

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

**МАТЕРІАЛИ V ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ СТУДЕНТІВ,
АСПРАНТІВ, ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

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TENDENCIES AND FACTORS OF WORD-FORMATION DYNAMICS IN GERMAN LANGUAGE

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The development of language also depends on the development of its word-formation system.

Production of new lexical units happens by means of the word-formation models which were historically developed in a certain language. Modern German possesses many ways of new words formation.

The analysis of modern neologisms in the social and political sphere, showed that the replenishment of the German language with the neologisms at the present stage of language development takes place through the use of the following most productive methods:

- 1) by means of the stem-composition/compounding;
- 2) morphologically (as a result of affixal transformation);
- 3) semantically (due to the reconsideration/ rethinking of the available word meaning);
- 4) by means of the abbreviation;
- 5) by means of the loan.

Most presented is a group of nouns originating due to the standard rule on the basis of stem-composition (65%). This happens because words composites consisting of two and more words are a comfortable mean to convey difficult concepts in a condense form.

It is necessary to add that semantic opportunities of these words are almost boundless.

There appeared many political neologisms on the account of events in Ukraine, Greece, Islamic and Arabic countries. All above-named political events were reflected in the language: *die Maidan-Revolution; der Ukraine-Konflikt ; die Maidan-Generation; die Rußland-Sanktionen; die Krim-Annexion; die Edathy-Affaere; der Ukraine-Kriesegipfel; der Gaza-Krieg; der Edathy-Prozess; die Eurointegration; die Griechenland-Krise; die Maidan-Helden.*

The following words which were formed morphologically due to the affixal transformation can serve as the examples of the new formation (9%): *das Separatismus* – сепаратизм; *Minsker Abkommen* – минское соглашение; *die Dschihadisten* – джихадисты. The reconsideration of words meaning is less widespread but not less important (11%). In this case the change of actual words meaning occurs due to the process of widening.

Widening is understood as a process when a word meaning originally one concrete and private concept starts to represent more general concept. Here it is possible to provide the following examples which were revealed when analysing the articles: *die grünen Männchen* – зеленые человечки; *die netten Leute* – «вежливые люди»; *Arabischer Frühling* – «арабская весна»; *Russischer Frühling* – «русская весна».

Word-formations formed by abbreviation or reduction were revealed among socio-political neologisms such as *IS (Islamischer Staat)* террористическая организация «Исламское государство»; *ATO (Anti-Terror-Operation)* – антитеррористическая операция на востоке Украины; *Merkozy* – Меркози; *Grexit* – грексит или выход Греции из Еврозоны; *GroKo (Große Koalition)* – Большая коалиция (12%).

The neologism *GroKo (Große Koalition)* which designated governmental coalition during elections in 2013, transformed into «Groko-deal», an ironical expression appeared in press, denoting not very serious attitude towards the arrangement to form a coalition of CDU/CSU and SPD, the two leading parties of the country.

Creation of new words is the reflection of society needs for the new concepts in language resulting from the development of science, technology, culture, public relations, etc. The establishment of modern tendencies of word-formation in the language, the improvement of theory and practice always takes the leading positions in the lexicology.

As a rule neologisms arise on the basis of existing language traditions using the word-formation means which are already available in the language. Emergence of the new lexico-semantic option of the word in pragmatic aspect of variability is considered as a result of the variation of its use in different situations of communication depending on social, territorial, national, age, professional and other statuses of communication participants.

THE PROBLEM OF SAVING ENERGY AND RESOURCES

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Presently energy-savings are one of the priority tasks. They are related to the deficit of basic energy resources, increasing cost of their extraction, and also to global ecological problems.