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## **INNOVATIVE VOCABULARY IN THE LANGUAGE OF MODERN WEB MEDIA (COMPARATIVE ANALYSIS OF THE UKRAINIAN AND ENGLISH LANGUAGES)**

The article has compared the specifics of neologisms in English and Ukrainian languages. The aim of our study was to establish a comparative relationship between the specifics of neologisms in both languages in the modern Web Media. It has been found out that innovative vocabulary appears during important periods of time (such as Pandemic 2019 and Military Actions in Ukraine 2022). During our theoretical research, analytical review, generalization and concretization have been used as the main methods.

Thus, although the problems of neologisms and innovative vocabulary are not one-sided, the analysis of their identification criteria, which exists in modern linguistics, allowed us to determine the main features, based on which the research and classification of neologisms will become easier and clearer, and it will also help to reveal the potential of neologisms more widely. In our opinion, such an indicator as a criterion of time from 5 to 20 years should be attributed to them, it is the period of time that can be defined as a certain period of development of the studied language. The next characteristic of neologisms is the presence of a certain or partial uncharacteristic or atypicality of language norms. Also, it should be noted that one of the features of neologisms usage is the fact that they are used by the majority of native speakers while preserving the connotation of novelty.

Taking into account all of the above, we come to the conclusion that neologisms relate to a certain class of words. Neologisms are words or stable phrases that are new in content or form. They retain their connotation of novelty and relevance for a limited period of time.

Neologisms have formed semantic, pragmatic and stylistic features and sometimes they can be recorded in the lexicographic literature.

Having investigated the issue of neologisms classification, we came to the conclusion that there is no single classification and usually these language units are classified according to different features. Such features include the following: type of linguistic unit, type of denotation, method of formation, conditions of the method of formation, target purpose.

Regarding the method of formation, neologisms are divided into borrowings, morphological, phonological and syntactic. In Ukrainian language, the suffix method of creating neologisms is the most frequent, and in English language they are contamination, truncation and conversion.

**Key words:** comparative analysis, comparative stylistics, neologism, language system, linguistics, language phenomenon, types of neologisms, innovative vocabulary.

### **1. Introduction**

At the current stage, Ukrainian and English society are active participants in world economic, political and cultural processes. Close interaction with international organizations, foreign companies, scientific and technical, cultural exchange with the outside world inevitably creates in Ukraine and England the need to speak foreign languages, to take into account international interactions for language, communication standards and terminology.

Foreign language vocabulary penetrates into all spheres of life of modern Ukrainian and Foreign societies, enters into everyday life, replaces familiar everyday vocabulary. These words entered the

life of modern people along with the concepts they denote.

Numerous works of domestic and foreign linguists are devoted to the study of the appearance and functioning of neologisms (V. Hak, Yu. Zhluktenko, V. Zobotkina, Yu. Zatsnyi), as well as the problems of their translation, in particular (I. Arnold, I. Halperin, A. Yankov, R. Fischer and others) [Топачевський 2011].

The article is devoted to a comprehensive study of the structural and semantic features of neologisms in modern English- and Ukrainian-language media texts based on Internet media. The problem of neology in modern linguistics occupies one of

the leading places, because today the English language itself is dealing with a “neological boom”. According to statistics, an average of 800 to 1000 new words appear per year [Algeo 1994 : 80 – 90].

The following linguists dealt with practical lexicographic problems of neologisms of the English language: J. Algeo, R. Baayen, G. Cannon, C. Cutler, W. Lee, J. Simpson and others [Топачевський 2011]..

*The purpose* of the paper is comparative study of the neologisms in English and Ukrainian languages; identification of types of neologisms; elucidation of the neologisms peculiarities in the journalistic style in English and Ukrainian languages; identification of the structural semantic features of neologisms in modern English- and Ukrainian-language media texts, examining them on Internet media material.

## 2. Materials and Methods

In linguistics, the concept of "neologism" has deep roots, although it is still controversial due to a number of facts. For the first time in English language, the term "neologism" was recorded in 1772. However, such countries as France, Germany and Italy had already had their counterparts at that time [Зацний 2008 : 7–9].

In the first decade of the 21st century, a number of scientific works and studies appeared, which highlighted various aspects of neology as a new direction of modern research, namely:

- derivative;
- stylistic;
- pragmatic;
- discursive;
- cognitive;
- lexical and grammatical;
- sociolinguistic;
- cultural;
- psycholinguistic [Neologisms and Social Transformation in the 21<sup>st</sup> Century: Language as a Driving Force for Societal Changes].

The problem of defining the term "neologism" is widespread and widely discussed. If the period of appearance and disappearance of a word is fixed more or less objectively, then the duration of words' stay in the "status of neoplasms" is subjective. Modern neological scientific works are reduced to clarification of the typology of new words in English and Ukrainian languages and speech.

However, specifying the very concept of "neologism" will help to systematize neological material

existing nowadays. The English language borrowed the word "neologism", which appeared in 1735 from the French language, in the sense of "the use or habit of using new words, innovations in the language, as well as a new word or expression". Since then, this concept has been used in linguistics to refer to new words in different languages [A Powerful Next-Generation Virtual Events Platform].

According to the internal form and etymology, the concept of "neologism" includes a new meaning (semolexeme), which is also a lexical innovation or a semantic neologism. The inclusion of new idioms in the composition of neologisms is also natural: first, in stable word combinations, words are modified to zero in their meanings; secondly, a two- or three-component unit performs the function of a word.

The opinion of E.Ya. Horodetska deserves attention, as it is proposed to take "time" as a parameter to specify the definition of neologisms. That is, the words that exist in the language "later than some period taken as the starting point" and are neologisms. The word remains a neologism as long as it feels new and relevant. When used, the temporary connotation of novelty is preserved. The more often it is used, the faster neologism loses this quality. Thus, five criteria for defining a neologism can be distinguished:

- 1) a word to denote a new reality;
- 2) stylistic category: the main criterion is a sense of meaning novelties;
- 3) a synonym is formed, which has a connotative shade to words that already exist;
- 4) a word that exists at a certain moment in time and language space;
- 5) characterization as an unmarked/marked word in dictionaries [Мелконян].

Neology, as a young and promising branch of linguistics, is experiencing a kind of "neological boom". However, it has a number of important unresolved problems. Among them there is the lack of a clear terminological base, including the definition of the object of neologism – innovative vocabulary, and the criteria for this have not been established with sufficient clarity [«Україніти», «чорнобаїти», «аналоговнет»: «АрміяInform» зібрала словник воєнних неологізмів].

As Yu. Zhluktenko points out, the question of what a neologism is in the actual linguistic sense

remains open [Топачевський 2011].

All this, according to O. Yermakova, gives us reason to conclude that neology is a science in the field of linguistics that "has not been formed", but is still "forming". This is a completely natural, regular process. Any science does not become formed immediately, but goes through a long, thorny path of formation [Топачевський 2011].

The very object of neology – a new word – has several names, which are united by the common word "new" in a synonymous series: new formation, innovation, innovative vocabulary, new nomination, neomination, new name, neologism, occasionalism. Some of them have been known for a long time, others have appeared recently.

O. Selivanova suggests that all lexical innovations – new vocabulary items, new phraseological units, new meanings and new variants of word usage – be labeled with one generalizing term – "lexical innovations", and neologisms as "established", usual units of language to consider them as a "special case"; the terms "innovative vocabulary" and "neologism" are completely interchangeable [Селіванова. 2006].

### 3. Theoretical background

The analysis of neologisms in recent years has shown that the addition of the modern language dictionary takes place in two following ways: extralinguistic (external) and intralinguistic (internal). External factors are associated with the introduction of new phenomena, objects and concepts into the language. Internal reasons are already expressed in existing objects and phenomena, but bring a new emotional tone to such lexemes [Кравчук 2013 : 53–58].

The composition of neologisms includes a small number of terms formed as a result of the simultaneous addition of prefixes and suffixes to the creative base, which perform different roles in words: prefixes mostly carry a semantic load and mainly express a clarifying meaning, suffixes, having a low degree of generalization, form derived words. This method is called prefixal-suffixal, or confixal [Кравчук 2013 : 53–58].

Using the affixal method of suffixes and prefixes that already exist find new meanings. Their characteristic feature is the use of scientific field: for example, a suffix -on: gluon, luxon, or -sol (from Latin "solum" – soil): aridisol, vertisol, hioxisol. During the formation of neologism, such

prefixes are often used, as mega-, cyber-, hyper-: cybercash, megabyte, hyperloop. Latin, French and Greek are the main sources of prefixes: acro-, bio-, xeno-, micro-, euro-, tele- etc. A prefix mega- is extremely popular in American neology, acting as a reinforcing particle. Example: megadual in the meaning of "totally awesome" [Neologisms in Mass Media Language (Using the Examples of Internet Version of Newspaper «Den»)].

There are many suffix units form of the so-called "neo-slang". Thus, one of the most used slang suffixes is -y/-ie, which has an ironic meaning. For example: groupie, roadie, weapy. The most common suffixes are -ing, -aholic/-aholic, -ism, -er and -able: pyjamming, bookaholic, nativism, biner, accelerable.

The second common method of word formation is word formation, which takes its roots from ancient times and is characterized by a combination of two bases.

Examples: checklist, framework. If words at the end and beginning have the same vowel/consonant, one of them is omitted: net + etiquette = netiquette. A significant percentage consists of neologisms formed thanks to particles and adverbs, which is characteristic of adjectives and verbs: laid-back, buttoned-down. One of the most used multi-component formation schemes today is the model with the word "line" located on the border phrases and complex words: straight-line responsibility, dotted-line [Neologisms in Mass Media Language (Using the Examples of Internet Version of Newspaper «Den»)].

Another morphological method is the conversion or transition of a word from one part of the language to another. Conversions of nouns into verbs and verbs into nouns are the most common. Examples: facepalm – to facepalm (Noun => Verb), troll – to troll (Noun => Verb), spam – to spam (Noun => Verb), to blamestorm – blamestorming (Verb => Noun). Scientists have proven that the content of the concept is enriched during conversion. New convertible lexical units are mostly the American version and a very small part of the British one [Neologisms in Mass Media Language (Using the Examples of Internet Version of Newspaper «Den»)].

### 4. Results and Discussions

The language of mass media is not only an inexhaustible source for research and search for trends in

modern language, but also a proof of multifunctionality, a measure of its intellectualization. Due to the spread of terms from various almost unrelated fields of knowledge and their adaptation in modern society, neologisms in the language of mass media became the object of research in our work [Reah 2002 : 23–27].

Today, the language of the mass media is changing its functions in reality of our society. Neologisms are often used in mass media texts, as they are endowed with greater lexical-semantic capacity and imagery in comparison with fixed, all known words.

The function of neologisms in mass media is the same as in language as a whole: they nominate new phenomena, objects, events. Scientific studies have shown that the appearance of new lexical units is accompanied by extralinguistic factors, for example, the variety of topics covered.

### 5. Conclusions

The practice of neological word formation in mass media allows certain types of formation that are morphologically simple structure and at the same time are diverse in terms of semantic relations.

The evaluative and emotional marking of many mass media neologisms reflects the subjectivity or objectivity of the author's attitude.

First of all, talking about the role of neologisms in modern mass media, it should be emphasized the obvious, new lexical units update the language, make journalistic texts more relevant and allow authors to avoid language patterns and outdated clichés.

The active use of neologisms in media texts has both positive and negative consequences. The first ones include the fact that neologisms have a greater semantic potential compared to "outdated" analogues, besides, they perform a special stylistic role in texts. However, the use of new words is not always appropriate. It is about the cases when neologisms serve as a symbol of linguistic fashion in journalism [Barber 1964].

Neologisms are a means of implementation and an integral part of the language game, which is necessary in the texts of modern mass media. After having analyzed them, it can be noticed that not always neologisms play a positive role in the perception of the text. There is a great risk of "cluttering" the language, making it primitive. Such overuse leads to a loss of connections between author and addressee, which is an act of linguistic aggression in both interpersonal and mass communication.

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## ІННОВАЦІЙНА ЛЕКСИКА У МОВІ СУЧАСНИХ ВЕБ-МЕДІА (ПОРІВНЯЛЬНИЙ АНАЛІЗ УКРАЇНСЬКОЇ ТА АНГЛІЙСЬКОЇ МОВ)

У статті порівняно специфіку неологізмів в англійській та українській мовах. Метою нашого дослідження було встановити порівняльний зв'язок між специфікою неологізмів обох мов у сучасних веб-медіа. З'ясовано, що інноваційна лексика з'являється у важливі періоди часу (наприклад, пандемія 2019 та військові дії в Україні 2022). Під час наших теоретичних досліджень як основні методи були використані аналітичний огляд, узагальнення та конкретизація.

Таким чином, хоча проблеми неологізмів та інноваційної лексики не є односторонніми, аналіз критеріїв їх ідентифікації, який існує в сучасній лінгвістиці, дозволив визначити основні ознаки, на основі яких дослідження та класифікація неологізмів стануть легшими та зрозумілішими, а також допоможуть ширше розкрити потенціал

неологізмів. На нашу думку, до них слід віднести такий показник, як критерій часу від 5 до 20 років, саме такий проміжок часу можна визначити як певний період розвитку досліджуваної мови. Наступною ознакою неологізмів є наявність певної чи часткової невластивості чи нетиповості мовних норм. Також слід зазначити, що однією з особливостей використання неологізмів є те, що вони використовуються більшістю носіїв мови зі збереженням відтінку новизни.

Враховуючи все вищесказане, приходимо до висновку, що неологізми відносяться до певного класу слів. Неологізми – нові за змістом або формою слова чи стійкі словосполучення. Вони зберігають свій відтінок новизни та актуальності протягом обмеженого періоду часу.

Неологізми сформували семантичні, прагматичні та стилістичні ознаки і іноді їх можна зафіксувати в лексикографічній літературі.

Дослідивши питання класифікації неологізмів, ми дійшли висновку, що єдиної класифікації не існує і зазвичай ці мовні одиниці класифікують за різними ознаками. До таких ознак належать: тип мовної одиниці, вид денотата, спосіб утворення, умови способу утворення, цільове призначення.

За способом творення неологізми поділяються на запозичення, морфологічні, фонологічні та синтаксичні. В українській мові найпоширенішим є суфіксальний спосіб творення неологізмів, а в англійській – контамінація, усічення та конверсія.

**Ключові слова:** зіставний аналіз, порівняльна стилістика, неологізм, мовна система, мовознавство, мовний феномен, типи неологізмів, інноваційна лексика.