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ENGLISH NEOLOGISMS AS INDICATORS OF SOCIAL CHANGES

In the present paper the common semantic fields among the English neologisms are represented with the aim to show the characteristic features of the social life of the English speaking people and the reflection of those features in the language. The neologisms are taken from authentic and naturally occurring language use to show their pragmatic and stylistic values. The new words can express the political, economic, scientific and other aspects of social life and also the change of the society's way of thinking. We are reassured that neologisms reflect transparently the change in the people's perception of life in general, they express the problems existent in the society in the given period, the ways people are looking for to solve the problems and the struggle between different parties of people who do not share opinions.

Key words: *neologism, semantic field, social life, mentality, positive connotation, negative connotation*

It is common knowledge that language helps its bearers to categorize the world around them and reflects the social and historical experience of the society. The creation of linguistic signs is the result of the process of interrelation between the phenomena of the world and the language. According to Vereshchagin and Kostomarov word is the collective memory of the language bearers and the mirror of the life of the nation /Верещагин, Костомаров: 7, cited in Заботкина: <http://nachali.narod.ru/zabotkina.pdf/>. One of the best indicators of the shifts in the social life and in the way of thinking of the language bearers are new words or neologisms. A neologism is an item newly introduced into the lexicon of a language /The Linguistics Encyclopedia, 2005: 519/.

According to David Crystal, nonce words or nonce formations are created thanks to many factors, e.g., a speaker cannot remember a particular word, so coins an alternative approximation, or is constrained by circumstances to produce a new form (as in newspaper headlines). Nonce formations have occasionally come to be adopted by the community – in which case they cease by definition to be “nonce” and become neologisms /Crystal, 2008: 329/. As N. Gvishiani mentions, “new concepts or things brought to life in the course of historic development call for new names. A new form of speech is described as a neologism” /Gvishiani, 2000: 83/.

English neologisms are one of the best ways to show the extralinguistic realia of the British and American life and culture. According to A. Akopyants, the recent changes in the English vocabulary are preconditioned by sociocultural shifts in the world. A huge change in the word stock in dictionaries is already observed as far as

words connected with the fields of political, social, administrative, economic, cultural and scientific-technical fields are concerned /Акопянци: https://pglu.ru/upload/iblock/b0f/uch_2010_iii_00001.pdf/.

Among neologisms monosemantic, polysemantic and homonymous words are differentiated. It should be mentioned that there are some cases when already existing words acquire new meanings due to semantic extension.

Our study shows that examples of monosemantic neologisms are much more abundant than those of the other types. They can be subdivided into several lexical groups which are connected with the political sphere, people's sexual orientations and sexual discrimination, the spheres of the Internet, technology, language and linguistics, racism and discrimination against different nations, psychology, human feelings and behaviour, ecology and biology, work and work-places, music, news broadcasting and newspapers.

Neologisms connected with the political sphere include the nouns *alt-righter/alt-rightist*, *Ameritopia*, *cappie*, *clickocracy*, *conservofascist*, *hybrid warfare*, *Party of No*, *policide*, *rapefugee*, *remainiac*, *rUK*, *trapezocracy*. A distinct part of neologisms connected with politics is made up of a name of a political leader expressing the opinion of the people about that political figure in a very brief (within the limits of one word) and in some cases sarcastic manner: *bushlip/bushlips*, *Corbynite*, *Corbynmania*, *McCainiac*, *noocracy*, *ObamaCare*, *Obamamania*, *Obamanomics*, *TrumpCare*, *Trumpification*, *Trumpmania*, *W*.

The members of this lexical group carry mainly negative connotations like the term *Ameritopia* coming from Mark R. Levin's book "Ameritopia: The Unmaking of America."

The term *clickocracy* also has negative connotations:

"There is this apparently inalienable belief that social media and the internet has brought citizens closer to democracy. Think twice. The rise of a clickocracy could actually be driving them further apart" /totalpolitics.com/articles/news/rise-clickocracy/.

Negative and also sarcastic meanings are present in the word *remainiac*:

"Remainiac Philip Hammond is leading the country into a disaster by calling for three year Brexit transition deal" /thesun.co.uk/news/4133645/remainiac-philip-hammond-is-leading-the-country-into-a-disaster-by-calling-for-three-year-brexit-transition-deal/.

There is a video on YouTube called "Brexit: I hour of soothing Remainiac tears" /youtube.com/watch?v=3IVHRHw3gos/.

The neologisms which contain a name of a political leader usually do not carry positive connotations, like:

"The Trumpification of the US media: why chasing news values distorts politics" /theconversation.com/the-trumpification-of-the-us-media-why-chasing-news-values-distorts-politics-56033/.

Another large lexical field consists of words connected with people's sexual orientations and the opinions of different members of the society about sexual discrimination, e. g., the nouns *bathroom bill*, *biromanticism*, *cisnormativity*, *cisprivilege*, *Gamergater*, *gayelle*, *granny chaser*, *GSRM*, *homonationalism*, *Mixer*; the adjectives *agender*, *bi-asexual*, *cisnormative*, *cockaludicrous*, *demioromantic*, *graysexual*. A very dramatic change can be observed in the people's attitude towards sexual life and sexual orientations. Those phenomena which of course existed also in the earlier times were not being spoken about but now they are being widely discussed and words connected with the hatred of people towards the others with non-traditional sexual orientations and their rights are being coined.

As far as this particular lexical group is concerned it can be observed that the same word can have either positive or negative connotations preconditioned by the sexual orientation of the person who uses it, as well as his/her opinion about the matters discussed. This can be illustrated by the example of the word *bathroom bill*:

“Her candidacy represents the party's latest and most aggressive effort to unseat Republican culture warrior Bob Marshall, infamous most recently for his push to pass an anti-trans "bathroom bill." Marshall's politics are locked in time, but his district has shifted beneath him; Clinton carried the Manassas-area seat by 14 points last fall” /taken from COCA, Date: 2017 (17-10-03), Title: “Virginia Is a Microcosm of Democrats' Down-Ballot Struggles,” Source: MAG: Mother Jones/.

One can also read Trayce Bradford's following words about the same *bathroom bill*:

“It's about feeling safe. There has to be some boundaries” /nytimes.com /2017/07/21/us/texas-bathroom-bill-transgender.html/.

In the first example the strongly negative meaning is contrasted to more positive one present in the second example.

Another major source and, at the same time, medium of coining new words is the Internet. Neologisms connected with the Internet are abundantly coined in the English language nowadays, e.g., the nouns *blognovel*, *Google-fu*, *kitteh*, *likejacking*, *manosphere*, *social sharing*, *Twibel*, *twidiot*, *twimmolation*, *webutation*, *wikiholic*; the adjectives *blognoscenti*, *tweetable*; the verbs *log in*, *blog to*, *log out*; *websurf*.

The members of this lexical group convey mainly neutral connotations:

One thing to know about my #Blognovel “Black House”: It's a real maze,!” /https://twitter.com/search?q=%23blognovel/;

“Read my #blognovel!” /https://twitter.com/search?q=%23blognovel/;

“Climbing the multitasking rungs of social media and afterschool hierarchy, the “Momosphere” asks questions big and small: What substance lies behind filled calendars and the constant effort to “have it all?” What happens when the little girl whose parents told her she could do anything grows up and has a family of her own?” /https://growingupinamerica.wordpress.com/2012/12/17/greening-the-momo-sphere-mommy-blogs-and-social-change/;

“From “business” to “motherhood” to “hope,” “thrift,” and “agency,” the women of the complex “Momosphere” redefine an American vocabulary that is no longer common sense” /<https://growingupinamerica.Wordpress.com/2012/12/17/greening-the-momosphere-mommy-blogs-and-social-change/>.

Nowadays many new words connected with technology appear in the language, e.g. the nouns *beehacker*, *bioconformatics*, *hackathon*, *laserjet*, *nouse*, *phablet*.

The members of this lexical field carry neutral connotations like those referring to the field of the Internet: one can observe a very close connection between these two fields. As for the word *beehacker* there is an Internet site *Beehacker.com* where one can read:

“Welcome to BeeHacker.Com. This site explores the confluence of beekeeping and technology” /beehacker.com/wp/.

The word *laserjet* can be found in contexts like this:

“LaserJet is a printer by Hewlett Packard (HP) designed for high print quality, horizontal and vertical printing, printing graphics, text, letters, memos and spreadsheets. It is considered to be the first desktop laser printer;”

“Laserjet differed from ordinary printers in that it uses dry toner instead of wet link” /techopedia.com/definition/8009/laserjet/.

These examples assure that these words are neutral, they don't possess any positive or negative connotations.

Of interest are some neologisms in the sphere of language and linguistics. Examples are the nouns *blaccent*, *cheshirization*, *idiom blend*, *malaphor*, *protologism*, *typonese*, *verbivore*. The newly coined terms like *cheshirization*, *idiom blend*, *malaphor*, *protologism*, *typonese* have neutral connotations like all the other terms. The word *blaccent* is derogatory as it is connected with racism:

“what, man? That's not a ridiculous article subject or incredibly offensive and ignorant term... #blaccent” /<https://twitter.com/hashtag/blaccent/>;

“Over at MTV, Carvell Wallace skillfully breaks down the problem with white artists putting on a so-called “blaccent” in their music. Specifically, Wallace focuses on Meghan Trainor, who is now, somehow, officially a pop superstar. On “No,” the first single from her latest album, Wallace notices the Nantucket-born and bred singer dropping her g's and utilizing what is understood to be African American Vernacular English” /<https://jezebel.com/meghan-trainors-cultural-appropriation-lives-in-her-voi-1781756781/>.

The word *verbivore* can have both positive and negative connotations depending on the context and the speaker's perception. Positive connotations are present in such contexts as:

“My favorite thesaurus...my Wordflex app! I abso-freaking-lutely love it! Commonsensemedia.org/app-reviews/wordflex-touchdictionary...#verbivore# love words#thesaurus” /<https://twitter.com/hashtag/verbivore/>;

“Life is even more fun in words. Most of us always have the luxury of imagery, but language connects us all. #WhyIWrite #verbivore” /<https://twitter.com/hashtag/verbivore/>.

Negative connotation can be observed in the following context:

“Can we call all translation enthusiast a #verbivore? #WordNerd #WordCrushWednesday” /<https://twitter.com/hashtag/verbivore/>.

There are also neologisms connected with racism and discrimination against different nations, e.g. the nouns *Chican@*, *cyberracism*, *Filipin@*, *linguicism*, *misogynoir*, *racenicity*; and the adjective *Cablinasian*. As any practice of racism is becoming more and more criticized these words mainly have negative connotations:

“My queer performative “Chican@” signals a conscientious departure from certainty, mastery, and wholeness, while still announcing a politicized collectivity. Certainly when people handwrite or keystroke the symbol for “at” as the final character in Chican@, they are expressing a certain fatigue with the clunky post-1980s gender inclusive formulations: “Chicana or Chicano,” “Chicana and Chicano,” or “Chicana/o.” But I want my “Chican@” to be more capacious than shorthand.” /theamericanconservative.com/dreher/explaining-chican/;

“Misogynoir: where racism and sexism meet” /theguardian.com/lifeandstyle/2015/oct/05/what-is-misogynoir/;

“Despite its name, the Tiger Woods Bill, HR 830, promoted the term “multiracial” rather than Cablinasian, and the difference between the two is as stark as the gap between a colorblind and a color conscious view of race relations in the United States” /Nishime, 2012: 99/.

These words are indicators of the struggle between two parties. The first one remains the bearer of an older view about the people of different races, they try to preserve the gap between the white and the black people, try to overlook the black people, whereas the other party tries to abolish this gap and treat people of different races as equals. Such an attitude expresses people’s need to be treated equally and their want to overcome every artificial obstacle that can come their way and can prevent them from being considered as total equals irrespective of their gender, race and ethnic background.

There are also neologisms connected with the fields of business and economics: e.g. the nouns *bestshoring*, *confusopoly*, *offshorization*, *wackaging*; and the adjective *austerian*.

These neologisms convey negative connotations. The word *austerian* being connected with conservatism and austerity most likely cannot have positive connotations:

“Austerians - economists and politicians who believe the only way out of a financial crisis is through painful spending cuts - were in the news in May 2013. In Britain it was because of an impending visit by officials from the International Monetary Fund, which had declared in April 2013 that the austerian policies of the

British coalition government were damaging recovery” /worldwidewords.org/turnsofphrase/tp-aus1.htm/.

The term *confusopoly* and *wackaging* also evoke negative feelings:

“The term of confusopoly apply since confusion within the target buyers is purposely maintained, so choices are based on emotional factors. In reality the mobile phone market is a perfect example of Dilbert’s confusopoly” /definitions.net/definition/confusopoly/;

“Lindt joins an ever-growing wackaging hall of shame” /independent.co.uk/life-style/food-and-drink/features/a-cute-sense-of-irritation-whats-wackaging-its-when-food-packaging-treats-consumers-like-idiots-or-8670276.html/.

In the list of neologisms under study there are some coinages connected with the sphere of psychology, human feelings and behaviour, e.g., the nouns *acephobia*, *allism*, *juvenioia*, *microfear*, *nerdgasm*, *sonder*, *thinko*, *umbworld*, *virtue signaller*; the adjectives *allistic*, *cuddlicious*; the verb *apprecihate*. Words denoting behaviour or feelings that are conditioned by the technological advancement in our lives also should be mentioned: e.g., the nouns *ringxiety*, *scanxiety*; the verbs *communifake*, *phub*.

As far as this lexical field is concerned one cannot speak about connotations of words that are characteristic to the whole field. Every word has its own connotation determined by its meaning. For example, the word *ringxiety* is connected with nervous disorders and has negative connotations, for example:

“If you find yourself reaching to answer your phone only to find that it had never rang you could be suffering from “ringxiety,” according to academics” /telegraph.co.uk/news/science/science-news/12141126/Do-you-have-ringxiety-Anxious-loners-hear-phantom-phone-calls.html/.

The word *phub* also has negative connotations:

“Do you #phub? How do you feel if someone phubs you? Studies show negative impact of putting phones before people” /https://twitter.com/hashtag/phub/.

In the large variety of lexical groups we can single out the words denoting the names of new genres: *crimance*, *docufiction*, *dramystery*, *edisonade*, *romaction*. The emergence of those genres also indicates different changes in the people’s ways of perceiving the world. They now create pieces of literature in which the main characters are not traditionally acknowledged human beings, but robots or people with non-ordinary abilities, thus showing the desire to discover and use the huge power of human thought to a greater extent.

Another sphere where the new lexical items are of terminological nature is connected with ecology and biology: here belong the nouns *aprium*, *cookprint*, *de-extinction*, *ecoanxiety*. As expected these words are mainly neutral like the new words connected with cooking – the nouns *aquafaba*, *deflavourizing machine*:

“Generally, an aprium has a bright orange skin with some “fuzz” and an orange interior surrounding a stone or pit similar to an apricot” /<https://www.gardeningknowhow.com/edible/fruits/apriums/aprium-tree-care.htm/>;

“Aquafaba is the viscous water in which legume seeds such as chickpeas have been cooked” /<https://en.wikipedia.org/wiki/Aquafaba/>.

There are also new words connected with work and work-places: nouns *bright sizing*, *microserf*, *plantgating*, *weisure*, *winternship*; and an adjective *funemployed*.

Here again the connotations are very individual. The word *winternship* is neutral: “Winternship funding recipients are required to submit a two-page reflection essay to the Filene Center at the conclusion of the experience” /wheatoncollege.edu/academics/filene-center-for-academic-advising-and-career-services/career-services/funding-opportunities/winternship-funding/.

The word *bright sizing* conveys negative connotations: “Bright sizing is downright dangerous and you need to protect your organization from it” /<http://librahitech.blogspot.am/2011/12/bright-sizing.html/>.

The lexical group connected with music is represented by the following nouns *bitpop*, *djent*, *laptronica*, *plagiarhythm*. Here the words are mainly neutral except for *plagiarhythm* which has negative connotation:

“Jack didn’t realize that he was committing plagiarhythm when he told his teacher that the composition was his own; although, in fact, he had put parts of melodies together from other songs he had found on the World Wide Web” /<http://wordinfo.info/searches/results/plagiarhythm/>.

Some examples of neologisms connected with news broadcasting and newspapers are the nouns *blatherstorm*, *Cavuto*, *infoganda*, *tabloidese*. Here the connotations of the words are individual and connected with their particular meanings in the contexts. The word *Cavuto* has pejorative meaning:

“Traditional media again clueless about blogs: “His piece is hysterically called “The End of Blogging?”, using a Cavuto mark at the end of the title” /wordsense.eu/Citations:Cavuto/.

New names are appearing for different types of frauds: the nouns *biofraud*, *bullshido*. These words as expected have negative emotional charge like the new ways of insulting people: the nouns *D-bag*, *dumbassdom*/ *dumbasshood*. Examples include:

Biofuel or Biofraud? The Vast Taxpayer Cost of Failed Cellulosic and Algal Biofuels /<https://www.independentsciencenews.org/environment/biofuel-or-biofraud-the-vast-taxpayer-cost-of-failed-cellulosic-and-algal-biofuels/>;

Leave it to Team Coco to crystallize eloquently the whole Justin Bieber neighbor egging dumbassdom /<http://www.crapasaurus.com/tag/team-coco/>.

A very interesting phenomenon observed nowadays is coining new pronouns which are gender-neutral, they can be used for both genders equally. This way people are trying to overcome the absence of different pronouns for different

genders. In many cases the use of the pronoun *he* while speaking about people in general can be seen as rude and sexist. Nowadays people use *they* in order to cover the gap in those situations but as *they* is plural and can instigate ambiguous cases people try to coin a new singular gender-neutral pronoun. Here are some examples: *coself, eirs, eirself, ey, ha, heorshe, hirs, perself, shi, sie, ve, ze*.

To sum up, from the above mentioned it becomes clear that the representatives of the same lexical field in most cases have similar connotations and one is reassured how vividly the peculiarities of the social life are reflected in the new words coined in that particular period of time.

Language is a unique marker of history and culture and neologisms can serve as one of the best clues in the endless process of understanding the way culture is evolving.

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Ա. ՍՏԵՓԱՆՅԱՆ – Անգլերենի նորաբանությունները որպես հասարակական փոփոխությունների արտահայտություն. – Հոդվածում քննության են առնված անգլերենի նորաբանությունների առավել հաճախադեպ իմաստային խմբերը՝ անգլիախոս հասարակության կյանքում տեղի ունեցող փոփոխությունների և վերջիններիս լեզվական արտացոլման լույսի ներքո: Նորաբանությունները վերցված են լեզվի կիրառության իրական օրինակներից, ինչը հնարավորություն է տալիս ավելի ակներև դարձնելու նրանց իմաստագործարանական և ռճաբանական առանձնահատկությունները: Կան որոշակի իմաստային ոլորտներ (մասնավորապես՝ քաղաքական, տնտեսական, գիտական և այլ ոլորտներ), որոնց վերաբերյալ նորաբանությունները բավականին բազմաքանակ են: Նորաբանությունները քննելիս ևս մեկ անգամ համոզվում ենք, որ հասարակության մեջ տեղի ունեցող փոփոխությունները և առկա խնդիրները իրենց արտացոլանքն են գտնում լեզվում:

Բանալի բառեր. նորաբանություն, իմաստային դաշտ, հասարակական կյանք, աշխարհայացք, դրական հավելիմաստ, բացասական հավելիմաստ

А. СТЕПАНЯН – Неологизмы английского языка как индикаторы социальных изменений. – В статье взяты на рассмотрение лексические группы наиболее часто встречающихся неологизмов английского языка в свете изменений в жизни англоязычного общества и языковых отражений последних. Неологизмы взяты из реальных примеров применения языка, что даёт возможность сделать наиболее явным их лексико-семантические и стилистические особенности. Есть некоторые лексические сферы (в частности, политическая, экономическая, научная и другие сферы), в отношении которых неологизмы довольно многочисленны. При исследовании неологизмов убеждаемся ещё раз, что происходящие в обществе изменения и имеющиеся задачи находят своё отражение в языке.

Ключевые слова: неологизм, семантическое поле, общественная жизнь, мировоззрение, положительная коннотация, негативная коннотация

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Երաշխավորվել է ԵՊՀ Անգլերենի թիվ 2 ամբիոնի կողմից
Ընդունվել է տպագրության՝ 20.05.2019