

<i>So all my best is dressing old words new,</i>	a
<i>Spending again what is already spent:</i>	b
<i>For as the sun is daily new and old,</i>	c
<i>So is my love still telling what is told."</i>	c
<i>(W. Shakespeare, Sonnet 76)</i>	

Ритм - це будь-яке рівномірне чергування, наприклад, прискорення та сповільнення, наголосу та ненаголошених складів і навіть повтор образів, думок і т. д. :

*"Some say thy fault is youth, some wantonness;  
Some say thy grace is youth and gentle sport;  
Both grace and faults are loved of more and less;  
Thou makest faults graces that to thee resort."* (W. Shakespeare, Sonnet 96)

Отже, фонетичні стилістичні прийоми відіграють важливу роль у здійсненні емоціонального, естетичного та ідейного впливу на читача. Наші письмові нотатки вкрай недосконалі і багато що залишають непозначеним, а відповідно і розуміти їх можна по-різному. Необхідний великий досвід, літературна начитаність і досконале знання мови, для того, щоб правильно вимовляти художній або поетичний текст, правильно відгадувати задум автора. Вдумливе тлумачення тексту повинно сприяти його більш артистичному виконанню. Артистичне виконання свідчить про те, що зміст зрозумілий і допомагає донести до слухачів думки та почуття автора.

## NEOLOGISMS IN ENGLISH AND THE PECULIARITIES OF THEIR TRANSLATION INTO UKRAINIAN

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Like any linguistic issue the classification of the vocabulary here suggested is for purely stylistic purposes. This is important for the course in as much as some stylistic devices are based on the interplay of different stylistic aspects of words. It follows then that discussion of the

ways the English vocabulary can be classified from a stylistic point of view should be given proper attention.

The common literary, neutral and common colloquial words are grouped under the term Standard English Vocabulary. Other groups in the literary layer are regarded as special literary vocabulary & those in the colloquial layer are regarded as special colloquial (non-literary) vocabulary. The accompanying diagram illustrates this classification graphically.

There is a term in linguistics which by its very nature is ambiguous & that is the term **neologism**. In dictionaries it is generally defined as a new word of 'a meaning for an established word'. Everything in this definition is vague. How long words or their meanings should be regarded as new? Which words of those that appear as new in the language, say during the life-time of one generation, can be regarded as established? It is suggestive that the latest editions of certain dictionaries word the use of stylistic notation 'neologism' apparently because of its ambiguous character. If a word is fixed in a dictionary & provided that the dictionary is reliable, it ceases to be a neologism. If a new meaning is recognized as an element in a semantic structure of a lexical unit, it ceases to be new. However, if we wish to divide the word-stock of a language into chronological periods, we can conventionally work off period which might be called new.

The new meaning co-exists with the old ones. In other words, new meanings imposed on old words form one system in which old & new meanings are ranged in a dictionary according to their rate of frequency or to some other underlying principle. But there are cases when new meaning imposed on old words drive out old meanings. In this case we register a gradual change in the meaning of the word which may not incorporate the old one. In most cases, however, the old meaning is hardly felt; it is generally forgotten & can only be re-established by etymological analysis.

Another type of neologism is nonce-word, i.e. a word coined to suit one particular occasion. Nonce-words remain on the outskirts of the literary language & not infrequently remind us of the writers who coined them. They are created to designate some insignificant subjective idea or evaluation of a thing or phenomenon & generally become moribund.

They rarely pass into the language as legitimate units of the vocabulary, but they remain in the language as constant manifestations of its innate power of word-building.

Here are some examples of nonce-words, which strike us by their novelty, force & aesthetic aspect.

Colloquial coinages unlike those of a literary-bookish character are spontaneous & elusive. This proceeds from the very nature of the colloquial words as such. Not all of the colloquial nonce-words fixed in dictionaries or even in writing & therefore most of them disappear from the language leaving no trace in it whatsoever.

Unlike literary-bookish coinages, nonce-words of a colloquial nature are not usually built by means of affixes but are based on certain semantic changes in words that are almost imperceptible to the linguistic observer until the word finds its way into print.

Most of the words which we call colloquial coinages are labeled *slang* in many modern dictionaries. But we refrain from using the term so freely as it is used in dictionaries, firstly because of its ambiguity, & secondly because we reserve it for phenomena which in Russian are known as просторечие i.e. city vernacular bordering on non-literary speech.

The analysis of the English language (viz. neologisms) shows that high affixation activity (more than 30% of word-building innovations once built with the help of suffixes & prefixes) is caused not only by traditional word-building elements participation but by more active part of new affixes also. These are words or their parts functioning as word-building elements.

First of all we should note that the creation of words on analogy, i.e. on the established word example, is the widespread way of new affixes formation. Thus, one of the most popular new affixes in English-*friendly* is bound with the neologisms of the bodies 'user-friendly' – *'зручний для користування, зконструйований в розрахунку на людину, незнайому з технікою (про комп'ютерні системи)'*.

Thanks to the commercial advertisement this neologism becomes widely used, transformed into the basic example for tens of new words, for example: customer-friendly, investor-friendly, ozone-friendly.

New affixes may be formed on the base of established morphemes (of the words with full meaning especially) of pseudomorphemes made by forces word division. The word-building on analogy, on the established word example is a working mechanism of affixes formation. Such word-building is made by exchange of real & imagined components in a word-model. New word-building elements may be formed both on the origin & borrowed vocabulary. The inner linguistic (intervariant, interstylistic) borrowings are of special importance here.

According to the approximate calculations more than 70% of all new units which appeared in the last decades as the result of word-formation process were created by affixation & word-composition.

By means of new word-building elements more than a half of affixal neologisms were made. And among other word-formation means word-composition takes the first place in the productivity. Almost 40% of all lexical neologisms were built with the help of it. Compound word composition on the model 'Noun + Noun' has been going on as far as in previous decades. It was made only by metamorphism, without morphological changes: *baby-break*, *toy-boy*, *motormouth*, *event-rist*, and *workflow*.

## ТИПОЛОГІЧНІ ОСОБЛИВОСТІ СЛУЖБОВИХ СЛІВ

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З-поміж профілюючих дисциплін у багатьох вузах на факультетах іноземних мов порівняльна типологія іноземної та української мови має чи не найбільше пізнавальне і навчально-виховне значення. Вивчення даного предмету ґрунтується на всебічному порівнянні та співвіднесенні мовних одиниць, засобів їх поєднання і функціонування в словосполученні чи реченні, і це показує, що українська мова за своїм лексичним складом і різноманітністю засобів вираження стоїть в рівень з англійською та іншими світовими мовами. Також багатство української мови показано великою кількістю службових слів та різноманітністю їх використання.