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CREATION OF ENGLISH MEDIA NEOLOGISMS AND METHODS OF THEIR TRANSLATION INTO UKRAINIAN

Summary. New lexical items are analysed on morphological and semantic levels according to the trends of creating neologisms in English-language media. The material for the research are texts and titles from foreign newspapers and magazines, own observations. This research confirms the fact that the problem of neology is very important nowadays. The process of media translation is suggested to do in two stages using different methods of translation.

Key words: neologism, neology, lexical units, lexicology, compensation, transposition, transcription, transliteration, calquing, circumlocutory translation.

Research problem formulation. In the English language there have recently been many new words that require detailed study. The growing number of new nominations led to neology which is looking for new words, their classification, analysis of the factors and ways of their building. The problems and tasks of neology are identification of new words and correction of understanding their meaning, the formulation of new trends in language development based on new language units, determining the ways of their creation, translation and lexicographical decoration.

Creation of words by analogy is not a new phenomenon for philological community. The list of words and their definitions affirms that they are designed for using by intellectuals, people with high level of education, for using elements in intellectual and language games. The appearance of neologisms is caused by extralinguistic factors such as the development of society, engineering and technology, the appearance of new realities that require the reflection in language, as well as purely linguistic needs (the law of economy of language means). The process of appearing neologisms is relentless, it is present in every field of science and society, that's why it is the actual object of research of many linguists.

Literature review. Many scholars were engaged into the problem of neology. Among them I. Andrusiak, J. Arnold, N. Arutyunov, R. Berchfyld, A. Boyarska, Y. Cherkaska, S. Enikayeva, V. Hak, N. Izulikin, K. Kovtun, E. Kubryakova, R. Mahachashvili, O. Meshkov, I. Murko, L. Omelchenko, T. Pakhomova, T. Pimakhina, O. Pozdniakova, V. Teliya, A. Yankov, V. Zobotkina, Y. Zatsnyi, Y. Zhluktenkocan be distinguished. Scientists H. Busmann, H. Miskevych, O. Radchenko, V. Zobotkina, assert that neologism is a newly created term, word or phrase that is in the process of entering the general use and is not included into the official or the general language. They proved that when a new word is created, it is initially come through the process of socialization. If neologism is used for a long time, it may occur in new editions of dictionaries. Then this word no longer is considered to be a neologism.

Neologism is assumed by J. Arnold as a linguistic term that refers to any newly created words, word-combinations, a new

meaning of an existing word or words borrowed from other languages, which still keep the novelty. The main fact in the definition of neologisms is considered by A. Radchenko not to be its chronological boundaries but its functional feasibility of a new nomination. The conditions indicated by H. Miskevych and L. Heltsova to promote entering the words into the language are the following: the criterion of accuracy, the impact of extra-linguistic factors and frequency of use of the word. Neologism is characterized by A. Lykovas a word that is at the initial stage of its historical life in the language. The main criteria for determining neologisms are considered by N. Bulanina and N. Topuridze-Sumbatova to be novelty of their content and form.

The purpose of the article is the analysis of new lexical items on morphological and semantic levels, identifying the trends of creation lexical items in English-speaking media.

The main material of research. The huge influx of new words and the need of their description led to the creation of neology as a special branch of lexicology. Some lexicographers and lexicologists attribute the appearance of new words with the space exploration and believe that the limit is 1957, the year of the launch of the first satellite. Thus, the criterion of neologism, on the one hand, is subjective, and, on the other hand, is objective [1, p. 31].

Neologism is a historically variable category, one of units of passive vocabulary, that have not yet entered the active vocabulary. Neologisms are used, on the one hand, for the nomination of new or not yet mentioned concepts and, on the other hand, they are used to replace the previous words with new ones, due to such factors as the tendency to linguistic economy, unification of nominative models, more clearly and more precisely words, expressive and stylistic update [2].

The term "neologism" indicates a new word or a stable combination of words with new form or content. Accordingly kinds of neologisms are the following: actually neologisms that combine shape with novelty of meaning (bio-computer, thought-processor), transformations that combine novelty of form of words with their meanings which has already existed in another form: (sudsier – soap opera, big C – cancer), semantic innovations or re-interpretations where in new meanings are expressed in new forms that existed in the language previously (bread – money, drag – boredom [3, p. 17]).

Neologisms as a rule appear on the base of the existing linguistic tradition using derivation means available in the language. The appearance of a new lexical-semantic variant of the word is considered in pragmatic aspect of variability to be the result of variation in its use in different situations of communication depending on the social, regional, national, age, occupational and other

statuses of participants in communication. The same vocabulary is implemented differently in similar situations by the different segments of native speakers. The use of the word in atypical context by speakers of specific socio-professional groups results in a new shade of meaning which is then become a separate lexical-semantic variant of the word [4].

Any semantic innovation creates pragmatic novelty. A new lexical-semantic variant of the word expands pragmatics of the whole lexeme because in such way the range of situations, contexts and limits for its use broadens [5].

Derivativeness in form and motivation of content have hitherto been acknowledged as indisputable attributes of derivative relationships.

Modern English has at its disposal many ways of establishing new words which include derivation, compounding, conversion, reduction, adjectivization, substantivization, reverse word formation, lexical-semantic way, alternation of sounds and transfer of stress in words (phonological method). However, not all of these methods are used at the same extent, and proportion of each word in word-building process varies. Such methods as word-building and stem-composition give the basic number of lexical innovations [1, p. 29].

We ascertained that conversions, by which transition from original units to units of translation can be realized, are translation transformations. These transformations occur with linguistic units, which have the plan of content and the plan of expression, hence they are semantic-formal in nature and they convert the form and the meaning of source units. Translation transformations are divided into lexical and grammatical ones depending on the nature of linguistic units [6]. There are, moreover, comprehensive lexico-grammatical transformations, where conversion either affects both lexical and grammatical units of the original or are inter-level, namely, they make a transition from lexical items to grammatical ones and conversely.

Compensation is a lexical and grammatical transformation that involves the transfer of semantic or stylistic tone where it is not expressed in the original. One stylistic means is very often replaced by another for reimbursing losses. The need for compensation arises from the fact that in some cases it is impossible to find a full match (semantic and expressive-stylistic) to express a separate segment of original in translation [7].

Transposition is both lexico-grammatical and stylistic transformation, which involves translating one genre or functional style into another genre or functional style. In English texts elements of conversational style are used oftener than in Ukrainian ones, sometimes they have even familiar character. As a result, the interpreter sometimes has to change the text's translation, replacing slang and over familiar words and phrases with more neutral [8, p. 157]. For example: "Ugandan Prime Minister to Be Banned from UK if His Gay Death Penalty Bill Succeeds" [9].

In this example it is offered to use politically more correct neologism than in the original and also to use transformation of generalization.

During translation of neologisms in the texts of English media, we have made a number of ways of neologisms transmission. Next we describe the main ones, according to the specific building of English neologisms.

Transcription, transliteration. These are ways of translating original lexical units by reflecting their forms with the help of the target language letters.

We investigated that samples of English print media are the use of transcription and transliteration for translating neologisms from English into Ukrainian in publicistic texts, for example: "Perhaps there could be a south-south cooperation to work out how to best inspire assistance from microdonors in the North., for one, would be interested in seeing a microcredit project that I could monitor online and could put my \$ 100 dollars into" [10].

Among the ways of translating texts of English-language print media in publicistic style, we have highlighted calquing. As already mentioned, calquing is a way to translate original lexical units by replacing their parts with their lexical equivalents in the target language. Calquing assumes existence of bilateral interlanguage consistencies between elementary lexical units which are used as building blocks for replicating inner forms of source words. Calquing as a way of creating equivalents is similar to literal translation, namely, equivalents of whole words are generated by producing simple equivalents of their parts. Advantages of calquing are brevity and simplicity of obtained equivalents and unambiguous correlation to original words.

Circumlocutory translation is a lexico-grammatical transformation during which source neologisms are replaced by phrases that explain their meanings and give wider explanations of meanings or definitions by the target language. Circumlocutory equivalents are fundamentally different from calquing because circumlocutory ways of translating neologisms require meanings of source units to be irrespective to nature of their links with the external structure of words.

Conclusion and further research prospects. Researches of creating neologisms convince that new vocabulary is formed primarily through word-formation operations and rethinking existent units. Affixation, abbreviations, telescopes, compounding and conversion remain the main ways of creating morphological neologisms. Emerging semantic neologisms is regulated by the law of conserving language facilities that reduces quantitative growing lexical items, directs nominative activity to the secondary nomination and leads to rethinking existent nominative language facilities.

Enriching the language with new lexical units of any type and structure is indubitably a positive side of development and improvement of language and linguistic facilities. Appearing neologisms shows development of society and humanity in general.

Neologisms on the one hand are explained as words or word-combinations that appeared in a certain language during a given time. On the other hand, neologisms are terms that have new meanings of existing words or words borrowed from other languages which still keep a shade of novelty. According to linguists, neologisms are words of any period that are new in relation to the previous period whereby they may be not only new words but also new meanings of the words, and even new phraseological or stable word-combinations. They often appear from already existing elements of the language.

The most efficient ways of neologisms' creating according to the results of the researches are: affixation, reduction, word compounding, conversion. And less productive are borrowings (which are divided into actual borrowings, barbarisms, ksenizms and tracings) and reverse formation of neologisms.

It is noticed that there are no special methods of translation of neologisms in the sphere of scientific and technical terms. Translators have to correlate the existing translation ways and choose

one, which is the most appropriate to the context. We have analyzed basic ways of translating scientific and technical terms.

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Сидор А. Р., Нанівський Р. С. Творення неологізмів в англомовних засобах масової інформації та способи їх перекладу українською мовою

Анотація. Проведено аналіз нових лексичних елементів на морфологічному та семантичному рівнях відповідно до тенденцій творення неологізмів в англомовних засобах масової інформації. Матеріалом дослідження є тексти та заголовки закордонних газет і журналів, власні спостереження. Робота підтверджує факт, що проблема неології тепер дуже важлива. Пропонується виконувати переклад у два етапи, використовуючи різні методи перекладу.

Ключові слова: неологізм, неологія, лексикологія, компенсація, транспозиція, транскрипція, транслітерація, калькування, описовий переклад.

Сидор А. Р., Нанивский Р. С. Создание неологизмов в англоязычных средствах массовой информации и способы их перевода на украинский язык

Аннотация. Проведен анализ новых лексических элементов на морфологическом и семантическом уровнях в соответствии с тенденциями создания неологизмов в англоязычных средствах массовой информации. Материалом исследования являются тексты и заголовки зарубежных газет и журналов, собственные наблюдения. Работа подтверждает факт, что проблема неологии сегодня очень важна. Предлагается выполнять перевод в два этапа, используя разные методы перевода.

Ключевые слова: неологизм, неология, лексикология, компенсация, транспозиция, транслитерация, калькирование, описательный перевод.