

## ТЕОРІЯ І ПРАКТИКА ПЕРЕКЛАДУ

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### **SOCIETY COLOURED LEXICAL INNOVATIONS IN THE ENGLISH LANGUAGE**

Lexical innovations in the language serve as an exposure of a rapid societal development, integration of new phenomena into the modern life and speakers' reaction to them. Appearance of new words in the system of language is a natural phenomenon, whereas the extensive word-formation system represents a core, which the further development of neo-lexemes is based on.

The English language is regarded as international as of right. One of the main means of communication in either regional or global arena, English can be characterized with a permanent enrichment of a lexicon in terms of lexical innovations (neologisms, nonce-words, author occasionalisms etc.). Thus, a conscious usage of various means of the word formation serves as a crucial mechanism on the way to idea implementation – creation of a new word or a word combination for description and naming of the recently appeared notions, phenomena or objects, which have fully integrated into the real life at current stage.

Appearance of neo-lexemes in the English language can be characterized with a prevalence of such types of word formation as suffixation, compounding, blending, clipping, acronymization [2, p. 31].

In the majority of cases, suffixation is revealed in creation of new words, which are being employed for characterizing neutral notions [4, p. 75]. One of the most productive word formation means, it is predominantly expressed through the help of such suffixes:

- *ian, -ation (Ballistician, commodification);*
- *ship (brinkmanship, craftsmanship),*
- *dom (bangdom, bogdom);*
- *ize (itemize, unionize);*
- *er (comper, slacker).*
- *ing (carjacking) [3, c. 139].*

English features a special set of suffixes, which are mainly used in creating those lexemes circulating in the everyday life and the media. Suffix –

y/-ie is one of the most active suffixes, possessing an ironic connotation. Yet, as a rule, lexical innovations, created by means of this very suffix cannot be found in the official communication [2, p. 51]. For instance:

-eer (*marketeer*),  
-tron, (*waitron, fundie, foodie*).

Besides, suffix –y adds up a diminutive meaning of a word, for example *techie, mouny*. Admittedly, suffix –y/-ie is used in creation of adjectives, for example *touchy-feely* [4, p. 186].

Suffix –ie is mainly deployed in naming of the people of various strata of the American or British societies, for example, *yuppie, rumpie*. Similarly, suffix –ie is used in providing the characteristics for the people of various age categories, such as *muppie, yeepie, woopie etc.*

It is worth paying attention to the fact, that suffix –ie is used to define a marital status of a person, for example, *dinkie, nilkie*. However, despite the overall spread-over of these suffixes –y/-ie and their societal coloring, their usage in the official communication is rather limited. Apart from the everyday life, they have gained enormous popularity in the media texts and periodicals [7, p. 56].

Among prefixes, taking part in the word-formation processes, we may point out on the prefixes with a Latin origin, such as *ant-, co-, de-, ne-, non-, post-, pre-, sub-, in-* [3, p. 78].

Prevalence of derivation in the word formation of English is determined not only by the need for nomination, but stylistic motivation as well: for instance, *towelhead, toyboy, hard-ass*. British scientists-linguists select a group of neo-lexemes, which have the syntactic nature, i.e. words, word-combinations or sentences serve as basis for the innovation, for example: *hole-in-the-wall, for-profit*.

Employment of blending as a method of creation of new words is caused by the rapid development and changes of societal processes and phenomena [4, p. 215]. Blending represents the societal processes and their implications in diverse spheres of the everyday life. For example, *Japanimation, netizen (net + (cit)izen), mokney (mock + (cock)ney), emergicenter (emerg(ency)+ center)* [2, p. 201]. Words, which have been created by means of blending, represent the group of words entitled as those illustrating the universality and rationality of the language, demonstrating various levels of motivation [4, p. 74].

Tendency of the English language to minimize resources results in clipping [6, p. 115]. It is characteristic for English to clip the fore and back elements of lexemes, for example: *burb – a suburb, rad – radical*. Some of the innovations went through the assimilation and acquired brand new meanings: *diss (disrespect), skell (skeleton)*.

Usage of acronyms is one of the most active ways for innovation to appear in the language. Their specificity can be traced through their ability to represent the societal phenomena, intrinsic and crucial for a certain time

frame, for example, *FOB (Friend Of Bill)*, *FAQ (Frequently Asked Questions)* [4, с. 123]. Acronyms of phrases or even sentences, which have functioned in the language for a long time, are characteristic for English, for instance, *TINA (there is no alternative)*.

Currently, integration processes in the society and internationalization of the English language cause borrowings to appear in the language. During recent decades, borrowings from the Japanese and Spanish languages are the most spread in English. The main spheres of everyday life, in which these borrowings are focused, are as follows:

1) Socio-political aspects: *Ossi, Wessi* (from German); *karoshi* (from Japanese);

2) Living conditions: *taqueria* (from Spanish); *otaku* (from Japanese); *bimbo* (from Italian) [7, с. 138].

Creation of euphemisms is prevalent in the English language: neologisms-euphemisms are mainly created for such a nomination, which is acceptable in society: that is, it possesses a connotation with a more tolerant attitude towards the person, phenomenon or process. Euphemistic innovations aimed at smoothening out mental and physical disadvantages of people may serve as an example. For instance, such innovation word-phrases as *mentally unbalanced*, *having bats*, *wheelchair user* have gained a grand popularity [1, p. 14].

To sum up, English language features a diversity of means for enrichment of the lexicon: suffixation, prefixation, compounding, blending, acronyms, borrowings etc. Creation of neo-lexemes, which have an innovational nature and serve for naming the notions, processes and phenomena, is significant in the development of a modern society.

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