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NEOLOGISMS IN THE CONTEXT OF POLITICAL DISCOURSE
НЕОЛОГІЗМИ В КОНТЕКСТІ ПОЛІТИЧНОГО ДИСКУРСУ
НЕОЛОГИЗМЫ В КОНТЕКСТЕ ПОЛИТИЧЕСКОГО ДИСКУРСА

Розглянуто особливості утворення неологізмів у сучасному українському та англійському політичному дискурсах. Завданням статті є аналіз актуальних шляхів утворення неологізмів у сучасному політичному дискурсі. Досліджено лексичні особливості політичних дискурсів України, Великобританії та США. Актуальність обраної теми зумовлена тим фактом, що кожна зміна в соціумі, будь вона політична, соціальна чи культурна, породжує нові слова та терміни. Утворення нових слів є відображенням у мові потреб суспільства для вираження нових понять та концептів. Творення нових слів є результатом прагматичних потреб суспільства. Враховуючи той факт, що жодне явище в соціумі, зокрема політичне, не стоїть на місці, а знаходиться в постійному розвитку, лексичні одиниці, які обслуговують цю сферу, також знаходяться в постійному розвитку. Останнім часом у політиці можна помітити появу великої кількості нових понять та явищ, які і сприяють виникненню великої кількості нових слів та термінів. Політичний дискурс віддзеркалює усі суспільно-політичні зміни, що є чинниками формування нового сприйняття, яке передається в першу чергу за допомогою неологізмів.

Ключові слова: політичний дискурс, політичні терміни, політичні неологізми, словотворення.

Рассмотрены особенности образования неологизмов в современном украинском и англоязычном политическом дискурсах. Основным заданием статьи является анализ актуальных способов словообразования в современном политическом дискурсе. Были проанализированы лексические особенности политического дискурса Украины, Великобритании и США. Актуальность данной темы обусловлена тем фактом, что каждое изменение в социуме, будь оно политическим, социальным либо культурными, порождает новые слова и термины, то есть образование новых слов является отображением в языке новых понятий и реалий. Образование новых слов – это результат реализации прагматических потребностей социума. Учитывая тот факт, что каждое явление в обществе не стоит на месте, а постоянно развивается, лексические единицы обслуживающие политическую сферу, также находятся в постоянном развитии. В последнее время в политике возникает множество новых понятий и явлений, что, в свою очередь, способствует появлению новых лексических единиц.

Ключевые слова: политический дискурс, политические термины, политические неологизмы, словообразование.

The article considers the features of formation of neologisms in the modern Ukrainian and English political discourses. We set the following task: to analyze the actual ways of word formation in the modern political discourse. Lexical peculiar features of political

discourses of the Ukraine, the Great Britain and the USA are scrutinized. Language is one of those human activity, which one of the first reflects changes in social, political, economic and cultural and other aspects of human activity. Living language develops very rapidly, it is under the influence of internal and external factors, it adapts to the constant changes in social, cultural and scientific life. Each changes in the society generates new words and terms, i.e. the creation of new words in the language is carried out as a reflection in the language of social needs to express new concepts. New words in the language are reflection of an objective reality. Neoplasms in a given historical period are defined by both internally speech and externally speech factors that play a key role in the study of certain linguistic changes. In understanding the neology as lexical renovation of the national language by borrowing new formations and new meanings, it should be noted the importance of this process for the phenomenon of political discourse because the native speaker's consciousness is formed by means of the language. Therefore, changing the lexical system, conventional political sender reconstructs the cognitive recipient field, manipulates his or her consciousness, and consequently directs his or her political actions. In understanding the neology as lexical renovation of the national language by borrowing new formations and new meanings, it should be noted the importance of this process for the phenomenon of political discourse because the native speaker's consciousness is formed by means of the language. Therefore, changing the lexical system, conventional political sender reconstructs the cognitive recipient field, manipulates his or her consciousness, and consequently directs his or her political actions.

Keywords: political discourse, political terms, political neologisms, word formation.

A language is one of those areas of human activity, which primarily reflects changes in the social, political and other spheres of our life. A living language develops very rapidly, under the influence of internal and external factors, adapting to the constant social, political, scientific and cultural paradigms. It always takes new forms and values, at the same time it is self-cleaning of old items that no longer can perform its functions.

Each change in the society, be it political, social or cultural one, generates new words and terms, i.e. the creation of new words in the language is carried out as a reflection in the language of social needs to express new concepts. New words in the language are the reflection of an objective reality. Neoplasms in a given historical period are defined by both internally speech and externally speech factors that play a key role in the study of certain linguistic changes. I.A. Naumova in her work *Verbatim* denotes neologisms as "dress and sound of a language, documentary evidence of the emergence of a new language" [7;10].

Recently formed words are known as neologisms. However, the definition of neologism raises several questions as to what word can be considered as a new one. From traditional canonical words neologisms differ by special relationships over time and fixed in the collective consciousness. Any new word tends to be a neologism, i.e. temporary connotation of the novelty, while collective linguistic consciousness reacts to it as a new one.

Glossary of linguistic terms by D.E. Rosenthal and M.A. Telenkova give the following definition: "neologism (from Greek *neos* - new + *logos* - word) is a word or a turn of the language phrase created to describe a new subject or express new concepts" [8]. However, after the word becomes the part of the mass consumption, it will cease to be the neologism. Some neologisms are related to certain historical epochs, they have joined the composition of old words.

P. Newmark believes that the neologism may be defined as a newly created lexical unit or an existing lexical unit that has acquired a new meaning [10].

Most neologisms do not live long because they are formed at the time of the speech and in special situations. The most important feature of neologisms is their temporary nature, because that word has its meaning or force only in the given context and it is intended to serve only in this case [2].

New words and expressions arise the degree regardless of their importance. All of them can be important and relate to some social and political events, such as new names of political parties; neologisms appear to describe fairly minor and short-lived phenomena such as new styles of music or dance [1]. In such cases, there are several ways of neologisms formation, existing words change their meaning, and new words are borrowed or created from existing lexical material available in the language for the creation of new models of lexical units.

It's important to point that the purpose of neologisms is to describe subjects, realities, phenomena and concepts that had not previously existed.

It's necessary to note that neologisms are divided into linguistic, lexical, semantic, original and individual stylistic ones. Language neologisms arise with new concepts; they are a part of the passive vocabulary and dictionaries. If this concept has been relevant for a long time, the words are no longer neologisms; they are organically becoming a part of the vocabulary. Lexical neologisms are formed in the language according to the existing models. Semantic neologisms are new meanings known in the language of words. Authors' neologisms, individual and stylistic neologisms are created by writers and poets to provide literary texts with expressiveness. Such neologisms are usually "attached" to the context and have their author. The value of these neologisms is that they make extraordinary literary text and can easily attract the attention of the reader.

Creating new words is a result of the pragmatic needs. When a person intends to express his or her idea, he or she chooses existing lexical units that best reflect his or her thoughts and feelings. However, if there is not such word in the lexicon of the speaker, the speaker modifies an old one and creates a new lexical unit.

As a rule neologisms are immediately understandably motivated. Anywhere there are also cases when the motivation of new words is not clearly observed. However, over time, new words are taken to the language vocabulary and they will no longer be new ones through their frequent use. Other neologisms disappear from the language to some reasons. It is quite difficult to predict the fate of neologisms: some of them are temporary and they do not stay in the language, while others are long-lasting because they are accepted by speakers [1].

Consequently, there are many definitions of neologisms in different dictionaries and scientific works. The most common of meanings indicates that the neologism is a new word or phrase in the language or an existing word that takes a whole new meaning and it is used further as a linguistic innovation. Since the main objective of neologisms is to serve certain events in time they may disappear from the language as quickly as they are formed. Consequently, the fate of linguistic innovations in the language remains unpredictable. Some of them can be consolidated in the language for a long time, and some are forgotten over time because of its out-of-dateness.

The political discourse has always been a strong power resource by which the state and public institutions are capable to provide self-presentation, design and promote themselves in a favorable light or insult the surrounding reality.

There is no static phenomenon in the society it is always in the process of constant development, politics is one of these phenomena, and so lexical units that serve this area of people's lives are also in constant development. Recently, we can see a large number of new concepts and phenomena in the policy which contribute to the formation of many new words, i.e. neologisms.

Political discourse reflects all the social and political changes that are factors of a new perception forming, which is transmitted primarily through neologisms. Conceptual rows of political discourse interact with each other, thereby reproducing the multi spectrum gamma of conceptual world view.

In understanding the neology as lexical renovation of the national language by borrowing new formations and new meanings, it should be noted the importance of this process for the phenomenon of political discourse because the native speaker's consciousness is formed by means of the language. Therefore, changing the lexical system, conventional political sender reconstructs the cognitive recipient field, manipulates his or her consciousness, and consequently directs his or her political actions.

One of the important political neologisms features is their evolving nature. Since this type of neologism is politically determined, it not only names but also evaluates a concept or phenomenon inherent in the semantics of naming [6].

Political neologisms are not only a way to update the vocabulary; they allocate priority areas, allowing navigating in the political space. Language is a tool used to influence public awareness and encouraging the masses to action. Language gives the politician the opportunity to achieve the goals if they are properly named. In today's changing information world, the verbalization is necessary as human consciousness perceives better what is called.

The purpose of this article is to study ways of creating actual political neologisms and their functions in the English and Ukrainian languages.

Language development is largely due to the development of its word-formation system, the emergence of new formative models of words, existing models change, their productivity and other factors of increase or decreases. The term means rules derivation of linguistic units' creation on certain models and schemes, ways and means of new words system creation.

Creation of new words in the language is a reflection of society's needs in terms of new concepts constantly arising from technical, cultural, social and political changes.

Word formation is a very important process because it is focused on communication and the transfer of existing knowledge about the world. Most neologisms are derivatives, i.e. derivatives of words, formed on the basis of existing ones. Absolutely new words are extremely rare.

In the analysis of lexical units-neologisms in the sphere of policy the following models of word formation have been identified:

Affixed model. This method actually prevails in the formation of neologisms. The original word is characterized by fragmentation and the presence of internal predication. In English common suffixes are as follows: -ism: Obamunism, Bushism, Americentrism, Eurocentrism, Afrocentrism, endism, declinism; -philia: Obamaphilia, Baracaphilia, Palinphilia; -mania: Obamamania, Palinmania; -phobia: Obamaphobia, Baracknophobia, Palinphobia; -er: birther, deather, thruther. -ness: presidentialness.

The following prefixes can be found: pre-: precrimination (pre- + recrimination), prebituary (pre- + obituary); non-: nontroversy; re-: rescandal; under-: underdecided, un-: unconcession, over-: overvoting.

Affixed model is also very common in the Ukrainian language. Here you can find the following prefixes: анти-: антинатовщина, антимайдан. The following political neologisms are formed by the suffixes way: -їзм: кравчукїзи, кучмїзм; -ал: регіонал; -ївець: беркутівець, ющенківець, бютівець; -їст: кучмїст. Even prefixes and suffixes way can be occurred, for examples, neologism "зросїйщення" was created with the help of- prefix з- and suffix -енн.

Another quite common phenomenon in the context of word formation is a merger, especially in English. The meaning of neologisms created by merging is very easy to install because all its components are motivated, clear to understand.

Such English political neologisms were created by merging as Obamacon (Obama + conservative), infoganda (information + propaganda), democratatorship (democracy + dictatorship), politainer (politician + entertainer), pollutician (pollution + politician), manufactroversy (manufactured + controversy), Minnewisowa (The United States geographical area consisting of the states Minnesota, Wisconsin and Iowa, particularly as a political entity), municide (municipal + suicide), Eurogeddon (Europe + Armageddon), genopolitics (genetics + politics), Grexit (Greece or Greek + exit), AfPak (Afghanistan + Pakistan), shampaign (sham + campaign), theocon (theological + conservative), cocpocracy (corporate + bureaucracy), radiclib (radical + liberal), republocrat (republican + democrat), businesscrat (business + democrat), fiscalamity (fiscal + calamity), democrazy (democracy + crazy).

In the Ukrainian language following neologisms formed by merging have been found: кучмономїка (Кучма + економїка), нардеп (народний депутат), Євроїнтеграція (Європейська інтеграція).

Compounding.

In English there are two-component and one-component political neologisms formation via compounding. Two-component neologisms are such as hyper-power, Obamacare, soccer mom, hockey dad, nanosocialism, monetary hegemony, remix culture, permission culture, world opinion, blue-hot. Among the two-component the following examples have been found: Checkbook diplomacy, Homeland security, Flypaper theory, flat-tax ethics, office-park dad.

In the Ukrainian language compounding is also a very relevant way of creating political neologisms. The following neologisms have been found: кучмовїзм, кнопкодав, кулювлюб, автомайдан.

Abbreviation as a way of word formation. It reflects the tendency to rationalize languages, providing linguistic saving efforts. Abbreviation is a common method of derivation in Ukrainian and English.

Among abbreviations in the English language we have found the following ones: RINO (Republican In Name Only), DINO (Democrat In Name Only). These abbreviations are examples of acronyms because they consist of initial letters of the phrase.

In the Ukrainian language we have found the following examples: АТО (антитерористична операція), ЄС (Європейський Союз), ОДА (обласна державна адміністрація), ГПУ (Генеральна прокуратура України), the МВФ (Міжнародний валютний фонд).

Also in the Ukrainian language the relevant phenomenon is borrowing of the political nature, for example, електорат, брифінг, політиканство, постулат, лобїзм.

Semantic neologisms are one of the most common ways of creating political neologisms.

In English, the following examples of semantic neologisms have been found: kidnap (start up constituencies so that the area where they support a certain political candidate, become a part of an area where they support a political candidate from the same party, in order that they compete against each other), pizza parliament (parliament, which consists of many parties, each of which has a relatively small number of seats. None of these parties do not have the majority of seats in parliament), purple state (the state, which supports both the Democrats and the Republicans), red state (the state in which the majority of people support the Republicans), blue state (the state in which most people support the Democrats), outposts of tyranny (countries which adhere to

the totalitarian regimes), Old Europe (a term used by the US government to designate countries that did not support the invasion of Iraq in 2003), zombie lie (false statement that is repeated constantly, regardless of how often it has been refuted), vampire state (the country from which a dictator or ruling elites pump money and resources).

In the Ukrainian language the semantic neologisms of the political nature are the following ones: синьо-білі (those who support political "Party of Regions" symbols of which are blue and white colors), помаранчеві (supporters of the party "Our Ukraine" symbols of which is the orange color), помаранчева революція (campaign of protests, rallies and acts of civil disobedience, organized and conducted by supporters of Viktor Yushchenko), газова принцеса (neologism that related to Yulia Tymoshenko in connection with her participation in solving the gas conflict with Russia in 2009), небесна сотня (a collective name of killed protesters in Ukraine in December 2013 and February 2014), тітушки (a collective name of mercenaries often underclass criminals used by the Ukrainian authorities to break away physical force and obstruction of opposition activists during the "Euromaidan"), диктаторські закони або драконівські закони (package of laws adopted by the Verkhovna Rada of Ukraine on 16 January 2014 aimed at criminalizing the opposition and civil society), зелені чоловічки або ввічливі люди (the collective name of the Russian military involved in the invasion of Ukraine in 2014), чорний четвер (on 16 January 2014, when the Verkhovna Rada of Ukraine adopted a number of so-called "law of dictatorship") революція гідності or Майдан (protests in Ukraine aimed against corruption, arbitrariness of law enforcement agencies and to support the European vector of foreign policy).

Conversion as a way of new words formation considerably reduced its degree of relevance and inferior to other methods of derivation. We have not found many examples of conversion. In English the following political neologisms can be provided: delection > deelect, egocasting > egocast, genopolitical > genopolitics, declinist adj. > Declinist n.

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