

## ENGLISH NEOLOGISMS AND THEIR TRANSLATION

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Studying neologisms from the cultural perspective brings better understanding of our world. The appearance of new words enables us to observe how the business world evolves, what direction it goes and what its target is. It is unquestionable that economy will transform through innovation and technological development, and hence the language – be it jargon or formal language – will change accordingly. Refusal to accept neologisms equals dissent from acquiescence to the improvement of the whole business sector, including computing, science and technology [1].

As markers of these changes, new words perform various functions; they denote totally new phenomena. No new science is possible without neologisms, new words or fresh interpretations of obscure lexemes describe and explain reality in novel ways. How would we refer to the latest technological devices if there were no modern lexemes such as iPod, palmtop or laptop? Would the advance of the Internet be possible, were it not for the neologisms such as: e-learning, e-business or e-mail? It seems radical, even to a conservative to name innovative phenomena with outmoded words. Economists, to quote for example G.A. Moore, say that "in our global economy, it's either innovate or die" and that "successful companies must evolve their competence or become marginalized". Linguists, however, would probably respond by saying that language as a living system adapts to meet the evolution of life and the business world, what is more, by making a profound inquiry into neologisms one may notice the patterns of the way new words reflect our constantly changing economy.

Neologisms are new words, word-combinations or fixed phrases that appear in the language due to the development of social life, culture, science and engineering. New meanings of existing words are also accepted as neologisms.

A problem of translation of new words ranks high on the list of challenges facing translators because such words are not readily found in ordinary dictionaries and even in the newest specialized dictionaries.

Dictionaries lag behind changes in languages. New words, figurative words and phrases, slang and nonce words are coined in the language so swiftly that no dictionary can and should register them immediately. Indeed, the number of neologisms appearing in mass media during a year amounts to tens of thousands in developed languages. For example:

- *Fantabulous* (adj.) – beyond fabulous (blend of fantastic and fabulous). Context and source: "This fantabulous four-poster bed can be yours..." (Television advertisement);

- *Globoboss* (n.) – a cosmopolitan executive that has the ability to perform well across the globe. Context and Source: "Wanted a globoboss who's at home anywhere and sings the same tune— profits— everywhere." (Newsweek);

- *Moto* (n.) – energy for action toward a goal; motivation (clipping of "motivation"). Context and source: "I need some moto to go workout at the gym today." (Conversation);

- *Popaganda* (n.) – music that is popular with the general public, and has purpose or is trying to promote particular ideas. Content and source: Title of a K.D. Lang's album;

- *Spider* (n.) – person or computer program that searches the web for new links and link them to search engines (metaphor: a spider spins webs);

- *Dividend—right—certificate* (n.) – certificate giving the right to get dividend;

- *Dear—money policy* (n.) – credit limiting by rising interest rate;

- *Fill—or—kill order* (n.) – client's order to a broker to fulfill or repeal it immediately.

Therefore, translators have to find out the meaning of very new neologisms mainly based on the context (a sentence, paragraph, chapter or even the whole document) in which the neologism is used.

Neologisms are usually formed on the basis of words and morphemes that already exist in the language. The analysis of these words and morphemes is an additional helpful tool in finding out the meaning of the neologism. For this purpose, the translator should remember word—formation rules, in particular the following:

- Giving words new affixes (i.e. suffixes, prefixes, and endings attached to words/word stems to form new words: demutualization, restructuring);

- Creation of new meaning of existing words: footprint – an impact on our planet;

- Loanwords (mostly professional and scientific terms borrowed from other languages): *glasnost* (from Russian: publicity, openness), *ponzu* (from Japanese: a sauce made with soy sauce and citrus juice), *chuddies* (from Hindi: underpants);

- Semi—abbreviations (words made up of parts of other words), abbreviations and acronyms: *biosecurty*, *nomophobia* (an abbreviation for "no—mobile—phone phobia" which means a fear of being out of mobile phone contact), *forex* (foreign exchange), *FSU* (the Former Soviet Union).

There are different techniques to translate neologisms. Here are some of them:

- Selection of an appropriate analogue in a target language (*ECB* (European Central Bank) => *ЕЦБ* (Европейский Центральный Банк));

- Transcription and transliteration (*gadget* => *гаджет*, *repo agreement* => *договор репо*);

- Loan translation and calque (*wet market* => *мокрый рынок*, *fat cat* => *жирный кот*, *толсто—сум*);

- Explanatory translation and descriptive translation (*blue sky laws* => *законы различных штатов, регулирующие выпуск и размещение ценных бумаг в целях защиты покупателей от махинаций с ценными бумагами*, *blue chip* => *голубая фишка, высокодоходная акция*, *get—rich—quick schemes* => *схемы быстрого обогащения*, *bull market* => *rising prices* (рост цен на фондовой бирже), *bear market* => *falling prices* (падение цен на бирже) [2].

The worldwide recession, the credit crunch and the current financial markets crisis certainly leave little room for humour. But in reality in many tragic situations human nature has the ability to reduce the more depressing effects of such unpleasant situations, although it be through the adoption of slightly black humour.

The recent economic and financial markets crisis has given rise to the coining of a number of new words and phrases that describe some of the social effects of these negative forces. Here's a sample of the more exotic terms that have been coined recently and that are somehow spiked with humour:

- *Recessionista* – this is a person who manages to look fashionable on a tight budget. Rather than buy the usual designer suit made by Gucci or Armani, a recessionista now resorts to buying his suit from one of the high street stores in Oxford Street. In the book "How To Be A Budget Fashionista" Kathryn Finney states: "People are looking at shopping and consumerism in completely different ways. People are proud to be bargain hunters";

- *Staycation* – staying at home for your holidays in a bid to save money;

- *Hypermiling* – techniques used by drivers to get more miles to the litre, such as coasting in neutral and keeping tyre pressure high;

- *Kippers* – kids—in—parents—pockets—eroding—retirement—savings [3].

Consequently, translating texts with neologisms, professionals face a number of difficulties. There are problems, both in literature and in the theory of translation. A lot of words, which were neologisms for

the people of the XIX<sup>th</sup> century, became quite common words for us. But some words, common for the previous century, are now archaisms.

But the main difficulty in the translation of neologisms is understanding the meaning of a new word. To sum it up, we can say that to make a good translation of neologisms, one should use the correct method and take into account the type of word to which it belongs to.

***Список использованных источников:***

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