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NEOLOGISMS IN MODERN RUSSIAN AND ENGLISH LANGUAGES

Summary. The article begins with the review of the neologisms in the modern languages. The analysis of borrowing as an element of the appearance of new words is given. The article describes the relevance of the problem and its study by various scientists with statistics. Types of neologisms in Russian and English are taken into consideration. The article ends with the characteristic of neologisms in intercultural communication.

Keywords: borrowings, globalization, intercultural communication, modern languages, neologisms, progress, word formation.

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НЕОЛОГИЗМЫ В СОВРЕМЕННЫХ РУССКОМ И АНГЛИЙСКОМ ЯЗЫКАХ

Аннотация. Статья начинается с обзора неологизмов в современных языках. Затем дается анализ заимствования как элемента появления новых слов. Кроме того, в статье описывается актуальность данной проблемы и ее изучение различными учеными со статистикой. Ниже приводится подробное описание типов неологизмов в русском и английском языках. Статья заканчивается характеристикой неологизмов в межкультурной коммуникации.

Ключевые слова: заимствования, глобализация, межкультурная коммуникация, современные языки, неологизмы, прогресс, словообразование.

One of the most lively and socially significant processes taking place in the modern language is the process of activation of the use of foreign words. International languages have a lot of borrowed vocabulary. Words or phrases that have appeared as a result of socio-political changes, the development of science, technology, new conditions of life to denote a new object or phenomenon are called neologisms[1, pp.670-671].

Borrowings from English have penetrated into many languages, so this problem has been studied by many domestic and foreign scientists, such as: Superanskaya, Krysin, Zemskaya, Hall, McLuhan etc. In their studies the English language as a global language, as it is the main international language, becomes official and is spread in politics and culture. Also, according to statistics, more than one billion people speak English and are fluent in writing.

Most research on intercultural communication is based on the basic concepts of “culture”, “communication” and “language” [7, p.16]. Each culture has its own language, through which its speakers communicate with each other, exchange information, form value systems. However, culture not only influences

communication, but is itself affected by it. In the human culture there are professional words, jargon, dialectics, author's occasionalisms and of course new words, that is, neologisms.

New verbal expressions are created to denote new concepts that appear in a particular culture. They call the realities of fashion (clothes, hair, and shoes), food, youth subculture, sport. Old words often acquire a new meaning or completely new words appear, borrowed from another language. The defining characteristic of neologisms is concretization: in time, space, novelty, structure.

Recently, the English language has undergone changes due to changes in the public sphere. English vocabulary is characterized by euphemization (words: some, certain, interesting, shareholders). Also frequently used words are often used (person, office, equipment, park) [9, pp.205-206]. For the purposes of political correctness the words are used to refer to persons of both sexes (postman, police officer, doctor, disabled).

For an adequate understanding of neologisms, it is necessary to take into account linguistic factors, cultural background, which can be used to explain the reasons for the appearance of new words. The structure of the word reflects the resources of the nominative system of the language and form a national-language picture of the world. According to statistics, the English language is very popular word structure for the formation of new words. It is also often used such techniques as: conversion, reduction, alternation of sounds and transfer of stress in the word, as well as reverse word formation. For example, inflight movie, black theatre, sit-tragedy, sampling.

Currently, scientists are talking about the development of bilingualism, that is, for many native language and English exist together with each other. Such people are fluent in English, as well as their native language.

Due to such borrowed words as chill-out, mega mall, hypermarket, shopping center, shop tour, management, fast food, fashion, fitness club, there is an increasing number of neologisms in the modern Russian language. Such

vocabulary has a strong position in advertising, hospitality, public catering, sports, tourism. Of course, the influence of English loanwords cannot pass unnoticed by speakers of another culture: there is a doubling of the norms and values of the culture of the donor language.

To avoid ambiguity in communication with speakers of another culture, it is necessary to take into account the nationality, cultural and linguistic competence of the interlocutor. It should be taken into account that in the process of adaptation by the recipient language, the borrowed word can acquire new meanings, so when using borrowed words, it is important to take into account the semantics, lexical compatibility with the original vocabulary of the borrowed word.

Three main changes are possible in the process of creating neologisms [6, pp.79-80]:

- rethinking a new object , for example: un umbrella (umbrella from the rain; air cover; political cover);
- introduction of a new sign for an object that already has a name in the language (slums – ghetto – inner city);
- changing the form and content (AIDS, UFO);

In English, neologisms have recently prevailed, which is associated with the rapid development of science and technology, with the need to give new names to new objects. For example, the development of computer technology has led to the emergence of new words such as telework, telecommuter, and The Internet [2, p.21-24]. There was also a goal to create a more emotional designation of an object or concept that already has a neutral name, for example: bail-out, burned-out. According to the method of formation, neologisms are divided into phonological, borrowings, semantic, syntactic. Syntactic neologisms are divided into morphological and phraseological.

Of course, not all neologisms become part of the literary language. About half of the new words disappear from languages, as they lose their novelty over

time. At each stage of language development, new words and expressions appear that differ in their features.

Technologies are developing very quickly, and now almost everyone knows some fashionable devices [9, pp.207-210], for example::

- selfie - the art of taking pictures of yourself on your phone or tablet;
- cloud computing - ability to store data and information on servers that can be accessed via the Internet (store files on the " cloud");
- phablet - a smartphone that is larger than the screen of regular phones, but not as big as a tablet;
- gloatgram - photos on the Instagram network, showing the excellent life of their author, travel or food.

To make a complete list of neologisms is a difficult task, because, according to the results of statistical data, new words can appear every fifteen minutes. Neologisms do not always appear after changes in our lives - sometimes it is just a concise designation of existing phenomena, for example:

- to mistext - the prefix –mis- often has the meaning "mix something up" (misunderstanding; send a message to the wrong person);
- bucket list - list of books/movies/music to read/watch/listen to that will not be implemented;
- antisocial networking - mindless build-up of friends on social networks;
- helicopter parents - overly caring parents who try to control their child always.

Often neologisms are formed from combinations of sounds or onomatopoeic interjections, such as a verb «to whee» is formed from an interjection «whee», which is used to indicate joy and positive emotions, and the etymology of the adjective «yacky» goes back to interjection «yack» that expresses an extreme degree of disgust. The verb «to clapter» is an onomatopoeia

of clapping hands. This group also includes interjection «bazinga» used to emphasize the successful joke [8, pp.10-13]. It is derived from the onomatopoeic verb «to zing» which means to pronounce quickly.

There are also affixal neologisms, which make up one-fifth of neologisms. They are formed within the framework of word formation, with previously existing suffixes taking on new meanings (googlable, chocoholic, facebookian, ageism, globalization, adland, rainbowlicous).

Prefixes are also actively involved in word formation (cybercafé, cyberfraud, to deconflict, to disclude, nonversation).

Translation of neologisms is difficult, because no dictionary in the current accelerated development of science and technology can not keep up with the emergence of neologisms. Sometimes context can help in translation, as well as knowledge of the components of neologisms [5, p.59]. But it is also necessary to know in what situation a particular neologism is used.

A large number of neologisms were formed due to the development of business through the Internet [3, pp.86-89]. For example:

- webinar - online lecture, which is conducted remotely using Internet technologies;
- e-book - book in electronic format;
- content - information provided on Internet resources (texts, images, videos, music);
- web-designer - author of articles for Internet sites.

These words are very popular in both Russian and English languages. It is quite possible that soon all people will be able to understand each other without having to learn another language.

Neologisms of the Russian language in the sphere of use can be divided into:

- words-terms (off-shore, damping, to roam);

- political terms of English origin (speaker, inauguration);
- words related to computer technology (site, file);
- names of household items (toaster, shaker);
- sports terms (to dive, skate board, fitness);
- professions (broker, supervisor, provider) [4 , pp.39-40].

In conclusion, it can be noted that the nature and intensity of the occurrence of neologisms shows the dynamics of changes in the language systems that tend to cover all areas of human activity. A functional approach to learning foreign languages involves familiarization with the common features of the language. The use of neologisms in speech facilitates the process of intercultural communication in the context of globalization, but it is necessary to take into account the variation in the use of words in a particular context.

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