive Look at Miranda Lambert's Gorgeous Look for Tonight's ACM Awards "[63, p. 35].

"Ексклюзивний вигляд мала Міранда Ламберт на сьогоднішньому нагородженні ACM Awards" [59].

The translation was done using calque.

"Look" refers to how a person looks at this very moment, everything that forms their overall appearance: hairstyle, clothing, shoes, accessories, makeup. All the small details are crucial for creating the image, as they make up the whole. This definition is similar to what this word already included, for example, "appearance," but now the image also reflects the impression that a person makes on others here and now. This concept is the number one goal for all designers, as they aim for their clothing and accessories to catch attention, hold breath, and evoke a desire to purchase them (Woman Advice).

(88) "Sneak Peek: Whistles Fabulous Spring / Summer Shoes Lookbook" [72, p. 36].

Допрем'єрний показ: повідомляє казковий весняно-літній буклет"[59].

The translation was done using transliteration.

A "lookbook" is a series of photographs representing original outfits of designer clothing and accessories from one or several brands. The lookbook is synonymous with the word "portfolio." It should be executed in a consistent style. This word is characterized by the compounding of "look" and "book" concepts (Wiki wildberries).

(89) "Allow us to introduce you to the newest thing in men's swimwear.Cosmo readers, meet the mankini. " [63, p. 15].

"… Online stores may not explicitly ban explicit books in their dark corners, but simply hide the titles from view."

The neologism "e-tailer" is formed from "e-" and the word "retailer" - a retail seller. Accordingly, an e-tailer is a virtual retail seller. Famous e-tailers include Dell, Amazon, eBay, and others.

"The 4 Worst Things About Jeggings" [63, p. 41].

The translation was done using transliteration.

"Jeggings" are a type of pants that are a mix between jeans and leggings. This word originates from blending "jeans" and "leggings." Jeggings are a variation of leggings that were trendy in the 1980s. They regained popularity in the early 21st century, and in 2009, designer Joe Dahan introduced a new model made of thin denim with added spandex (Investopedia).

"We Did Not Google Beyonce Enough This Year" [65, p. 53].

The translation was done using transliteration.

The neologism was formed through conversion from the proper name "Google" - the name of the search engine owned by Google Inc. This company is one of the most popular in the world. The word comes from "googol," which means a number represented as a 1 followed by 100 zeros in decimal notation. Initially, Google wanted to name it "googol," but, according to one version, the creators changed the name because a site with that name already existed, and according to another version, there was a mistake in writing the name.

"How to vlog your way to a million pounds?" [72, p. 29].

The translation was done using transliteration.

This neologism is formed by shortening the words "video" and "blog." It's a form of a blog where the multimedia environment is video. Usually, vlogs are posted on YouTube, where people, especially girls, share their knowledge and tips about

beauty, fashion, health with other internet users. As for the etymology of the word "blog," it is a blend of "web" from world wide and "log" from Joe Bloggs - a personification of the average person (Lingva flavor).

"Alert! You Can Now Hashtag Emojis on Instagram" [63, p. 19].

The translation was done using transliteration for "hashtag," while "Instagram" remains unchanged.

"Hashtag" is a word or phrase that starts with a # sign used on social media to identify messages about a specific topic. This word is formed by merging "hash" - symbol, "grid," and "tag" - tag.

"The Avatar star sparkles in Roland Mouret" [63, p. 29].

The translation was done using transliteration.

The word "avatar" came from Hinduism, making it a loanword. It symbolizes a being that embodies a deity. In Hinduism, it is believed that only God can have various incarnations that differ in appearance, character, and abilities. For example, the god Vishnu has 22 avatars. Initially, this concept was used in video games as a graphical representation of a user, their alter ego. This led to a rapid use of the term in blogs, forums. Now an avatar is a real photo for public opinion of a user on social media.

"I've been twirting with this guy for a couple of months now." [63, p. 25].

The translation was done using a calque.

"Twirt" means to flirt with someone via Twitter. This word is a result of shortening the expression "to flirt with someone via Twitter." In turn, Twitter is translated as "chirping," hence their logo is a bird. Initially, the site was not called Twitter but Twttr, as the usual variant was already taken by someone else at that time.

**Conclusions for Section 2:**

Dealing with neologisms in the language of mass media, the translator needs to address two tasks: understanding the meaning of each neologism and selecting an appropriate method to translate it into the target language. Currently, the first task can be aided by internet sites created by native speakers that provide definitions for many neologisms. To address the second task, translators may refer to printed and online dictionaries, but in most cases, they also rely on their own translation experience.

The process of translating neologisms from English to Ukrainian occurs in two stages: understanding the meaning and formation of the neologism, and translating it into Ukrainian. Various translation methods are used for this purpose: transcription and transliteration, calque, descriptive translation, or combinations of these techniques. Additional methods exist for more refined translation. One such method is direct inclusion.

The main criteria that a translator must consider when searching for equivalents of English neologisms in Ukrainian are conciseness and unambiguous interpretation. The translator's proposed solution should be understandable to the reader.

Existing methodologies for translating English neologisms are quite versatile and effective. However, when translating new figurative-symbolic word formations not yet included in dictionaries, a deep creative, interdisciplinary approach is necessary to choose the best translation method that will transform the foreign word formation into something completely understandable for the Ukrainian-speaking reader.

It is determined that the main methods of translating neologisms are:

1. Transliteration (36%).

2. Calque (31%)

3. Description (descriptive translation) (11%).

4. Direct inclusion method (5%).

5. Modulation (5%)

6. Specification (5%)

7. Generalization (5%)

8. Lexical equivalent (2%).


Therefore, translating neologisms is particularly important, as translation practice contributes significantly to enriching the vocabulary of a language with words from other languages. For most of the neologisms considered, descriptive translation was necessary, often combined with transcription, transliteration, or calque.

## CONCLUSIONS

It has been established that a media text is a complex dynamic unit of a higher order, which includes units not only of the verbal level. It can include graphic images, video sequences, audio material, and influences the formation of a person's worldview, being presented in various media manifestations, such as print media, the Internet, and different media genres, such as interviews, advertising texts.

The concept of neologism in the linguo-cultural aspect and the features of their functioning in media texts have been revealed. It is established that a neologism is a newly created term, author's word, or phrase that is in the process of entering general use and is not yet included in the state and commonly used language. Neologisms are linguistic elements that arise in any language as a result of international communications. These innovations are rarely found in dictionaries because they quickly emerge in language and quickly disappear from it or become commonly used words.

The specifics of creating neologisms have been studied, and the productivity of nine main types of neologism formation in the English language in mass media has been investigated, yielding the following results: the most productive ways of word formation are compounding (18%) and affixation (23%). Less productive compared to them are truncation (10%), contamination (5%), acronyms (7%), and cases of conversion (6%). The smallest percentage of mass media neologisms are abbreviations (2%), reduplication (1%), and cases of back-formation (1%).

Semantic features of neologisms have been clarified. It is determined that semantic neologisms are a part of relative neologisms that are part of actualized vocabulary or belong to internal borrowings if a word of slang origin, coinciding in

form with a unit of common vocabulary, introduces a new meaning into literary language.

Lexical features of translating neologisms based on English-language journals have been determined. It has been clarified that to reproduce neologisms using means of another language, the translator must use linguistic transformations, such as calque, transliteration, transcription, explication (descriptive translation), and the method of inclusion. Most of these translation methods do not pose difficulties (such as transliteration and transcription, calque, method of inclusion), but in translation using explication, difficulties may arise in finding an equivalent word, so it is necessary to expand the meaning of the word and search for similar words in the target language. It should be noted that the translator must still rely on their previous experience and knowledge in linguistics and translation studies, as some words cannot be adequately translated and must be described to convey meaning and facilitate understanding.

Thus, it is established that glossy magazines are dedicated not only to their primary tasks—fashion, beauty, relationships, but also cover the field of information technology. Neologisms of computer technology can become full-fledged members of dictionaries. These include terms that denote users (avatar), components of gadgets (belfie stick), computer-related actions (screenshot, bitcoin), internet usage (twirt, to vlog, to google, e-tailer).

A significant portion of neologisms in this field are traditionally English words or early borrowings that have a high ability to expand the lexical-grammatical paradigm.

It is determined that the main methods of translating neologisms are:

1. Transliteration (36%).

2. Calque (31%)

3. Explication (descriptive translation) (11%).

4. Direct inclusion (5%).

5. Modulation (5%)

6. Specification (5%)

7. Generalization (5%)

8. Lexical equivalent (2)

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# ANNEX

Are 50 English sentences related to the topic "Features of translating neologisms into Ukrainian in mass media discourse" along with their translations into Ukrainian:

1. Neologisms play a significant role in shaping modern media discourse.

2. Translating neologisms requires a deep understanding of both source and target languages.

3. The challenge lies in preserving the original meaning while adapting to the target audience.

4. Neologisms reflect cultural trends and innovations.

5. Ukrainian media often borrow neologisms from other languages.

6. Adapting neologisms into Ukrainian involves linguistic creativity.

7. Contextual understanding is crucial for accurate neologism translation.

8. Neologisms can be lexical, semantic, or syntactic in nature.

9. The evolution of language leads to the constant emergence of new neologisms.

10. Translators must stay updated with the latest neologisms in both languages.

11. Neologisms in media texts often require explanatory footnotes for clarity.

12. The translatability of neologisms varies depending on linguistic and cultural factors.

13. Neologisms can enhance or distort the intended message if translated incorrectly.

14. Ukrainian media faces the challenge of integrating neologisms into native discourse seamlessly.

15. Successful neologism translation maintains the original style and tone of the text.

16. Neologisms can be coined from existing words or through creative word formation.

17. Translating neologisms requires careful consideration of linguistic nuances.

18. Neologisms can reflect technological advancements, social changes, or pop culture references.

19. Ukrainian translators often resort to borrowing or calquing to render foreign neologisms.

20. The translation of neologisms impacts the overall readability and reception of media texts.

21. Neologisms may undergo adaptation or modification in the translation process.

22. The linguistic creativity of translators influences the effectiveness of neologism translation.

23. Neologisms can bridge linguistic gaps or create confusion if not translated accurately.

24. Translators must navigate the fine line between preserving authenticity and ensuring comprehension.

25. Neologisms can become embedded in everyday language through consistent usage.

26. The translation of neologisms requires a balance between fidelity and fluency.

27. Ukrainian media consumers may encounter unfamiliar neologisms from global sources.

28. Neologisms can reflect cultural assimilation or resistance within media discourse.

29. Translating neologisms involves deciphering the intended connotations and denotations.

30. Neologisms contribute to the dynamism and adaptability of language.

31. Ukrainian translators strive to maintain linguistic purity while incorporating neologisms.

32. Neologisms can evoke specific imagery or evoke emotional responses.

33. The translation of neologisms in media texts impacts audience engagement.

34. Neologisms may undergo semantic shifts or evolve in meaning over time.

35. Translators must consider the target audience's familiarity with source language neologisms.

36. Neologisms can serve as linguistic markers of cultural identity.

37. The translation of neologisms requires sensitivity to cultural nuances and sensitivities.

38. Neologisms can facilitate the expression of complex ideas in succinct terms.

39. Translators must navigate ambiguity when translating context-dependent neologisms.

40. Neologisms can contribute to the development of specialized vocabularies within media discourse.

41. Translating neologisms involves deciphering their intended functions and stylistic effects.

42. Neologisms can enhance the rhetorical impact of media messages.

43. Ukrainian media platforms may adopt foreign neologisms to stay current and relevant.

44. Translators play a vital role in mediating between source language neologisms and target language equivalents.

45. Neologisms can reflect linguistic borrowing, coinage, or semantic extension.

46. Translating neologisms requires adaptability to evolving linguistic trends.

47. Neologisms can become lexicalized over time, entering mainstream language usage.

48. The translation of neologisms requires a balance between linguistic precision and naturalness.

49. Neologisms can provoke linguistic debates and discussions within media circles.

50. Translators contribute to the ongoing evolution and enrichment of language through neologism translation.

## РЕЗЮМЕ

У курсовій роботі вивчається переклад українською мовою неологізмів у мас-медійному дискурсі.

Основна ідея полягає в аналізі стратегій перекладу неологізмів та їх впливу на зрозуміння медійних текстів.

Досліджено використання різних методів перекладу неологізмів у залежності від контексту та цільової аудиторії.

Практичне значення роботи полягає в розкритті специфіки перекладу неологізмів українською мовою в контексті мас-медійного середовища. Ключові слова: перекладацька проблема, неологізми, мас-медійний дискурс.

Перекладацька проблема розглядається у контексті мас-медійного дискурсу, де неологізми виступають як ключові елементи мовної трансформації.

Одиниці дослідження включають аналіз українських медійних текстів з метою виявлення та класифікації використаних неологізмів. Досліджено способи адаптації неологізмів до української мовної системи та їх вплив на сприйняття та інтерпретацію інформації.

Курсова робота покликана розкрити особливості перекладу неологізмів у мас-медійному дискурсі та сприяти подальшому розвитку методології перекладу в українській лінгвістиці.