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NEOLOGISMS IN ENGLISH AND PECUALIRITIES OF THEIR TRANSLATION INTO MODERN SLAVONIC LANGUAGES

Every modern language presents an ever-lasting changing phenomenon. This is particularly true about English. Firstly, this language is wide-spread, as it is spoken in nearly every corner of the world, secondly, English is a means of international intercourse, and thirdly, English-speaking nations are innovative in many social, political, industrial, scientific branches of life. All mentioned causes appearance of neologisms in the language. Here are some samples from a few issues of the British newspaper *The Guardian* within 2004: *affluence test, artspeak, barfsome, beefcakeosity, blubsome, bodywhomping, campylobacteriosis, clamorous reed warbler, cyberwidow, depurpleise, earwitness, Education Action Zone, fibroepithelial, hamburger junction, horseburger, japeful, jelly-bagging, middle youth, Othello syndrome, pancuronium bromide, Patagonian toothfish, People's Monarchy, petrol-head, portfolio career, pre-millennial tension, quantum computer, rocktabulous, schlockbuster, story arc, stylephile, telangiectasia, Teletubbified, trammel-netter, truncus arteriosus, woo-woo book, xenozoonose.*

We noted these terms for one or other of several reasons. Most of them are either new or are recent imports we've not previously seen in British sources. A few are fresh compounds on older themes. Others are technical terms making a rare appearance in a non-specialist environment, and we've included a few names for flora and fauna that I know are under-represented in the Oxford databases.

New words are formed in a variety of ways, some of which overlap with each other. Here are the most important basic routes that new-word evolution takes:

Coining. Neologisms for novelty's sake are invented for a single occasion and usually never seen again: *FU money* (the bit you put aside so you can tell your employer where to go if work gets insupportable); *maghag* (a female executive in the New York magazine business); *screen sickness* (what you get from obsessive Internet surfing).

Blending. Taking the end of one word and sticking it on the beginning of another is an extremely common process that accounts for a large proportion of all new words this century: *digiverse* (the online world, from *digital* + *universe*); *videorazzi* (celebrity-chasing photographers with video cameras, from *video* + *paparazzi*); *spintronics* (using the weird quantum properties of electron spin to construct new types of computer chips, from *spin* + *electronics*), *opticute* (cells fried by laser probes, from *optical* + *electrocute*, the latter itself a much older blend); *baggravation* (a feeling of annoyance and anger one endures at the airport when his bags have not arrived at the baggage carousel but everyone else's bags have, from *bag* + *aggravation*); *campos* (the campus police who patrol Rice University; refers to either one policeman, a group of them, and/or the collective entity of policemen, from *campus* + *police*).

Affix breeding. Tacking on a prefix or a suffix adds a topical connotation to a common word that requires readers to understand both the old word and the affix: *cyber-* (so common for a while that *Newsweek* called it a *cyberplague*); *tele-*; *Diana-*

(several terms were coined immediately after her death, including *Dianabilia* and *Dianamania*); *-ati* (on the model of *literati*, spawning *glitterati*, *digerati*, and even *liggerati* for party gatecrashers, from the English dialect word *ligger* for a freeloader); and particularly *-gate*, surely the oddest suffix ever to enter the language.

Extending set phrases. Changing the modifier while retaining the base word makes the original meaning applicable to other contexts or freshens the expression: *road rage* has spawned a whole glossary of imitative terms, such as *trolley rage*, *phone rage*, *store rage* and *noise rage*. (There was a minor altercation between two fishing boats in the Channel the other week which the coastguard on duty almost inevitably termed a case of *trawler rage*.) An earlier example is *double whammy*, popularised in Britain during the 1992 election campaign by Chris Patten, the then Chairman of the Conservative Party, which has spawned *triple* and even *quadruple whammy*.

Making words play new parts of speech. Turning nouns into adjectives and adverbs, verbs into nouns, and nouns into verbs is an extremely common process that people are quite unconscious of much of the time: for example, *lounge-lizard*, *palimpsest*, *wok*, *king*, *beverage*, *forestgump* (with only one *r*), *nanotech*, *nutshell*, *power-broke* have all appeared as verbs in the past few months (and *verb* itself has long since become a verb).

Reapplying or misapplying words or phrases. *Feeding frenzy* became a political cliché in the early nineties and *bottom feeder* has more recently appeared. *Stepford Wives* is a disparaging term currently fashionable at Westminster for the ultra-loyal young female intake of Labour MPs at the last election; I keep wanting to point out that the film had a sequel, *Revenge of the Stepford Wives*.

Reinventing or reintroducing old terms. *mezzobrow* (first used in the 1920s, but making a minor comeback).

Playing with language. *Mouth-lift* (cosmetic dentistry); *herdware* (computer software to keep track of farm animals); *black-water rafting* (like the white-water equivalent, but in the dark in underground streams).

Words from whole cloth. Most commonly seen with trade names which must be unique, particularly pharmaceuticals. Examples are *Rohypnol* and *Temazepam*.

Imported from other languages: when English-speakers encountered a round breadroll with a hole in it popular among Jews, they simply borrowed the Yiddish word *beygel* (changing the spelling to *bagel*); a Muslim holy war against infidels is a *jihad*, from the Arabic. The meanings of borrowed words in English may be different from their meanings in their original languages: Latin *video* means "I see," whereas it's come to be a noun related to certain technologies used to reproduce moving images. The prefix *cyber* comes from Greek *kybernan*, "to steer, to govern," and has a long and complicated history before it comes to mean "vaguely related to computers."

Translated, piece by piece, from another language. These are called *calques*: examples are *marriage of convenience*, translated literally from the French *mariage de convenance*, and *superman*, from the German *Übermensch*.

Abbreviation occasionally make new words: the noun *weblog* (itself a neologism in 1997) got clipped to *blog* in 1999, and quickly turned into a verb and an adjective as well.

Acronyms, a *nimby* is someone who doesn't want development in his or her neighborhood, from "not in my back yard"; *BFE* (very far away: Beyond Fu**ing Egypt. also B.F.E., b.f.e. Egypt was chosen somewhat arbitrarily as a country on the opposite side of the world); *BTW* (shorthand method of expressing *by the way*, commonly used in office memorandums and email communications).

A special kind of combination of familiar words *back-story* (the events of a character's life prior to the start of a fictional story). Also used metaphorically to mean "background"(compound of "back" and "story").

Lots of neologisms every year penetrate into Ukrainian and other Slavic languages from English. Borrowed neologisms are always somehow adopted to lexical, grammatical and phonetic rules of the language-recipient. Some of the borrowings keep the form of the language they originated, some are translated. Translation may be based on *calquing*, full or partial translation of components of the lexical phenomenon into the linguistic material of the language-recipient, etc. Exactness of translation depends on knowing the principles the neologism was based in the language-origin.