



[6, .21].

eco-

eco-

(eco-economy, ecoagriculture, eco-

correctness, ecotage).

myco-, hyper-, pre-, re-: myco-diesel –

Professor Gary Strobel, from Montana State University in Bozeman, US, said: "G. roseum can make **myco-diesel** directly from cellulose, the main compound found in plants and paper. This means if the fungus was used to make fuel, a step in the production process could be skipped" (John von Radowitz, "Fungus could offer green energy breakthrough," Press Association Newsfile, November 4, 2008);

hypermiler –

: And he's the best **hypermiler** in the world.

**Hypermiling?** What's that, you ask? It's the art of getting the most mileage out of every drop of gas in your tank (Francesca Segre, "Getting more mileage is an art form," American Public Media, April 27, 2007);

precycling –

: **To precycle** is to make buying choices that support responsible products and packaging, make recycling easier and reduce the amount of garbage you throw away. **Precycling** is a good way to start squaring your personal behavior with your principles. (Gunther Wellenstein, "Precycling: Thinking Beyond The Bin," Lowell Sun (Lowell, Massachusetts), August 14, 2007).

### 2.

( ) [2, .13]: )

: wind-farm –

; earthship –

; ) : environment-friendliness, environment-mindedness; ) : agro-biotech, high-tech, perc; ) : off the grid (off-the-grid) –

( N+N, N+N+suffix): zipteam, heat-island, animal-protection, gene-doper, air-pollutant, zero-emission;

( Adj+N): dry-cask, greenscamming brownfield –

) N+ Adj./V-ed: hydrogen-based, pollutant-loaded; ) Adv.+V-ed, Adj.+V-ing: ecologically-minded, nvironmental-engineering [2, .13].

[4, .93],

„ ), N+N - ” [6, .3].

### 3.

102],

[12, 146].

a)  $ab + cd > ab/cd$  ( ): **fee** + **rebate** > **feebate**: *For years, environmental groups have backed feebates to encourage consumers to buy vehicles that burn less fuel - and, as a result, emit lower volumes of greenhouse gases* (Harry Stoffer, "Feebate' programs may help states fight warming," Automotive News, April 16, 2007);

b)  $ab + cd > ad$  ( ): **ecology** + **economics** > **ecolonomics**: *In 1993, he and his wife founded a nonprofit group called the Institute of Ecolonomics — a word Mr. Weaver coined from combining ecology and economics — to find solutions to environmental problems.* (Felicia R. Lee, "Dennis Weaver, 81, Sidekick on 'Gunsmoke'," The New York Times, February 28, 2006);

**cooking** + **footprint** > **cookprint**: *Well now the bloody greenies have come up with a new bogeyman to bother you with — "The Cookprint". Yes, I know you thought it was all about carbon footprints but that's so last year, now we worry about the cookprint.* (Brian McCune, "Careful, your cookprint is showing," Kitsch 'n' Zinc, April 15, 2009);

c)  $ab + cd > ab\backslash cd$  ( ): **flotsam** + **metrics** > **flotsametrics**: *The use of floating trash, such as a huge consignment of training shoes washed off a cargo ship in 1990, to study ocean currents.* ("Viewfinder: Opinions from around the world," New Scientist, April 22, 2009).

#### 4.

N – V,  
[13, .12]: *to eco-drive, to greenwash.*  
( )  
“ ” “  
”, [13, .13]. : *to  
greenscam* –

( , ) [2, .14]: *renewable resources = renewables: Yet while the near-term outlook for renewables is mostly positive, the industry's long-term prospects will be shaped significantly by energy legislation under consideration by Congress, the executives said.* (John Collins Rudolf, "Renewables Industry Promotes Its Potential", The New York Times, February 11, 2010);

*bad commodities = bads: Enter the greens, from stage left. They have long held that proper policy should tax "bads", not "goods". Pollution and the consumption that causes it are bad; work and jobs are good* (Irwin Stelzer, "Car drivers hemmed in left and right," Sunday Times (London, England), February 22, 2008).

#### 5.

“ ” [3, .65].  
(dark-sky preserve – , )  
( ): *"The 'dark-sky preserve' will be almost free of light pollution even though the area is within easy reach of Southern Ontario's most highly developed areas"* (Martin Mittelstaedt, "Ontario's 'dark-sky' park a world first," The Globe and Mail).

– *pay-as-you-throw: Her solution: some form of pay-as-you-throw tax that charges householders according to the amount dumped* (William Underhill, "Finding Gold in Your Trash," Newsweek, March 5, 2007).

6.

( ).

: *locavore* – ( – *carnivore, herbivore*): *You've heard of herbivores and carnivores. Now meet locavores. Locavores are dedicated to eating food grown near home. Some set a limit of 100 miles, some a modest 50. This eating program makes it all but impossible to drink coffee or eat chocolate chip cookies* (Sylvia Carter, "Local foods — the best of all worlds," *Newsday*, May 23, 2007);

*carborexic* – ( *anorexic*): *Being environmentally aware is one thing, and being obsessed with it, is another, say US psychiatrists, who warn that extreme environmental awareness may be creating a generation of "carborexics"* ("Dark-green 'carborexics' — the latest generation of extreme green addicts," *Asia News International*, October 21, 2008);

*cleantech* – *clean technology environmental technology, greentech*): *"An awareness of cleantech has exploded across the world, with the US investing in biofuel, China in solar power and Europe declining to be left behind," says Ed Hugo, an analyst at Library House* (Jonathan Guthrie, "Investment boost for 'clean' start-ups," *Financial Times*, January 15, 2008);

7.

( ).

: *SEA street (street edge alternatives)* –

: *The most novel new sidewalk treatment may be in Seattle, where traditional curb and gutter sidewalks have recently been joined by experimental "SEA streets," in which swales or ponds with water-absorbing soil are placed between street and sidewalk to reduce runoff and aid salmon recovery* (Patricia Leigh Brown, "Whose Sidewalk Is It, Anyway?," *The New York Times*, January 5, 2003);

( , )

( ): *bat/BAT – Best Available Technology.*

„ ”: *acts/ACTS – Asbestos Contractor Tracking System.*

, , : *CFC – CFC-trade, CFC-gases, CFC-free* [6].

1.

( ) ( )

*carborexia* – : Jay Matsueda, who might also answer to the name energy anorexic, or **carborexix**, has neither heat nor air-conditioning in his condominium in Culver City, Calif (Joanne Kaufman, "Completely Unplugged, Fully Green (registration required)," The New York Times, October 19, 2008).

*biotecture* – : As the house plan evolved, what emerged was a design that showcased both the Crosbys' areas of expertise: Lou Anne's as an interior designer who likes simplicity, openness and curved walls, and Bob's work with the concept of biological architecture, or "**biotecture**" (Debra McKinney, "Bioshelter for sale," Anchorage Daily News, October 15, 2006)

## 2.

*acoustic ecology* – : **Acoustic ecology** is an emerging field of study that began in Canada in the late 1960s with a composer, author and professor of communication studies at Simon Fraser University, Murray Schafer (Wendy Champagne, "Take down the volume," Sydney Morning Herald, October 20, 2005).

1960-

*carbon neutral* – : Burning wood for fuel also generates carbon dioxide emissions, but as long as new trees are planted to replace those used as fuel, the level of emissions doesn't change as the new trees are soaking up carbon to offset the emissions from the wood fuel. So wood fuel is '**carbon neutral**.' ("Better management of forests across Europe would tie up much more carbon," Irish Independent, March 9, 2004).

*white pollution* – ( )- + : The main focus of the new anti-plastic bag laws are ultra-thin bags less than 0.025 millimetres thick, which are generally disposed of without a second thought and which litter the highways and byways of the country causing "**white pollution**" (Clifford Coonan, "Innovation in brief," The Irish Times, June 9, 2008).

0.025

## 3.

*foodshed* – : The project allows Allen to define her local "**foodshed**" that is, the area in which food can be obtained and still be considered local (Johnathan L. Wright, "Livin' la vida local," Reno Gazette-Journal, March 5, 2008).

*anthropocene* –

The overwhelming consensus of scientific research indicates that human activity is exacerbating climate change. Some scientists even have begun referring to the present period in Earth's history as the **anthropocene** (from the Greek for man and new), in recognition of the extent to which man influences the environment. ("Constant Change," The Richmond Times-Dispatch, March 28, 2006).

: 1)  
( ;  
2) :

#### **WORD-BUILDING POTENTIAL OF ENGLISH LEXICAL INNOVATIONS IN THE ECOLOGICAL FIELD AND PROBLEMS OF THEIR TRANSLATION INTO UKRAINIAN**

*N.A. Ivanova*

*The article deals with the problems of building new words in English and ways of their conveyance into Ukrainian. Special attention is paid to affixation, blending and stem-composition. Our research distinguishes transliteration, transcribing, loan translation and explication as possible means of an adequate translation of lexical innovations into Ukrainian.*

**Key words:** lexical innovations, word-building, affixation, blending, conversion, analogy, abbreviation, transliteration, transcription, loan translation, descriptive translation.

1. . . . . / . . . . . - . . . . .
2. . . . . , 1955. – 416 . . . . . : . . . . . - . . . . .
3. . . . . : 10.02.04/ . . . . . , 2007. – 21 . . . . .
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11. . . . . // . . . . . , 1991.- .13-19.
12. . . . . . . . . . , 1969. – 154 . . . . .
13. . . . . : . . . . . , 2003. – 34 . . . . .

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