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## ENGLISH NEOLOGISMS AND HOW TO TRANSLATE THEM

**Abstract:** This paper deals with such layer of English vocabulary as neologisms. It defines the concept of neologisms, the main reasons for the emergence of new words, and indicates the sources in which they are contained, e.g. Cambridge Dictionary, Oxford English Dictionary, Macmillan Dictionary and Merriam-Webster Dictionary. The paper offers the detailed classification of neologisms based on the method of their formation and describes their features giving several examples for each type, e.g. phonological neologisms, borrowings and morphological neologisms, which are formed by affixation, composition, conversion and contraction. In addition, it draws attention to the problem of translating neologisms and the authors list various techniques of translating them, e.g. transcription, transliteration, calquing, and descriptive translation, each of which being characterized and accompanied by an example taken from one of the above sources. The paper is of great help and interest to students of philology, linguistics and other language specialties, novice and practicing translators, and anyone interested in languages and following their development.

**Keywords:** neologisms, classification of neologisms, translation of neologisms, translation techniques.

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## АНГЛИЙСКИЕ НЕОЛОГИЗМЫ И ПРИЁМЫ ИХ ПЕРЕВОДА

**Аннотация:** В данной статье рассматривается такой пласт английской лексики, как неологизмы. Дается определение понятию неологизм, указываются основные причины появления новых слов, источники, в которых они содержатся, например, такие онлайн-словари, как Cambridge Dictionary, Oxford English Dictionary, Macmillan Dictionary и Merriam-Webster Dictionary. В статье также подробно рассматривается классификация неологизмов, основанная на способе их образования, каждому типу дается характеристика, а также на каждый тип дается несколько примеров, а именно фонологические неологизмы, заимствования и морфологические неологизмы, которые, в свою очередь, образуются путём аффиксации, словосложения, конверсии и сокращения. Кроме того, в данной статье обращается внимание на проблему перевода неологизмов, и авторы рассматривают различные приёмы их перевода, а именно транскрипцию, транслитерацию, калькирование и описательный перевод, каждый из которых характеризуется и сопровождается примером, взятым из одного из вышеперечисленных источников. Данная статья будет очень полезна и интересна студентам филологических и лингвистических направлений, а также студентам других языковых специальностей, начинающим и практикующим переводчикам, а также всем, кто интересуется языками и следит за их развитием.

**Ключевые слова:** неологизмы, классификация неологизмов, перевод неологизмов, приёмы перевода.

Progress moves tirelessly forward: economics, politics, technical and social spheres are constantly evolving, new phenomena and things appear,

which leads to the appearance of new words in the language. In linguistics, such new words are called neologisms, i.e. «words or phrases that are included in the language in connection with the growth of culture and technology, development or changes in social relations and changes in the life and living conditions of people and are perceived as new ones» [3].

In the era of globalization and informatization a considerable amount of such words arises. Initially, they are added to special sections of online dictionaries, e.g. Cambridge Dictionary, Oxford English Dictionary, Macmillan Dictionary and Merriam-Webster Dictionary. After the necessary stages of socialization (adoption in society) and lexicalization (consolidation in the language), they are included in the active language vocabulary and replenish the stock of commonly used words.

Neologisms are classified according to the way they are created [4]:

1) **Phonological** neologisms (formed from combinations of sounds, often using onomatopoeia, or even slang): the noun *zizz* (British slang), meaning *short sleep* (imitation of sounds made by a sleeping person and often conveyed in comics with three letters *zzz*), and the adjective *yucky* (*disgusting*) going back to the interjection *yuck*, expressing an extreme degree of disgust. Another example is interjection *bazinga* (from the onomatopoeic verb *to zing* meaning *to quickly pronounce*) used to emphasize a witty statement or a good joke. Such neologisms can be called «strong»; they have the highest degree of novelty explained by their unusualness and freshness. This group also includes phonetic borrowings, e.g. *perestroika* (from Russian), *solidarnosc* (from Polish), etc [1].

2) **Borrowings** distinguished by phonetic distribution, which is not characteristic of English, atypical morphological articulation, and lack of motivation. Although they make up a smaller part of all new words, their consideration seems necessary, since it is impossible to imagine the new vocabulary without this layer. For example, the lexical structure of English continues to expand due to borrowings from various languages, French going on to be the main source of them. There are also borrowings from African, Asian languages, especially from Japanese, Russian, Arabic and some others: e.g., such words as *cinematheque* (*film collection*) and *petit dejeuner* (*little breakfast*) came from French, *ayatollah* (*Shiites supreme spiritual title*) – from Arabic, *biogeocoenose* (*ecological system*) – from Russian.

Barbarisms and xenisms are two types of borrowings. The former are unassimilated units predominating among newly borrowed vocabulary that have synonyms in the recipient language, e.g. *gonzo* (*crazy*) from Italian or

*lunokhod* from Russian. They have a peculiar graphic and sound-form and are included even in the comparatively concise dictionaries alongside with English words. However, «it is rather doubtful whether they are really part of the English vocabulary; they are used more or less in the same way as words of a foreign language may be used by English speakers» [1]. Xenisms are borrowed units that denote phenomena and objects that exist only in the country of the source language, e.g. *gyro* (*thin layer of roasted meat on a small piece of bread*) from Greek and *zazen* (*meditation practiced in Zen Buddhism*) from Japanese.

3) **Morphological** neologisms are formed «by samples existing in the language system and from the morphemes present therein» [4]. These are such regular word formation processes as affixation, conversion, composition, and less regular, e.g. contraction, lexicalization, etc. Morphological neologisms differ from phonological ones and borrowings by the presence of analogy and typification as the basis of their formation.

Therefore, morphological neologisms are divided into:

- **Affixal neologisms** formed within the framework of the English word-formation, e.g.: -able: *googlable* (something that can be found in the search engines), *microwaveable* (suitable for cooking in the microwave); -ize: *exponentialize* (to make a number an exponential number), *enemize* (to make something or someone your enemy); -ism: *schismaticism* (a tendency to cause or favor schism), *ageism* (age discrimination), *lookism* (prejudice to a person because of the appearance), *masculinism* (propaganda of the dominant role of men in society); -ic: *pesticidic* (full of or coated with pesticides), *villagistic* (referring to the village), *yawnogenic* (making feel sleepy); -ship: *whatevership* (a relationship that is not clearly defined by pre-existing terms); -ous: *naturous* (having an affinity for the natural world), *rainbowlicous* (bright, colorful), *cyber-*: *cybercafe* (internet-cafe), *cybercrime* (internet crime), *cyberfraud* (online fraud); *de-*: *to deconflict* (to prevent conflict), *to defriend* (remove someone from the list of friends in social networks); *dis-*: *to disclude* (to exclude), *dispatriatism* (lack of patriotism); *mis-*: *mismessage* (to send a message to an unintended recipient); *auto-*: *autoerror* (an error caused by an autocorrect program misspelling); *un-*: *unfollow* (to remove an account from a social media subscription); *anti-*: *anti-habit* (a habit which one tends to avoid doing due to dislike of outcome or procedure); *re-*: *recommerce* (the business of buying and selling used items, such as electronics and clothes, on the internet), etc.

- **Composition.** This implies adding the whole words, and not just their stems. The most common models are  $N + N \rightarrow N$ ,  $Adj + N \rightarrow N$  and  $Part.II + Adv. \rightarrow A$ , e.g.: *stiltlife* (life on stilts: the state of being raised up on piers, pillars, etc.); *mapographic* (able to remember a map perfectly); *CamelCase* (a way of writing compound words or phrases with no spaces between words and a capital letter at the start of each new word); *groomsmaid* (a female friend of a man who is getting married who has special duties at the wedding); *hypebeast* (a young person obsessed with buying the latest expensive designer clothes); *wild cycling* (the activity of exploring the countryside by bicycle, using only small paths and lanes); *dumbwalking* (walking slowly, without paying attention to the world around you because you are consulting a smartphone); *burned-out* (tired); *buttoned-down* (conservative, traditional); *laid-back* (relaxed), etc.

- **Converted neologisms** implying converting nouns into verbs and vice versa: *to amazon* (make purchases on Amazon.com); *to google* (search something in Google); *to starbuck* (drinking coffee, especially with Starbucks); *to version* (create a new version of something), etc.

- **Contractions** (mainly abbreviations and acronyms): *JOMO* (joy of missing out: a feeling of pleasure from spending time doing what you want and not worrying about what other people are doing or saying); *SOLE* (self-organized learning environment: a teaching method where children learn independently using a computer linked to the internet); *srsly* (*seriously*); *DASH diet* (Dietary Approaches to Stop Hypertension: a way of eating that aims to reduce high blood pressure), etc.

Translating new words is difficult. First, no single dictionary can keep up with the emergence of neologisms due to the accelerated development of science and technology in various spheres. The context or knowledge of the neologism's components can be helpful. However, it is also necessary to have extralinguistic knowledge. Another difficulty is that not all societies develop evenly, and as a result, the target language may not have equivalents to the source word, so it should be described or transferred in phonetic or graphic form.

Thus, the main techniques of translating neologisms are as follows:

- **Transcription** is based upon the transfer of the sound image of the word using the target language letters, e.g.: «*Kunle hopes Mirabel will accept his proposal but he has prepared his mind in case she decides to say no. He is a pessioptimist.* – *Кунл надеется, что Мирабель ответит «да» на сделанное им предложение, но и к отказу он тоже готов. Он – пессииоптимист».*

- **Transliteration** is based on the transfer of letters that make up a word in the source language using letters of the translation language, e.g.: «*After being judged as introverts, extroverts and ambiverts, the internet generation has recognized themselves as **cyberverts**.* – Интернет-поколение, которое считалось интровертами, экстравертами и амбивертами, признало себя **кибервертами**».

- **Calquing**, a technique of translating the source language word by replacing its components with their lexical equivalents from a target language, e.g.: «*Media platform **MiNDFOOD** has funded 130 **ecotherapy** projects and helped more than 12,000 people.* – Медиаплатформа «**MiNDFOOD**» профинансировала 130 проектов в области **экотерапии** и помогла более 12 000 человек».

- **Descriptive translation** used when none of the word vocabulary matches the context or no other techniques can be used, e.g.: «*Combining NFC with the fingerprint-reading **Touch ID**, it turns your phone into a secure **tap-to-pay** wallet.* – Комбинация модуля бесконтактной связи и сканера отпечатков пальцев сделала из вашего телефона безопасный кошелек с **функцией оплаты покупок одним касанием**».

Neologisms appear every day. The replenishment of the vocabulary occurs both through borrowings and intra-lingual means. Hence, to be aware of the latest trends, the translator must not only monitor new grammatical phenomena, but also study the replenishment of the language vocabulary, one of the fundamental sources of which are such words that are new in form and/or content, i.e. neologisms.

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