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## NEOLOGIZATION IN ENGLISH POLITICAL DISCOURSE AND WAYS OF ITS RENDERING

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*Attention to political neologisms increased in these years primarily due to important socio-political changes in the English-speaking society, strengthening of international relations, spread of terror, wars and natural disasters of global importance. It was these and other factors that influenced the rapid influx of new words into the English language. The relevance of the work lies in the need for modern linguistics to determine the main trends of modern neologization of the political sphere of the English language, to identify word-forming changes in the formation of political vocabulary that arise on the basis of external or internal factors of the language, as well as to analyze the productive means of neologization, which cause the activation of the development of political communication and English in general and ways of the rendering. In addition, the actual selection of political neologisms formed at beginning of XX is of great importance, which allows us to record the specifics of the impact of specific political events on the formation of new vocabulary. Quantitative and qualitative changes in the linguistic political space are also an urgent problem, the research of which allows us to discover new ways and methods of neologization of the English language. The purpose of the study is to study the means of creating modern English political neologisms and borrowing from other languages, to identify productive and unproductive ways of neologizing political vocabulary and to investigate the main lexical-semantic features of selected political neologisms of the late XXth and early XXI centuries. The object of the research is the political neologisms of the end of the XXth century – the beginning of XXI century, recorded in lexicographic sources. The subject of the study is word-formation models of political neologisms, lexical and semantic features of the creation of new words in the political sphere in the above-mentioned period and methods of their translation.*

**Keywords:** *English political discourse, neologization, translation, productive and unproductive ways.*

**Introduction.** In modern linguistics, the processes of changes and innovations of the language system play an important role, because every language is in a state of constant development. Today, as throughout all centuries, the language is active, and its elements undergo novelty or absolute transformations. In particular, means of enriching the lexical composition and establishing new lexical units are of linguistic interest. The end of the 20th and the beginning of the 21st centuries outlined new opportunities

for the English language. The crazy changes that occurred during this period make it possible to determine great prospects for its future in the world space. First of all, the neologization of the language in recent decades is pronounced. The neologisms that arose at this stage are impressive with their number, as well as new lexical-semantic characteristics. New words are formed so quickly that many of them remain only expressions of speech, and those registered in dictionaries may become obsolete in a few years.

The neologization of the language led to the development of neology – a science that studies the innovations of the language, and the neologisms and occasionalisms themselves are a stable topic for research in various fields. Neology represents a number of problems related to the definition of terms, ways of creating new words, or their features, etc. That is why the issue of neologisms remains relevant at all times.

**The problem setting.** Neologisms arise in various areas of our life. Recently, there is a lot of new vocabulary related to technology and information environment, tourism; a large number of new words are fixed in the political space, etc.

Scholar P. Cook (2010) says that every year the English language introduces even more than 500 words into its vocabulary. As for neologisms that appear on the pages of magazines, blogs, etc., that's more than 12,000 words a year. Thus, there is a problem of classification of neologisms in linguistics.

The division of neologisms can occur according to the processes of creation, the degree of their use, the sphere of distribution, the level of novelty, as well as according to certain structural and stylistic features of words, etc.

According to Louis Gilbert's classification, the method of creation, neologisms can be divided into: phonological; semantic; syntactic; loan (April, 1994).

Phonological neologisms are words that are formed from separate sounds (to pooh-bah). Such words are extremely rare today.

Semantic neologisms represent a group of words that undergo semantic changes. By semantic changes we mean secondary nomination, i.e. obtaining a new meaning for a word in the language.

Secondary nomination gives place to polysemy - the presence of several interconnected meanings of a word. On the one hand, this is good for increasing the lexical composition of the language dictionary, but on the other hand, it leads to misunderstandings. And it is semantic neologisms that create problems for lexicography, because existing words change or acquire new meanings, and this process is difficult to record (troops, bubble).

Semantic neologisms primarily appear due to terminolization, re-terminolization, determinolization (gaffe – moved from the diplomatic sphere of use to the political one and means the disclosure of the truth by a politician who did it by accident, slandering; ankle-biter (obtrusive bureaucrat) – from the military sphere.

Semantic words also include words created thanks to metaphorical or metonymic transfers (*China card, big casino, salami tactics*).

Lexicographic sources, which record new manifestations of language, deserve special attention.

An important contribution to the preservation of political neologisms was made by W. Safire. His dictionary records the newest words in the English language of the political sphere.

**The relevance of the work** lies in the need for modern linguistics to determine the main trends of modern neologization of the political sphere of the English language, to identify word-forming changes in the formation of political vocabulary that arise on the basis of external or internal factors of the language, as well as to analyze the productive means of neologization, which cause the activation of the development of political communication and English in general. In addition, the actual selection of political neologisms formed at the beginning of XXth – XXth centuries is of great importance, which allows us to record the specifics of the impact of specific political events on the formation of new vocabulary. Quantitative and qualitative changes in the linguistic political space are also an urgent problem, the research of which allows us to discover new ways and methods of neologization of the English language.

**The purpose of the study is to study** the means of creating modern English political neologisms and borrowing from other languages, to identify productive and unproductive ways of neologizing political vocabulary and to investigate the main lexical-semantic features of selected political neologisms of the late XXth and early XXI centuries and ways of the translation.

To achieve the goal, it is necessary to set the following tasks: to formulate a specific definition of the term "neologism" and distinguish it from the close concept of "occasionalism"; to describe the types of neologisms based on political communication; to identify the main features of the emergence of certain political neologisms; make a lexical-semantic analysis of neologisms and occasionalisms of the political sphere of the late XXth – early XXI centuries; to identify the main productive and unproductive methods of neologization of the English language of political discourse; to trace innovations in different ways of word formation.

**The object of the research** is the political neologisms of the end of the XXth century – the beginning of XXI centuries, recorded in lexicographic sources.

**The subject of the study** is word-formation models of political neologisms, lexical and semantic features of the creation of new words in the political sphere in the above-mentioned period and methods of their translation.

**The analysis of the investigation and published works.** In particular, many linguists were engaged

in the development of theoretical and practical studies of neologisms and political neologisms. The works of such domestic and foreign scientists as: Yu. A. Zatsny, A. G. Nikolenko, A. E. Levitskyi, A. V. Yankov, O. V. Kosovych, O. I. Dzyubina, I. Plag, A. Rey, P. Cook, M. S. April, I. V. Arnold, D. Herberg became an extremely important scientific base in world linguistics.

The presentation of the main material. Among syntactic neologisms, we single out morphological ones, which are the most numerous and which are divided according to the ways of their formation. This group includes affixal units, conversives, contractions, and compound words.

We also classify new words according to the degree of their use. Neoplasms can be persistent, which are later recorded in dictionaries, or short-lived, which eventually become inactive or disappear altogether. Such words are often occasionalisms that appear in speech during a specific situation and cease to function when it ends. The source of short-term words is the mass media. It is on the pages of magazines, in news, or advertisements that you can record new words that are unlikely to be officially registered.

The most common occasionalisms in the political sphere are words related to the politics of presidents, diplomats, as well as their author's neologisms.

Neologisms formed from the basis of Trump and Obama are the most common in these years. The reaction to Barack Obama's policies has given rise to a number of political neologisms, some of which are already recorded in the dictionary (Obamacare). Since the beginning of the reign of Donald Trump, the pages of famous magazines have included hundreds of new words, for example, on the pages of *The Guardian*, *The Weekly Standard*, *Quartz*, we find the words *Trumpist*, *Trumpkin*, *Trumponomics*, etc.

Such fashionable innovations appear as means of criticism, ridicule, or agitation. Their duration of existence depends, first of all, on the frequency of use. In general, the process of fixing in the language is quite long, and such neologisms can become common only when the initial context of their use is not necessary for further application and understanding.

The above-mentioned neologisms belong to another group of neologisms. Homonymous neologisms are new words formed from names or surnames, i.e. anthroponyms, using different word formation methods. Such neologisms are formed usually with the help of telescoping and can contain even 2 names or surnames of people (*Billary* – *Bill Clinton* + *Hillary*) (Ніколенко, 2016).

One of the criteria for the classification of neologisms is also their degree of novelty. Neologisms are absolute (strong) or relative (weak). Strong neologisms are actually new words that did not exist in the language before. Weak neologisms can be considered those that existed in the language, but at the modern stage acquired a new meaning or spread to another sphere of use (Дзюбіна, 2018).

For the typology of neologisms, we also take into account their lexical features, namely lexical length. Neoplasms can be single-component, or contain 2 or more bases. Thus, new words are one-, two- or multi-component. Affixal neologisms are single-component, as they consist of 1 root base and a word-forming affix (Blairism, secessionism, commitology).

Among two-, three-, or four-component neologisms, we often find complex words (big apple, compassionate conservatism, feeding frenzy, hang tough, old-time religion, Teflon-coated presidency, vast right-wing conspiracy).

The stylistic characteristics of new words also play an important role in the division of neologisms. According to the research, new words can be neutral, formed for the nomination of subjects and concepts, or perform certain stylistic and expressive functions.

Stylistically colored neologisms are euphemisms and dysphemisms. Euphemisms are used to soften obscene or tactless words and expressions. Dysphemisms have the opposite function, namely to replace any designation with a more vulgar and rude word (Мосієвич, 2015). The use of euphemisms and dysphemisms is necessary for an objective image of the surrounding world. In political discourse, the role of such neologisms is extremely large. They represent means of the so-called communicative strategy. Thus, a situation that is painful for society is described in softer terms and highlighted in warmer colors. Such events can be various military conflicts or certain discrimination, etc. So, it is obvious that euphemisms in political discourse are a tool for hiding many details, to some extent deceiving and influencing the public (politically correct, N-word, destabilize).

The use of dysphemisms also has the function of influence, namely through mockery, insults, and hyperbolization. The appearance of dysphemisms in speech has the role of creating a negative image, evaluation, criticism, etc. (attack dog, Beltway bandits).

Political events play an important role in the creation of new English vocabulary. Such political phenomena as international terrorism of the XXth and XXI centuries in the USA or racial discrimination had a great influence on the formation of new English words. Since the USA has a dominant influence in the whole

world, the English language undergoes changes to some extent thanks to the American variant. The events that took place in the USA at the turn of these centuries gave the English language a considerable number of neologisms. The fight against terrorism has given many names to various organizations. This is how such innovations as cyberterrorist and jihadist entered the English language.

Racial discrimination is also one of the important factors influencing the creation of new political words. The growth of the quantitative composition of neologisms generally depends on all events, especially new ones, that take place in the English-speaking society. New words often appear due to changes in government, international events and natural disasters.

At the present stage, external factors have a great influence on the creation of political neologisms. Their role consists not only in activating the process of creating certain new words, but also in the very ways of neologizing the language. Borrowing as a source for new formations represents a new stage in linguistics, because traditional languages such as Spanish, Italian, and French are inferior to the languages of the Middle East ("oriental"). Under Semenčuk, many foreign words became part of the English language during the Iraq War.

The lexeme *jihad* became widespread and thanks to it, many neologisms were formed – *jihadist*, *jihadism*, etc..

It is also interesting that foreign language elements are also borrowed today. Thus, the word *hackerazzi* contains a foreign language element, and from this the new suffix *-azzi* appears in the English language (Зацкий, 2014).

Political vocabulary also arises as a result of borrowings from other variants of the English language itself, namely American, Australian, Canadian. The rise of women's rights gives rise to other feminist terms. In addition to word combinations with *person*, complex words with the element *lib* are also becoming popular. Moreover, the modern English language increases its composition with words-formations of various subcultures, namely vocabulary related to sexual minorities, amateurs of the latest technology, etc. (Клименко, 2005).

Morphological neologisms are formed thanks to another word-forming tool – affixation. Affixation in the English language follows the patterns of the English word-formation tradition, that is, it is either a prefix or a suffix. The creation of political neologisms in the English language through suffixation is superior to those created with the help of prefixes. Productive suffixes are *-ism* (*Europeanism*), *-er* (*hizzoner*), *-ing* (*stonewalling*),

*-tion* (*Iraqization*). Among productive prefixes, scholars distinguish *anti-*, *bio-*, *de-*, *neo-*, *eco-*, *hyper-*, *counter-*, *pro-*, *euro-*, *cyber-*. With the activation of the Internet, political words appeared with the semi-prefix *e-* (*e-voting*, *e-shopping*).

Equally important is the emergence of a new political vocabulary, formed thanks to the reduction. Abbreviations include abbreviations, acronyms, abbreviations, and mergers.

Abbreviation of political words can cover the initial and final parts. However, shortening of the final element is more characteristic of political neologisms. So, for example, *pol* is formed from truncation of the final part of the word *politician*. The peculiarity of abbreviated words is that they can be attributed only to spoken language, because the stylistic coloring of apocopes or aphoresis is low.

The abbreviation is also widespread in recent decades and occupies an important place among political neologisms. However, unlike abbreviations, words formed with the help of an abbreviation can be used everywhere, primarily because they denote newly formed organizations and movements, and therefore do not have any understated stylistic tone.

Abbreviations in the political sphere are numerous, because there are many new parties, movements, organizations (*AIF*, *PFW*) (Грошовенко, 2016).

Acronyms differ from abbreviations primarily in pronunciation, they are read like ordinary words and there are relatively fewer of them in the political vocabulary. However, the most quantitative are the words formed with the help of telescoping. Such vocabulary is often heard in the mass media. Political language is quite expressive, because emotional influence in the field of politics is extremely important and many neologisms enter the language dictionary thanks to the spread in the mass media, and often it is journalists who adopt new language forms. Since neoplasms first of all appear on the pages of magazines, newspapers, and on television, they must be memorable.

Today there is a trend towards words that confuse with their meaning and attract attention. These are primarily telescopes. Splicing 2 parts of already existing words form so-called telescopes. And, if once telescoping covered only nouns, today other parts of the language are being actively created (*ageism* (*age+racism*); *computicate* – (*computer+communicate*)) (Зацкий, 2009).

As a result of the creation of at least 1 telescoping, derivatives, i.e. telescopic units with the same fragment, very often arise. Thus, the neologism *Nixonomics* became a source for the formation of the political occasiologisms *Reaganomics*, *Putinomics*. As a result –*nomics* became



a productive suffix element. Thus, many political words were formed on the basis of analogy. In the language, there is a certain sample word, and then, due to telescoping, only certain parts are replaced and merged with the existing productive element in the word formation (Lehrer, 2003).

Conversion is a special way of creating political neologisms today, although there are not many such words. The linguist Yankov gives an example of conversion – the Watergate neologism, which served as the basis for further neologisms (Янков, 2004).

Lexical changes in the vocabulary of the language occur not only due to an increase in the number of new words, but also a change in the meanings of existing words or expressions. Such innovations are called semantic. That is, there are metaphorical or metonymic transfers of meanings, narrowing or, on the contrary, expanding the meanings of words.

**Conclusion.** Thus, we can conclude that the translation of neologisms and new terms is carried out in the following way: if in the corpus of texts in

the target language there is a translation option used in the media, and this option does not contradict the interpretation and understanding of the meaning of neologism by the translator, one should resort to it. In the absence of a translation option in the text corpus in the target language, the translator regards the neologism as a lacuna and applies one of the methods of eliminating the lacuna accepted in the practice of translation, i.e. decides whether to translate the neologism by transcription, transliteration, tracing, using, if necessary, a translation comment, or to give a descriptive translation. The choice of translation method also depends on the audience for which the text is intended. In addition, other factors also influence translation, for example: the translation strategy used, the availability of background knowledge, the context, the functions of the source text, intercultural differences, and extralinguistic factors. All this suggests that the translation neologisms is a complex translation task that requires certain knowledge and skills from the translator.

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## **НЕОЛОГІЗАЦІЯ В АНГЛІЙСЬКОМУ ПОЛІТИЧНОМУ ДИСКУРСІ ТА СПОСОБИ ЇЇ ПЕРЕДАЧІ**

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*Увага до політичних неологізмів у ці роки зростає насамперед через важливі соціально-політичні зміни в англо-мовному суспільстві, зміцнення міжнародних відносин, поширення терору, війни та стихійні лиха глобального значення. Саме ці та інші фактори вплинули на швидкий приплив нових слів в англійську мову. Актуальність роботи полягає в необхідності визначення сучасною лінгвістикою основних тенденцій сучасної неологізації політичної сфери англійської мови, виявлення словотвірних змін у формуванні політичної лексики, що виникають на основі зовнішніх чи внутрішніх чинників мови, а також проаналізувати продуктивні засоби неологізації, які зумовлюють активізацію розвитку політичної комунікації та англійської мови загалом. Крім того, велике значення має власне виокремлення політичних неологізмів, сформованих на початку ХХ ст. ХХІ ст., що дозволяє зафіксувати специфіку впливу конкретних політичних подій на формування нової лексики. Актуальною проблемою є також кількісні та якісні зміни мовного політичного простору, дослідження якого дозволяє відкрити нові шляхи та методи неологізації англійської мови. Мета дослідження – вивчити засоби творення сучасних англійських політичних неологізмів та запозичень з інших мов, виявити продуктивні та непродуктивні шляхи неологізації політичної лексики та дослідити основні лексико-семантичні особливості окремих політичних неологізмів кінця ХХ і початку ХХІ століття. Об'єктом дослідження є політичні неологізми кінця ХХ – початку ХХІ ст., зафіксовані в лексикографічних джерелах. Предметом дослідження є словотвірні моделі політичних неологізмів, лексико-семантичні особливості творення нових слів політичної сфери у згаданий період та способи їх перекладу.*

***Ключові слова:** англійський політичний дискурс, неологізація, переклад, продуктивні та непродуктивні способи.*