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дискурсі**

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Sources and use of neologisms in English and Ukrainian media discourse

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Introduction

Language is an evolving and dynamic entity, which continually adapts to societal shifts and technological advancements. This constant change makes it a fascinating subject of study. At the heart of this evolution are neologisms - new words, phrases, or expressions that encapsulate emerging concepts and innovations. These neologisms coined almost daily, permeate every aspect of life, emphasizing the importance of studying and documenting them. To document and study a neologism is to document a part of history, culture, and progress. Therefore, research into neologisms becomes an exploration of language and its evolution.

This research paper delves into the study of neologisms, investigating their origins, forms, functions, and socio-cultural implications. It will concentrate on two distinct aspects: theoretical knowledge about neologisms and practical research into real-world examples of neologisms in Ukrainian and English media. The latter includes their impact on everyday language, their translation, and methods of gathering information about them.

The object of this research paper is limited to the study of neologisms and their role in language evolution represented by various neologism related studies, such as works by Buckingham Jr., H. W. and , Herder, J. G., Kalinowska, I. and others.

The subject matter of the study revolves around the linguistic means of neologism creation, their application in media, their sources and their usage in English and Ukrainian languages.

The aim of this research is to uncover the unique characteristics of neologisms concerning their formation and usage in language. In line with the aim of the paper, the following tasks are set:

- Define the concept of neologism and its role in language evolution;
- Highlight specific features of neologisms within the context of contemporary linguistics;
- Review approaches to neologism studies in linguistic research;
- Extract the content of neologisms in the English and Ukrainian media
- Identify the usage of neologism in language;\
- Identify the means of translating neologisms from one language to another to further extend their usage;
- To determine the sources of neologisms: methods of collecting information about them and where they come from.

The theoretical value of the paper lies in its potential to lay the groundwork for further research in the field of neologism studies, offering a more comprehensive insight into the problem of neologism formation and usage in languages, both Ukrainian and English.

The practical value of the research is underscored by the potential to apply its results in teaching Linguistics and Language Studies to university students. The findings can also contribute to a deeper understanding and interpretation of language and culture evolution.

The research paper is structured as follows:

Introduction explains the choice of the study's topic, states the object and the subject matter of the research, and outlines the aims and tasks.

Chapter One focuses on the theoretical knowledge currently available of neologisms. It explores the importance of their research, broadness of their definition, their history, and their genesis.

Chapter Two focuses on the practical application of neologisms. It explores their sources, ways of collecting them from these sources, examines their usage in various spheres of life and media, and inspects ways to translate them from English to Ukrainian for more varied usage and understanding.

General Conclusions section summarize the researched information and reiterates the main merits and issues of the study of neologisms.

CHAPTER ONE. THEORETICAL BACKGROUND FOR THE STUDY OF NEOLOGISMS

The study of neologisms, or new words and phrases, is crucial to understanding language evolution and social dynamics. These linguistic innovations reflect the language used to articulate new realities and situations, and their journey from being a neologism to becoming an integral part of the language is a testament to their importance in linguistics.

Neologisms, which are distinct from slang and nonce words, aim to fill lexical gaps or convey specific meanings, and their definition, rooted in Greek, is explored in depth.

The term "neologism" has a rich history, with its coinage and evolution traced back to the rise of modern linguistics and dictionary development. The study of neologisms gained prominence as these new words filled lexical gaps and expressed novel concepts across various fields. The process of forming neologisms, from creation to trial and establishment, involves different methods such as blending, re-appropriation, abbreviation, affixation, and borrowing. This genesis theory of neologisms provides a comprehensive understanding of their structural formation.

1.1. Importance of neology in linguistics

Neology encompasses the creation, study, and analysis of new words, phrases, and expressions in a language, language evolution, and the social dynamics influencing the adoption of new vocabulary.

The study of neologisms is of particular interest because they reflect the language that speakers use to talk about new realities and situations. It could be stated that almost all the words in a language were at some point a neologism (Ortiz, 2021).

This means that every existing word was once a neologism, and even today's archaisms were once controversially new vocabulary. Consider "sennight," found in Shakespeare's works. Although now considered an archaism, it started as a neologism, gradually gaining acceptance.

Originating from Middle English, "*sennight*" combines "*seofon*" (seven) and "*niht*" (night). It was used to conveniently denote a week or a seven-day period, which aligns with the typical convenience-driven formation of neologisms.

Neology serves to catalog new terms, providing invaluable insights into their evolution, usage, and eventual integration into standard language or obsolescence. This proactive approach addresses linguistic challenges by offering a clearer understanding of word morphology and semantics over time. Additionally, studying neologisms illuminates the communities and contexts that generate them, offering rich insights into various aspects of life, professions, regions, the internet, politics, and culture. Such research not only promotes mutual understanding but also facilitates better comprehension of contemporary Ukrainian terms for foreigners, fostering deeper connections and rapport.

1.2. Definition of the Term “Neologism”

It comes from the Greek prefix "*neo*" (new) and the Greek word "*logos*" (verb, word). In other words, neologisms are new words (or expressions), recently incorporated into the lexicon (Kalinowska, 2016).

Though “newly coined words” is a common definition for neologisms, it presents a challenge due to the similarities with slang and nonce words, also called occasionalisms. While all are newly coined, they vary in depth of understanding and usage.

Neologisms and slang have distinct characteristics. Neologisms are newly coined terms or expressions that often become part of the language. In contrast, slang refers to informal and unconventional language used by specific social groups. Often, slang words and neologisms coincide, but they’re still considered to be different terms.

Slang items usually are not long-lived, but each period of history has its own traits, which are wonderfully characterized by these short-lived expressions. Thus, nowadays slang has become more and more popular (Saliyeva, 2018).

Slang comprises informal vocabulary within specific social groups, fostering camaraderie and identity. Neologisms aim to fill lexical gaps or convey specific meanings, whereas slang evolves rapidly, reflecting group dynamics.

In an article by Nykytchenko K. P. (2015) "To the problem of definition of 'occasionalism' among the basic notions of neology" it is stated that neologisms include potential words that are newly created but not widely accepted, whilst occasionalisms are words or meanings created for specific occasions to grab attention or express opinions.

Unlike neologisms, nonce words are crafted for specific occasions or contexts and lack lasting adoption, often fading from use after their immediate purpose.

As example, take three separate words: *selfie*, *lit*, and *snizzle*. "*Selfie*" is considered a neologism, as it is almost fully integrated into the lexicon, although still a fairly new invention. It fills a niche and is going to stay in dictionaries. "*Lit*" is a slang word, meaning cool. It is used by the younger generations as a way of connecting with one another. "*Snizzle*" is a combination of the words snow and fizzle, created for a specific situation that may not be repeated in the future. "The weather forecast predicts *snizzle*." The biggest difference seems to be the variety and width of usage, where neologisms garner way more attention than slang words and nonce words.

1.3. A Brief History of Neology

The word neologism was itself a brand-new coinage in the latter half of the 18th century, when English speakers borrowed the French term *néologisme*. The first known use of neologism was in 1772 (Sokolowski, 2017).

The term "neologism" originated from Johann Gottfried Herder, a German philosopher and philologist, in his work "Von deutscher Art und Kunst" (1773) ("On German Art and Literature"), where he discussed the

creation of new words and expressions in language. Herder, a visionary, aimed to depict society as a complex system, which led him to explore modern language philosophy and coin the term to describe the indescribable.

Neologisms have been prevalent throughout language history. Their formal study gained prominence in the 18th and 19th centuries, coinciding with the rise of modern linguistics and dictionary development. During this time, neologisms proliferated across fields like science, technology, philosophy, and literature, filling lexical gaps and expressing novel concepts. Neologisms, like "*quark*," "*genome*," and "*black hole*" in science, "*internet*," "*blog*," and "*tweet*" in technology, and "*existentialism*," "*phenomenology*," and "*deconstruction*" in philosophy, efficiently describe complex concepts. Neologisms reflect cultural shifts and scientific progress, enriching language and providing new ways to express ideas.

1.4. Genesis Theory of Neologisms

“Neologisms pass through three stages: creation, trial and establishment. The new term enters common language as a “protologism”, which is used only by a limited audience. It is then diffused, until finally it becomes widely accepted and stabilised – a stability which is indicated by its appearance in glossaries, dictionaries and large corpora... Neologisms are often a blend of existing linguistic fragments, which are used to coin a new term” (Kalinowska, 2016).

Iweta Kalinowska explains that neologisms often arise through blending, re-appropriation, abbreviation, affixation, and borrowing. Blending combines parts of existing words (e.g., "*brunch*" from "*breakfast*" and "*lunch*"). Re-appropriation gives new meanings to existing terms (e.g., "*tweet*" from bird sounds to Twitter messages). Abbreviation shortens words (e.g., "*blog*" from "*weblog*"). Affixation adds prefixes or suffixes (e.g., "*deshopper*" from "*shopper*" with "*de-*"). Borrowing imports terms from other languages (e.g., "*sushi*" and "*karaoke*" from Japanese). Borrowing is the primary method for neologisms in English and Ukrainian.

Hugh W. Buckingham Jr (1981) proposes that neologisms originate through Morris Halle's word formation model, involving morpheme lists and word dictionaries. Morphemes, like roots and affixes, combine to form new words, such as "derivation" from "derival", which in turn formed from "arrival." Neologisms, adaptable in function, undergo pronunciation changes but adhere to language rules. While typically correct, affixation may contain occasional errors. Sorted into syntactic categories, neologisms fit into grammar structures but differ from bound affixal morphemes in retrieval. Their formation begins with selecting morphemes and applying rules, followed by phonological adjustments. Widely used neologisms may become standard vocabulary in dictionaries.

Conclusions to Chapter One

1. The study of neology is crucial in linguistics as it provides insights into the creation, evolution, and social dynamics influencing the adoption of new vocabulary. Neologisms, once controversially new, reflect the language speakers use to discuss new realities and situations, offering a clearer understanding of word morphology and semantics over time. The study of neologisms illuminates the communities and contexts that generate them, fostering mutual understanding and deeper connections.

2. Neologisms, derived from the Greek prefix "neo" (new) and the Greek word "logos" (verb, word), are new words or expressions recently incorporated into the lexicon. They often become part of the language, filling lexical gaps or conveying specific meanings. However, they should not be confused with slang, which comprises informal vocabulary within specific social groups, or nonce words, which are crafted for specific occasions or contexts and lack lasting adoption.

3. The term "neologism" itself was a brand-new coinage in the latter half of the 18th century. Its formal study gained prominence in the 18th and 19th centuries, coinciding with the rise of modern linguistics and dictionary development. Neologisms have been prevalent throughout language history,

reflecting cultural shifts and scientific progress, enriching language, and providing new ways to express ideas.

4. Neologisms often arise through blending, re-appropriation, abbreviation, affixation, and borrowing. They pass through three stages: creation, trial, and establishment. The new term enters the common language as a 'protologism', used only by a limited audience, then diffuses until it becomes widely accepted and stabilized. This process, along with the study of neologisms, contributes significantly to our understanding of language evolution and the social dynamics influencing vocabulary adoption.

CHAPTER TWO. NEOLOGISMS IN ENGLISH AND UKRAINIAN MEDIA DISCOURSE

This chapter discusses the creation, usage, societal impact, and the research methods used to study neologisms, such as corpus linguistics, surveys, and social media monitoring.

Neologisms are categorized based on their use in areas like politics, science, culture, business, and education. The chapter provides examples and discusses their role in these domains. It also addresses the complexities of translating neologisms, which requires linguistic and cultural knowledge, creativity, and strategic resource use.

Serving as a guide to neologisms, this chapter highlights their role in language evolution and translation. It emphasizes their importance in mirroring societal changes and modernizing languages, offering valuable insights for linguists, translators, and language enthusiasts.

2.1. Ways of Collecting Information on the Present-day English and Ukrainian Neologisms

Just like any research subject in any other field, neologisms in linguistics require certain resources and methods to obtain the necessary data. Such resources include corpus linguistics, surveys and interviews, social media platforms, various tools and software, etc. All the methods involve direct and indirect interaction with bearers of the language in question, their input being the main source of information about neologisms. Technology plays a vital role in both sorting and collecting linguistic data, with researchers creating and using programs designed for pinpointing certain terms and patterns of usage.

2.1.1 Corpus Linguistics

Corpus linguistics involves compiling large collections of texts, known as corpora, representing a wide range of written and spoken

languages. Linguists can analyze these corpora to identify new words, phrases, and usage patterns. Marianna Lőrincz (2022) wrote a corpus analysis on the Ukrainian war in the international press. The specialized corpus for this study was constructed of 4209 leading world newspaper articles, total number of words amounted to 1081971 in total. To measure the war narratives in international media, specific keywords were searched for in the database, and around 20 keywords were found denoting war discourse and aggression. Whilst the study did not focus on newly coined words, it certainly utilized the same methodology as most studies of neologisms do. Similarly, in the article by Lise Fontaine (2016), she mentions a study conducted around the contemporary term “Brexit”. The study utilized Lexis Nexis Academic to gather texts, focusing on English news articles mentioning the term from 2012 to May 2015, extending to the UK election in May 2016. The corpus was analyzed using SketchEngine for concordances, collocations, and word sketches. The corpus contained 1,641,903 tokens with “Brexit” appearing 2,435 times. The study highlighted how the term gained significance in economic and political discussions, particularly leading up to the UK's EU referendum in June 2016. Using the patterns in these studies, one can measure the frequency of neologism usage in different media, such as print media, newspapers, contemporary books, internet discourse, etc. This strategy can even help find new and unknown neologisms not yet registered in databases, by counting the number of studied words and comparing them to the number of not yet documented terms.

2.1.2 Surveys and Interviews

Linguists may also conduct surveys or interviews with language users to gather information about new words and expressions they encounter in everyday speech and writing. In a “New Dictionary Words” survey by YouGov (2014), users were asked to say which definition they thought was correct. The words presented were neologisms and slang words to be later

included in the Oxford Dictionary. A total of 2019 samples were gauged, and overall 13 words were presented. The results were mostly positive, with the majority choosing the correct definitions of the words, although some more obscure words like “hot mess” turned out to be difficult to understand, with 48 people choosing the wrong definition. The last question asked the users to give their opinion on including the terms they were given into the Oxford Dictionary. The majority of the users agreed that it was inappropriate to include them. This mostly showed that people were in sync with the language developments in the world, but were skeptical of including certain terms into the proper vocabulary. Matt Zajechowski (2023) in his article wrote about another such survey conducted by Preply from May 18 to 19, 2022, which polled 1,012 Americans regarding recent additions to dictionary.com and terms related to social justice. Among the respondents, 48% identified as women, 49% as men, and 2% as nonbinary, with an average age of 39. Additionally, the study examined political affiliations, revealing that 49% identified as Democrats, 15% as Republicans, 30% as Independents, and 6% with other affiliations. The survey found that the new words that Americans utilize are useful in describing new phenomena and are socially relevant. Whilst younger generations are way more open to using slang words like “*throuple*”, older generations, though not fond of using specifically slang vocabulary, are not apprehensive about neologisms like “*metaverse*” or “*content warning*”. Surveys are generally the go-to option for directly finding out the socio-cultural factors of neologism influences.

2.1.3 Internet and Social Media Monitoring

With the rise of social media platforms, linguists can monitor online discussions, blogs, forums, and social networking sites to identify emerging language trends and new vocabulary. Commonly utilized platforms include Twitter (now called X), Tumblr, Facebook, Instagram, Reddit, YouTube, etc. To analyze these platforms (and the internet in general) more efficiently, linguists can utilize a variety of tools. Such implements include monitoring

tools, web scraping tools, text analysis software, NLPs (Natural Language Processing), and APIs (Application programming interface). Natural Language Processing (NLP) is a field of artificial intelligence (AI) that focuses on enabling computers to understand, interpret, and generate human language. Copilot is one of the most advanced models of such type. It can access the web directly and pick information out of it. I asked it to give me a list of web articles from the year 2020 with the mention of the neologism “meme” in them, and it named around 10 articles. The tool is not perfect, but it’s a great way to navigate the internet for information. Web scraping tools such as Scrapy, Diffbot, and Common Crawl provide both the ability to crawl and scrape data off the internet, as well as a repository of pre-scraped data. “Scraped” means “extracted”, and can be considered a neologism term in and of itself. First, choose a platform and a term to analyze. Take Twitter and the neologism "cryptocurrency". The scraper sends a request to the URL of the website you want to access. If the server responds, the site’s HTML document is returned. The scraper uses a library or tool like Beautiful Soup in Python to parse the HTML document. This allows it to interact with the HTML as if it were a tree-like object, making extraction of specific elements or pieces of information easier. Once the HTML is parsed, the scraper can then focus on the specific data you’re interested in. It might also record other relevant information, like the date and time of the post, the author, etc. The data that the scraper extracts is then stored. This could be in a simple text file, a CSV file, or a more complex database system. Once you have a dataset of instances where “cryptocurrency” is used, you can then analyze it. This could involve looking at how its usage has changed over time, how it’s used in different contexts, etc. Hashtag monitoring tools, such as Awario, Keyhole, Brandwatch, Talkwalker, and Hootsuite, allow researchers to track mentions, conversations, and trends across various discussion boards and social media platforms. These tools enable users to analyze specific hashtags, providing insights into contemporary vocabulary usage. Researchers can evaluate which topics incorporate newer terms, who uses

them, the frequency of their use, and how this vocabulary influences online behavior and opinions. For instance, examining the #meme hashtag on Twitter reveals the number of posts containing that word.

2.2. English and Ukrainian Neologisms in Different Spheres of Life

When it comes to media discourse, it can be classified depending on the topics relating to life. For clarity's sake, we will classify the spheres as follows: political, scientific, cultural, business, social, and educational. Consider classifying mass media into 3 categories: print (newspaper, articles, magazines, brochures), electronic/broadcasting (television, podcasts), and digital (the internet, social media). By far, print media has the least amount of neologisms, preferring to instead keep a traditional selection of vocabulary. Digital media is a factory for neologisms, slang, and occasionalism of all kinds, as it facilitates all the right conditions for the creation of neologisms, being the primary place young people, who are open to changes and desire a sense of community, hang out on. Electronic media uses a fair amount of newly coined words to stay relevant and relate to their audiences.

Political neologisms serve crucial roles in political discourse, shaping opinions, conveying additional connotations, and sometimes causing confusion or manipulation. The 2012 U.S. Election Campaign was rich with neologisms. The term "*Republican'ts*" refers to Republicans who were unable to explain the meaning of their party's initials. Parrott (2024) uses this term a lot throughout their podcast episode. "*Mitthead*" describes an individual who constantly changes his political positions to suit his audience and objectives, referring to Mitt Romney. This neologism was mostly popularized through social media. Ukrainian neologism "*Ватник*", denoting people who miss the Soviet Union and support Russian aggression, appeared first on Vkontakte social media in the year 2011. The word initially denoted a rather poor, unfashionable piece of clothing, which users personified into a character. It got more popular during the beginning of 2014 Russian military

aggression against Ukraine.

Neologisms in the scientific sphere often arise due to advancements in technology and research. They reflect the creative power of the English language for the development of conversion, a highly productive way of word formation. For instance, the term “*nanotechnology*” was coined in the 1980s to describe the manipulation of matter on an atomic and molecular scale. The term was first introduced in a study by Norio Taniguchi. Similarly, the term “*bioinformatics*”, which emerged in the 1970s, refers to the application of computer technology to the management of biological information. The field of science and new technologies has a higher number of new words, with terms like “*genomics*” and “*proteomics*” becoming commonplace in the wake of the Human Genome Project. On the other hand, the linguistic field of space exploration has the lowest growth, with terms like “*extravehicular activity*” and “*geosynchronous orbit*” being among the few additions.

Neologisms in the cultural sphere are a mirror to the zeitgeist, containing the unity of meanings, values, and stereotypes that are characteristic of a particular society during a specific cultural and historical period. They convey socio-historical data, expressive-emotional nuances, and evaluative aspects inherent to a specific culture. The English neologism “*binge-watch*”, a term for watching multiple episodes of a television program in rapid succession, gained popularity in the early 21st century. The neologism “*євромайдан*” emerged during the 2013-2014 protests in Ukraine for greater integration with Europe. This term, which combines “*Єврона*” and “*Майдан*” was widely used in media and online communication, reflecting the societal push towards European values and away from Russian influence.

In the business sphere, neologisms can reflect changes in economic trends, marketing strategies, and corporate practices. They can be used to describe new business models, marketing techniques, or financial instruments. For instance, neologisms like “*defictionalization*”, “*hype*

cycle”, and “*tribal marketing*” have been used in the business discourse. In the Ukrainian language, most business neologisms are borrowed from the English language. (e.g. “*кадровик*”, “*комерція*”).

Social media neologisms are a rapidly evolving category of neologisms, stemming from social media platforms like Twitter, Facebook, Reddit, etc. Many of them start out as slang or nonce words but evolve to become so widely used and recognized, that they take on a new neologistic meaning. This is largely due to the sheer volume of people interacting on the internet, where new language trends can arise and spread globally within a day. The term “*Troll*” is a social media neologism that refers to an individual who posts inflammatory, rude, and obnoxious comments to an online community. This term, once a niche jargon within internet communities, has now become a standard vocabulary for those who frequent social media, demonstrating the rapid integration of such neologisms into everyday language. Many English social media neologisms have also been adopted into the Ukrainian communities. For example, the term “*YOLO*” (you only live once), is directly borrowed and frequently used. “Чого ти боїшся? *ЙОЛО!*”

In the educational sphere, neologisms can reflect changes in pedagogical methods, educational technology, and academic discourse. For instance, the term “*flipped classroom*”, a pedagogical model where the typical lecture and homework elements are reversed, is an example of a neologism in English education. This term has been coined to describe a new approach to classroom instruction and has found its way into educational discourse. Similarly, the Ukrainian term “*автомат*” arose to explain the ability of university students to get a final mark without having to pass an examination.

Natalia Semen and Kateryna Topoliuk (2020) in their paper state, that the language of media publications is a key source for spreading neologisms. Media, being responsive to societal changes, actively disseminates new words, contributing to the development and modernization of languages.

While neologisms enrich vocabulary and modernize texts, their inappropriate or excessive use can clutter media language and potentially hinder language development, especially when suitable existing words are overlooked. This is especially harmful to traditional languages like Ukrainian, where the vocabulary gets cluttered with borrowed words from other languages. A good way to avoid this is to create our own neologisms, or properly translate borrowed ones.

2.3. Translation of English and Ukrainian Neologisms

Translation of neologisms can be challenging, especially when you're translating from a foreign language. In both Ukrainian and English media discourse neologisms are becoming more and more prevalent, which raises the demand for translators capable of dealing with them. Neologisms are often culturally specific, so it can be difficult to make out their meaning without the proper knowledge of the culture they come from. A translator should be ready to do a lot of research, as well as use their imagination when approaching neologisms. This requires both time, effort, and creativity on their part.

The importance of practicing translation of neologisms into different languages is the reality of Anglicization, a process where societies borrow cultural aspects, words, phrases, and practices from English-speaking countries. As it is happening in Ukraine as well, it's important to be able to transition the English neologisms into the Ukrainian language.

Comprehending neologisms requires understanding the context they're used in. This involves deducing the meaning of unfamiliar terms from the text's cultural and linguistic context. A well-structured text allows for word comprehension based on usage, possible synonyms, or other hints. However, translating a brief or incoherent text can be challenging.

Understanding a neologism's structure, especially its morphemes, aids in deciphering its meaning. This is clear in COVID-19 neologisms. Katherine B. Akut's (2020) study analyzed these terms from five internet articles published in March, April, and May 2020. The findings showed that

most neologisms were nouns formed through compounding, blending, and affixation, often combining free and bound morphemes. To understand this better, take the English neologism “*facepalm*”. It is a compound word formed by combining “*face*” and “*palm*”. In Ukrainian, it’s a little difficult to give an exact translation for it, but it often translates to “*фейспалм*”, and it means “to put your palm to your face in frustration”. On the website “*Словотвір*” dedicated to creating and translating Ukrainian neologisms, there is a rather popular translation of “*facepalm*”, being “*Лобхлоп*”. It takes advantage of the morphological structure of the word, translating its constituents into “*лоб*” and “*хлоп*”. While it is not perfect, it makes the usage of the word easier in the Ukrainian language. Understanding the connection between “*palm*” and “*face*” makes it possible for us to use this neologism in communication without confusion. It can be used as a verb (e.g., “*He facepalmed at my nonsense*”), and as a noun (e.g., “*His facepalm made me mad*”). In Ukrainian it can also be used as a verb and a noun, but unlike in the English language, it undergoes certain transformations to fit different roles. “*Він лобхлопнув*”, “*Його фейспалми мене роздратовували*”, “*Фейспалмнути тут буде недоречно*” and the like.

Helge Niska (1998) suggests a few strategies in her paper regarding the interpreting process of neologisms and similar words that do not exist in the target language: omission, “approximate” equivalent, explanation of the concept, loan translation, direct loan, and coining of new words. In this list, she mostly talks about oral translation, but a lot of the strategies are perfect for written translation as well.

When the term is especially obscure, use omission, meaning that the term is not translated outright and is instead addressed later. Take this sentence with a Ukrainian neologism “*Орки напали на наші землі*”. The term “*Орк*” is not a new word, but its meaning in the contemporary sense has transitioned into “*invader*” or “*war criminal*”. In English media this word is not often used to describe invaders, and is instead related to a certain fantasy race from properties such as Lord of the Rings or Warhammer, so

foreign audiences wouldn't pick up on its intended meaning right away. In this case, we can omit the word entirely and replace it with something like "Russians" or "them", making it "Russians have invaded our land." The term can then be explained later if needed.

One can utilize an "approximate" or "provisional" equivalent, rendering the term to the best of their ability with similar concepts, that may not match the original meaning well. For example, consider the English neologism "selfie". Although we now use the term "селфі" when translating it into Ukrainian, as this neologism has gained a lot of reverence and popularity, it wasn't always like that. An approximate translation in Ukrainian might have been "асмонортем", which literally means "self-portrait". This translation conveys the idea of a self-portrait, but it doesn't fully capture the nuances of a "selfie", which is specifically a casual, often shared, digital self-portrait.

Explanation of concept is an indirect translation method. By providing an explanation, the translator ensures clarity and comprehension for the readers or listeners who may not be familiar with the original term. This is not usually used in oral simultaneous translation, instead being more prevalent in either written or consecutive translation. For example, "I finally got a gig", where "gig" is a neologism meaning "short-term job", can be translated using the explanation method as such "Я нарешті отримав короткострокову роботу."

In many cases, neologisms can be translated using literal translation. For example, the English word "cyberattack" can be directly translated into "кібератака" in Ukrainian. This makes it a loanword.

Transfer refers to the direct lifting of a source language word into the target language. This creates direct loans, where the word is used as is with some minor morphological or phonological changes to make it fit into the recipient language. The word "локдаун" is a direct loan from the English word "lockdown".

At last, the interpreter may coin a new term. When a term for the object of discussion does not exist, the translator may create one. Of course, they have to elaborate on the term's meaning.

Similar strategies apply to written translation as in interpreting. Translators can combine multiple approaches, conduct research beforehand, and employ creativity. For neologisms, reliable resources are essential.

Consider online databases like the Double-Tongued Dictionary (which covers a wide spectrum of newly coined words) and WordSpy (tracking contemporary language trends). Urban Dictionary is useful for slang and occasionalisms. Explore the Online Dictionary of Language Terminology for concise definitions across various fields. The Collaborative International Dictionary of English includes contemporary word entries. Merriam-Webster's Open Dictionary allows user submissions, and the Oxford English Dictionary regularly updates its entries. Consider titles like the Collins English Dictionary and the American Heritage Dictionary. Additionally, Natalia Kramar's "СЛОВНИК АНГЛОМОВНИХ НЕОЛОГІЗМІВ ХХІ СТОЛІТТЯ" provides a substantial repository of Ukrainian-English neologisms sorted by various topics: food, pandemic, politics, discourse, education, nature, science, etc.

Conclusions to Chapter Two

1. The study, usage, and translation of neologisms, or new words and phrases, are integral to the evolution and modernization of languages. The study of neologisms involves various methods of data collection such as corpus linguistics, surveys, interviews, and internet and social media monitoring. These methods provide valuable insights into the evolution of language and the influence of socio-cultural factors on neologism usage.

2. Neologisms are used in various spheres of life and can be classified into political, scientific, cultural, business, social, and educational categories.

They are primarily disseminated through three types of media: print, electronic/broadcasting, and digital. Each category of neologisms plays a crucial role in its respective field, shaping opinions, reflecting advancements, conveying socio-historical data, and indicating changes in trends and practices.

3. While neologisms enrich vocabulary and modernize texts, their inappropriate or excessive use can clutter media language and potentially hinder language development. This is especially harmful to traditional languages like Ukrainian, where the vocabulary gets cluttered with borrowed words from other languages. To avoid this, it is suggested to create our own neologisms or properly translate borrowed ones.

4. The translation of neologisms can be a challenging task due to their cultural specificity and increasing prevalence in both Ukrainian and English media discourse. This necessitates translators who are capable of understanding and translating these terms, which often requires extensive research and creativity.

5. Understanding the meaning of neologisms from the context they are presented in, paying attention to the structure of the neologism, employing various translation strategies, and using reliable resources are essential for translating neologisms. These strategies can be combined, and translators can conduct research beforehand and employ creativity.

GENERAL CONCLUSIONS

The study of neologisms is essential in linguistics as it provides insights into the creation, evolution, and social dynamics influencing the adoption of new vocabulary. Neologisms reflect the language speakers use to discuss new realities and situations, offering a clearer understanding of word morphology and semantics over time.

Neologisms, new words or expressions recently incorporated into the lexicon, often become part of the language, filling lexical gaps or conveying specific meanings. They should not be confused with slang or nonce words, though they can evolve from them.

Neologisms have been prevalent throughout language history, reflecting cultural shifts and scientific progress, enriching language, and providing new ways to express ideas.

Neologisms often arise through blending, re-appropriation, abbreviation, affixation, and borrowing. They pass through three stages: creation, trial, and establishment, contributing significantly to our understanding of language evolution and the social dynamics influencing vocabulary adoption.

The study, usage, and translation of neologisms are integral to the evolution and modernization of languages. Various methods of data collection provide valuable insights into the evolution of language and the influence of socio-cultural factors on neologism usage.

Neologisms are used in various spheres of life and can be classified into political, scientific, cultural, business, social, and educational categories. They play a crucial role in their respective fields, shaping opinions, reflecting advancements, conveying socio-historical data, and indicating changes in trends and practices.

While neologisms enrich vocabulary and modernize texts, their inappropriate or excessive use can clutter media language and potentially hinder language development. This can be especially harmful to traditional languages like Ukrainian.

The translation of neologisms can be a challenging task due to their cultural specificity and increasing prevalence in both Ukrainian and English media discourse. This necessitates translators who are capable of understanding and translating these terms, which often requires extensive research and creativity.

Understanding the meaning of neologisms from the context they are presented in, paying attention to the structure of the neologism, employing various translation strategies, and using reliable resources are essential for translating neologisms. These strategies can be combined, and translators can conduct research beforehand and employ creativity.

Резюме

Метою цієї праці було дослідити концепцію, вплив та проблеми неологізмів в українському та англійському медіа-дискурсі. Для цього спочатку розглянуто історію та визначення неологізмів загалом, а потім проаналізували їхній вплив у реальному світі, а також те, як вони можуть бути передані різними мовами. Все це було зроблено для того, щоб краще зрозуміти неологізми як явище, оскільки, хоча вони є невід'ємною частиною лінгвістичних досліджень, їх не дуже добре розуміють. Спочатку встановлено, що дослідження неологізмів є новим, і що неологізми є запутаною темою, оскільки їх важко визначити та перекласти. Звернуто до багатьох джерел, щоб сформулювати їхнє остаточне значення. У другій частині основною метою було розглянути неологізми з більш практичної точки зору.

Визначено способи збору інформації про неологізми в медіа та з'ясували, що найкраще це робити за допомогою технологій, оскільки основним способом збору цієї інформації є вивчення сучасних веб-сайтів соціальних мереж, статей, новин тощо. З'ясовано, що всі види ЗМІ містять неологізми, більшість неологізмів походить з Інтернет-медіа. З'ясовано, що люди загалом слідкують за новими мовними тенденціями, але не завжди охоче приймають їх у загальноживану лексику. Неологізми збагачують нашу мову зручними термінами, які відображають сучасні суспільні зміни, але вони також можуть захищувати наш поточний словниковий запас і витіснити старі, більш культурно прийнятні слова. Переклад неологізмів є складним завданням, оскільки вони пов'язані з культурними тенденціями, які перекладачі повинні вміти досліджувати та розуміти.

Ключові слова: Неологізм, переклад, мовний тренд, сленг, медіа, культура

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