

FUNCTIONS OF NEOLOGISMS IN PUBLICISTIC STYLE

Simon Yu. P.

(Bogdan Khmelnytsky National University at Cherkasy)

Scientific supervisor – Lyevochkina S. V.

The neologisms have been the object of considerate attention of linguists who are studying the processes of vocabulary enrichment. Modern linguistics has tended to dwell on the language units, which are used in the limits of modern communicative and nominative schools. In the centre of their attention is the question which concerns the features of human linguo-creative activity.

One of the unsolved questions of neology (new words study) is the problem of defining the term "neologism". In modern linguistics this term has multiple interpretations. Thus, I. V. Arnold defines neologism as a new created word or word combination, a new meaning for the existing word or a word, borrowed from another language, while N. M. Rayevska considers neologisms as new created words or words, which gained a new meaning in regard of the social, economic, political or cultural changes in the human society. N. I. Mostovyi views neologisms as linguistic units which are created for defining of the new term.

New words are linguistic units which occur in the language after some definite time period, considered as initial. However, linguists are far from agreeing about this definite period. Some linguists regard the end of the World War II as such a time period. Other scholars consider that the creation of neologisms is connected with the exploration of space and the launching of the first satellite. The neologism is characterized by the special time connections, fixed by the public conscience. Thus, the definition of the term "neologism" is conventional. Every word has the characteristic feature of the neologism until the society considers it as a new one. Regarding the diverse characteristics of semantic neologisms and their sources, we can give the following definition: neologism is a word or word combination, used in language in a definite time period to describe a new concept or a new meaning and understood as such by the native speakers.

In publicistic events are designed to illuminate the present. According to the analysis of factual material the neologisms perform nominative, stylistic and expressive, figurative and nominative-evaluation functions.

Stylistic feature means that neologisms make speech more expressive. The emergence of stylistic neologisms is also caused by the fact that most writers do not create their own morphological terms, but they get them from the existing words by the new shades of "accidental movement of meaning into the focus the reader", which inevitably pushes the usual interpretation of words in the background and creates a kind of semantic neologism.

Most of neologisms have great expressiveness in the language of modern journalism, which is characterized by a nominative-evaluation and expressive and figurative functions. Nominative function means that neologisms make speech more estimated.

Expressiveness of neologisms is produced out of the morpho-colored components, resulting in the newly formed units, which obtain more pronounced emotional and expressive coloring. Therefore expressiveness of neologisms may be due to the contextual surroundings.

Expressively rich are neologisms connected with education, science, politics, economical and cultural life, which have a telescopic manner, containing primarily evaluative component in its meaning. Features of the telescopic structure and the semantics of derivatives is one of the issues that so far remains controversial. The traditional view is lies in the fact that this formation of an entirely new lexical unit is endowed with new meaning.

Expressiveness of the neologisms is investigated by means of the word formation and the type of stylistic features.

Thus, modern journalism provides a large number of neologisms that perform various stylistic functions.

The function of the impact on the reader / listener is implemented in order to convince him / her in the correctness of the provisions put forward, or to cause a desired reaction to the logical reasoning justified as power, emotional intensity of expression and focusing on those properties of the phenomena that most effectively serve to achieve a certain aim [3, 49].

The essence of the informative features is found in news reports, where the information has social and political significance. Thus the focus is a very broad question facing issues of modern life.

Nominative function lies in the representation of new concepts and objects. Nominative function is performed by neologisms, denoting social and political phenomena, processes, called the supporters of someone else's views. These words are mostly derived from the names of political figures. In the case of factual material neologisms are used to describe the socio-political phenomena, processes and people [1, 174].

1) a name of a new socio-political phenomenon: *We need one or more of those historical figures to return and crush the modern-day corpocracy* (The New York Times, January 28, 2011).

In this example it comes to the new socio-political phenomenon – corpocracy – which represents the concentration of power in the modern society because large firms and companies have a significant economic and political power.

The readers are willing to watch the videos of the presentations of the European Summit on Exopolitics, held at Barcelona, Spain. (The New York Times, November, 17, 2009).

This example deals with the position and attitude of the society to the possible visitors from the other planets and their interest in this matter.

2) a name of supporters of a particular social class or phenomenon: *Chinese leaders now are technocrats, not "cosmocrats", as Gingham Cheng, a historian at Delaware State University* (The New York Times, June 20, 2006).

In this paper the name of the China's elite is mentioned. The author expresses the opinion that Chinese leaders are now the supporters of the technocrats, not the cosmocrats, i.e. the representatives of the alleged global power elite.

He became when he calls a flexitarian, someone who occasionally eats meat or fish (The New York Times, March 26, 2006).

Flexitarian is a neologism formed on the analogy of the existing word vegan (cf. vegetarian - flexitarian: flex - letters. Free, agile) and indicates an unusual kind of vegetarians who do not always use only vegetable food. Semantization of the lexeme flexitarian occurs in microcontext.

Stylistic feature of neologisms is to depict speech neoplasms and to give the figurative description of things [2, 148].

1) a new concept: I wonder what Greg Mankiw will have to say about this, assuming he wants to waste his time fisking a 7th grade analysis of green economies (The New York Times, April 11, 2010).

The article describes a concept which implies the attitude to the opponent's arguments and discovers the epigrammatic analysis of the newspaper articles.

She is a comic actress who's been developing and compiling material for her Crockumentary (The New York Times, July 26, 2009).

The article describes a concept which refers to a TV show, video, content and accuracy of which is allegedly confirmed by the obvious archaeological, historical factors and realities, and expresses doubt on their credibility.

2) a new relationship to the certain phenomena: *Otherwise, I think you need to re-evaluate your apatheistic viewpoint* (The New York Times, May 9, 2006).

In this article a neologism is taken to refer to the apathetic attitude of the author to the religious point of view. This neologism-adjective makes the broadcasting more interesting and attracts readers's attention.

Expressive-shaped function is associated with morpho-colored components, resulting in pronouncing these newly formed units with emotional and expressive coloring:

– a name of the new concept with severe emotional and expressive coloring: Moreover, in my Manhattan bedroom after the tour, I was forced to endure the earworm in silence rather than awaken my wife and daughter (The New York Times, March 23, 2010).

In the publicistic article the name of the intrusive tunes is given (literally worm that annoying ear) and expressed a negative attitude the author to it, and its consequences.

News Analysis Agbiotech: USDA Decides Against New Regulation of GM Crops (The New York Times, February 3, 2011).

The paper gives the concept called "Agbiotech", i.e. the use of biotechnology in agriculture. The use of this name in the title of a newspaper article the author stresses the negative attitude to this phenomenon.

Nominative-estimated function provides expressive language.

– a name of the new phenomenon with severe emotional and expressive coloring: *The explosion of online crowdsourcing offers a number of ways for average citizens to contribute to the common good* (The New York Times, March 28, 2011).

The author of the article uses a new concept, which means 'obtaining a cheap labor outside the company' and expresses their attitude to this phenomenon.

For once, the play itself really is the thing, and nothing is allowed to block its view, even actorly vanity (The New York Times, January 18, 2011).

In this newspaper article neologism-adjective means 'excessive or inappropriate, affective or artistic'. The author expresses a negative evaluation over the exaggerated event.

Neologisms analysis is a rapidly growing field, not because they are often used in publicistics, but because studying the stylistics potential of the neologisms sheds light on their functioning in the publicistics and answers the question "What did the author mean by that?"

1. Мостовий М. І. Лексикологія англійської мови: [Підруч. для ін-тів і фак. інозем. мов]. – Х.: Основа, 1993. – 343 с.

2. Смирницкий А. И. – Лексикология английского языка. - М., 1988. – 348 с.

3. Тураева З. Я. Лингвистика текста. Текст: структура и семантика. – М.: Просвещение. – 348 с.