

Excursion to The Modern Neology of The English Language

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ABSTRACT

The article reveals the derivational features of the formation of neologisms in the English language. The author also pays special attention to the lexical and semantic features of neologisms of various thematic groups. The experience of studying neologisms from the perspective of media texts, gender characteristics is revealed.

The problem of studying neologisms is one of the most demanded today. It is reflected in the works of such leading linguists as I.V. Arnold, O.S. Akhmanova, R.A. Budagov, V.G. Gak, R.Z. Ginzburg, V.I. Zobotkina, E.A. Zemskaya, L.P. Krysin, E.S. Kubryakova, O.D. Meshkov, A.I. Smirnitsky and others. Moreover, aspects of neology are touched upon in terms of lexicology, onomasiology, word formation, sociolinguistics.

Some characteristics in terms of opportunities and ways to replenish the vocabulary of the English language with new words are presented in the works of Yu.L. Mikhailova, D.Yu. Peshkova, etc. The problem of neologisms of the English language is widely revealed in the works of T.A.

Zolotareva (telescope), N.A. Laurel (contamination) from the point of view of a specific method of education.

The issues of English neology through the prism of sociolinguistics and cultural studies are being developed in depth by T. Yu. Mkrtychyan. Research is also carried out in the scope of a specific thematic layer. So, N.V. Aksenova, V.V. Katermina, S.Kh. Lipiridi are engaged in the analysis of the vocabulary of the coronavirus pandemic in neological discourse.

The functional aspect is associated with the works of A. Yu. Snisar. The reflection of the features of the mass media neologisms of the English language is presented in the works of A.A. Kuznetsova, O.A. Bezuglova, who comprehensively consider the media as one of the main sources of neologisms in the English language. The media, first of all, quickly react to the appearance of neologisms in our speech. The paper focuses on the role and functioning of neoplasms in the English texts of the media “The Daily Mail” and “The Guardian”. Here, the problems of the derivational aspect are brought to the fore, namely: the analysis of productive ways of forming neologisms, their characteristic features are revealed. The authors focus on identifying the semantic aspects, the connotative aspect, the manifestation of novelty, the problem of perceiving a new word in a publicistic style.

The problems related to the structure of new words in the English language, based on mass media texts, are shown in the work of such Russian linguists as A. Vorobyova and N. Yu. Pavlova.

Cognitive analysis of new words is studied by Yu.A. Avdeeva, O.A. Seliverstova, N.V. Yudina and others. And first of all, questions related to psychological semantics are touched upon. It is psychological semantics that acts as a source of information about the language picture of the world.

E.V. Murugova and O.A. Zhadan have analyzed the neology of the Oxford Dictionary of New Words on the basis of dictionary’s material.

There are different articles and books in the field of a certain type of discourse. Compare: L.M. Galchuk, who considers neonominations in English business discourse; Yu.N. Sidorenko and Yu.M. Kalashnikova, who analyze neologisms in English exchange terminology; problems of explication of the concepts of neologisms in legal discourse is being developed by Yu.V. Chemeteva. J.A. Korotkikh and A.G. Arutyunova are developing the problem of new English vocabulary in the fashion industry (the name of accessories, clothes and shoes, etc.) [1, p. 6].

For the most part, such thematic groups are distinguished: upper (shoulder) clothing (cp.: *catsuit, completenik*), waist clothing (cp.: *jeggings, hip-huggers, gaucho pants, capri pants*), underwear (cf.: *burcini*), hats (cp.: *karpoets*), shoes (cp.: *bandals, clog, moonboot, winklepickers*), fabrics (cp.: *lumalive*), bags (cp.: *fanny bag, bumbag, hipseat*).

Sometimes clothing styles are added to such thematic groups. For example, *Mori Girl, Fusion* (street clothing styles), *Gorpcore* (urban style), etc. The problem of the fashion industry is associated with neologisms denoting food (types of alcoholic beverages, culinary products, national dishes, diets), furniture, cars, realities from entertainment and recreation industries, tourism, etc.

In the modern world, discoveries are constantly taking place in the field of science, economics, technology, culture and art. They are accompanied by the emergence of new names. The lexical level of the language is being updated. There are neologisms political, economic, affecting medicine, sports, art, biology, physics, military affairs. These can be professionalisms, terms, commonly used words and phraseological units.

In the formation of English neologisms, not only linguistic, but also extralinguistic factors play an important role. In connection with the vivid manifestations of feminism, the increasing influence of

LGBT communities in the media, the change and rethinking of the institution of the family, new neologisms related to gender characteristics appear in many countries.

Compare: *skoliosexual* – “sexual attraction to people who identify themselves with a non-binary gender”, *demisexual* – “sexual orientation, which is characterized by the fact that sexual attraction occurs only after establishing a strong emotional connection with a particular person”, *abrosexual* – “about a person who having a changeable sexual orientation over time” [2].

Separate sections-categories appear in separate electronic dictionaries with neologisms used in gender-oriented communicative acts. So, the electronic dictionary Dictionary.com (DO) highlights such vocabulary in the section “Gender & Sexuality dictionary”.

In addition to this section, a large number of neologisms are sorted into thematic groups related to cultural features, the spoken layer of the language, works of art, abbreviated vocabulary, historical concepts, etc.

Compare some sections (historical and current events, memes, politics, pop culture, religion, slang, technology and science, etc.) with the inclusion of neologisms with different thematic focus:

1) Acronyms: *PSL* is short form for *Pumpkin Spice Latte* (a coffee drink sold and promoted by Starbucks in the fall) [2]. The latte is flavored with pumpkin spices, the ingredients and flavors of which are associated with autumn. It should be noted that in the formation of acronymic forms, both different parts of speech and individual morphemes can be taken into account.

Compare: *non-fungible token* → *NFT* in the meaning of “a digital asset that has a special identifier that is stored in a database. In this case, it is a bit of Internet content that is unique in its kind, having the “ownership record” necessary for its identification during tracking when transferred from one person to another” [2]. This acronym uses the negative prefix *non*, which is fixed at the beginning of the acronym.

Compare example from Dictionary.com: “YellowHeart is minting 18 unique-looking “golden tickets” as part of the Kings of Leon NFT release. Out of the 18, the band will auction six and vault the other 12 like a painter would do with a rare piece from a series of art” [2].

Acronymic forms are used in speech for a brief presentation of information, which is characterized by the presence of linguocultural, ethnic, gender, territorial, national and other data.

Compare: *Asian Pacific Islander Desi American* → *APIDA* [2]. This abbreviation is primarily used to describe residents, as well as citizens of the United States of America who refer to themselves as Pacific Islanders, Asians (or Desi).

Sometimes the abbreviation can be used in relation to a person with one of these three identities. Going deeper into the specifics of the use of the term *desi*, the person's South Asian origin is clarified. It should be noted that the meaning used in describing *Desi* depends on the subjective attachment of some characteristics of a person's background depending on the specific group of persons. For example: “Excited to hear more about a project a student is working on specifically accessing and responding to the experiences of the APIDA community” [2].

2) Emoji: *selfie emoji* – an image used to display the neologism *selfie* in the correspondence. The emoji displays an outstretched hand with a smartphone clenched in hand. The emoji implies that the phone and camera are pointed at the holder, ready to take a selfie. It should be noted that emoji have become so popular in messenger correspondence that a number of glossaries and online translators of these images are now appearing. Cp.: *EmojiTranslate*TM [5], *Emojitizer* [4], *Emojiall* [3], etc.

Thus, *EmojiTranslate*TM has the functionality of translating texts from various languages within the existing *Emoji* space with constant updating of the pictorial lexical composition. Such a trend in

the presence of sufficiently developed Emoji dictionaries and Emoji translators indicates their rapid spread in the active dictionary of messenger correspondence participants, an increase in the audience (regarding the spread of the use of Emoji among different generations, including children, adolescents, youth, middle-aged people, as well as among the elderly). Such an expansion of the age audience leads to the conclusion that the role of modern technologies in the daily life of a person is increasing. EmojiTranslate has become one of the famous examples among multilingual translators.

Despite the convenience of multilingual translators, monolingual online applications and translators do not lose popularity. An example is the Emojitizer used when translating English texts into the language of the Emoji-space. The translator noted some features of its use. So, the online page is equipped with two-way translation (from English into Emoji and from Emoji into English). Also, the user of this dictionary can sort the translation according to the following characteristics: a) strict match, b) length ratio and c) loose match. Due to the appearance of a large number of neologisms, the Emoji dictionary of terms has also been replenished with a significant number of new images.

The Emojiall translator dictionary is equipped with Emoji search functionality among individual categories related to human life (emotional range, body parts, occupation, external parameters (i.e. complexion, hair, gender, etc.), entertainment and travel, concepts related to nature, food and drink, objects and symbols).

3) Famous people: *Yoko* is a Japanese artist and the widow of John Lennon. This neologism is a derogatory term describing a woman who is in control, intentionally belittling the achievements of her partner. The proper name passed into the category of a common noun, based on the image of John Lennon's wife, formed through the opinions of the fans [2].

4) Fashion: *microblading* is a method of creating a semi-permanent eyebrow tattoo [2].

5) Fictional characters: *McSteamy* is a neologism based on the nicknames of two characters from the television show “Grey's Anatomy” [2]. *McDreamy* is a colloquial term for a very pretty man who is able to be a good husband, while *McSteamy* is his sexy lothario opposition.

6) Gender & sexuality: *pansexual* – “the sexual orientation of someone who is romantically, emotionally or sexually attracted to people of any gender identity, sex or biological sex” [2].

The reflection in the media of new words, stable verbal complexes or the new meaning of lexemes and phraseological units in the language is a powerful incentive to influence the readership, increasing interest in the media.

Research in the field of neology on the material of the English media contributes to the improvement of our knowledge of the English language system as a whole, helps to identify the leading methods of derivation, the establishment of borrowed vocabulary and USC, as well as the ways of penetration of neologisms into modern English vocabulary. The most productive in this regard are tracing papers, as well as methods related to transliteration or transcription.

The most productive methods of derivation used in the formation of new English words and phraseological units are: affixation (prefixation, suffixation), compounding, conversion, reduction (truncation of the following types: *syncope* – reduction of the middle of the word, *apocops* – reduction of the final part), word fusion, semantic innovations (rethinking the meaning).

For example, such formations as: *super-fans* (the prefix *super-* gives the neologism the meaning of “the most devoted fans”); *respecify* (the prefix *re-* is used to clarify, make changes again), *outrospection* (with the meaning “research and analysis of the world around you”), *anti-romcom* is used in the meaning of “non-romantic comedy” (the prefix *anti-* is used), and the neologism itself *romcom* is formed by merging the initial parts of the word romantic and comedy; *demitarian* (reduction

of animal products in the diet), *Potterish* (neologism formed with the suffix *-ish* and meaning “characteristic of the Harry Potter works”), *startups* (start – “to begin something” + up – “higher” in the meaning of “launching projects”), *handsets* (hand – “part of arm” + set – “device” in the meaning of “mobile devices”), *Instagram* → *to Instagram* (N → V, in the meaning of “post photos in the application”), *Twitter* → *To tweet* (N → V, meaning “post a short message on the social network Twitter”), *celebrities* → *celebs* (with the meaning “celebrity”), *application* → *app* (with the meaning “mobile application”), *phone* (“telephone”) + *snubbing* (“neglect, ridicule”) → *phubbing* (with the meaning “making fun of friends and family members for their smartphones”), *England* (“England (country in the Europe)”) + *exit* (“go out”) → *Engxit* (with the meaning “the elimination of England from the football championship”), *Britain* (“Great Britain” (country)) + *exit* (“go out”) → *Brexit* (with the meaning “Britain's exit from the European Union”), the phrase *Generation Snowflake* stands for “sensitive generation”, etc.

From the foregoing, it is obvious that neology is a problem that has great prospects and requires further research from the standpoint of various approaches. It can be sociolinguistic, cultural, cognitive and other approaches. This problem is especially widely covered in terms of semantics, derivation, and style. Neologisms are functional neoplasms. Reflecting extralinguistic phenomena, they are the result of linguistic processes. These words, phrases and stable verbal complexes meet the demands of new life phenomena.

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