УДК 811.133

WORD-FORMATION CHARACTERISTICS OF ENGLISH ECONOMIC NETWORK NEOLOGISMS

Y.V. Malchenko, A.D. Savonchyk, O.F. Jilevich
Polessky State University
Pinsk, Belarus, jilevitch@gmail.com

This article investigates the word-formation characteristics of economic network neologisms, focusing on their structural and morphological patterns. The study examines a corpus of recent lexical units collected from specialized economic online media. The analysis identifies the most productive word-formation mechanisms, including blending, affixation, compounding, conversion, and abbreviation. Special attention is given to the role of analogy and metaphorical extension in coining new terms. The findings reveal a predominance of synthetic and analogical models, reflecting the dynamic and interdisciplinary nature of the economic network sphere.

Keywords: economic network neologisms, word-formation, blending, affixation, compounding, abbreviation, English economic discourse, digital economy terminology, neology, terminological innovation.

Economic discourse represents a special type of institutional discourse, characterized as an integral set of individual communicative acts on economic topics. This type of discourse has been analyzed in the works of K. Tomashevskaya, E. Ilchenko, E. Lut, Yu. Stepanova, T.A. Evtusheva, N.A. Kovalskaya, and other researchers. The purpose of economic discourse is to inform the population about the state of the economy, to shape a certain attitude towards various changes, as well as to prompt action.

Modern economic neologisms demonstrate a diverse range of word-formation models, serving as effective tools for naming increasingly complex concepts. Analyzing its structure allows us to understand how a language assembles new units and to identify patterns typical for specific languages [1, p. 340].

The word-formation system of any language, including modern English, is in a state of constant evolution. Changes occur in the system of word construction affixes, the productivity and activity of using word construction models change, the frequency of using words created according to these models changes, and new meanings appear in traditional methods of word formation.

Aim of the article is to identify, classify, and analyze the predominant word-formation mechanisms used in the creation of English economic network neologisms, and to determine the regularities and productivity patterns of these mechanisms within modern economic discourse.

In the course of this study, 44 neologisms were selected to analyze their formation methods.

Biohacking. Formed by attaching the prefix “bio-“ to the stem “hacking”. This neologism is a product of affixation. *Biohacking techniques can help individuals optimize their health and performance (The Guardian, 21.04.2026) [4]*.

VR – shortened form of *virtual reality*. The neologism is formed by abbreviation. *VR is being used in training programs to simulate real-world scenarios (The Economist, 09.04.2022) [5]*.

Networth. The word is formed by joining the particle ”net“ and the word ”worth“. *The billionaire's net worth is estimated to be over $100 billion (The Guardian, 20.09.25) [4]*.

Demonetisation. The neologism is formed by attaching the prefix ”de-“ to the stem ”monetization“. This neologism is formed by affixation. *Demonetisation revolution hits firms and workers as cash runs out, but now they are braced for the next stage – making all salary payments digital (The Times, 04.04.2026) [2]*.

Stagflation. The neologism is formed by joining the words ”stagnation“ and ”inflation“. *The country is facing stagflation, with high inflation rates and stagnant economic growth (The Financial Times, 12.11.2025) [3]*.

Nanotechnology. The neologism is formed by attaching the prefix ”nano-“ to the stem ”technology“. This neologism is formed by affixation. *Nanotechnology is revolutionizing the field of medicine by enabling targeted drug delivery (The Times, 22.07.2025) [2]*.

Regtech. The neologism is formed by joining shortened forms of the words ”regulation“ and ”technology“. *Many financial institutions are investing in Regtech to ensure compliance with the latest regulations (The Guardian, 01.04.2026) [4]*.

Econometrics. The neologism is formed by joining the words ”economics“ and ”statistics“. *Econometrics is a powerful tool for analyzing economic data and making predictions about future trends (The Times, 02.01.2026) [2]*.

Stockmarket. The term is formed by joining the words ”stock“ and ”market“. *The stockmarket experienced a surge in volatility following the recent economic downturn (The Financial Times, 13.02.2026) [6]*.

To leverage. Transition of the noun ”leverage“ into a verb. This neologism is formed by conversion. *Banks now leverage AI algorithms to detect fraudulent transactions in real-time (The Financial Times, 09.07.2025) [3]*.

Bondmarket. The neologism is formed by joining the words ”bond“ and ”market“. *The bondmarket is closely watched by investors as a gauge of interest rates and economic sentiment (The Times, 20.10.2025) [2]*.

Insurtech. The term is formed by joining shortened forms of the words ”insurance“ and ”technology“. *Insurtech startups are revolutionizing the insurance industry with innovative products and digital solutions (The Economist, 20.07.2025) [5]*.

Bitcoin. The word is formed by adding the particle ”bit“ to the word ”coin“. *More businesses are beginning to accept Bitcoin as a form of payment for their goods and services (The Economist, 19.09.2025) [5]*.

Data fracking. The term is formed by joining the words ”data“ and ”fracking“. *Data fracking involves extracting valuable information from large datasets (The Times, 26.01.2026) [2]*.

To crowdsource. Transition of the noun ”crowdsourcing“ into a verb. This neologism is formed by conversion. *Companies now crowdsource market research through social media platforms (The Financial Times, 19.11.2025) [3]*.

Hedgefund. The neologism is formed by joining the words ”hedge“ and ”fund“. *Hedgefunds often employ sophisticated investment strategies to generate high returns for their investors (The Times, 06.11.2025) [2]*.

Vacation bank. The neologism is formed by joining the words ”vacation“ and ”bank“. *The company's generous vacation bank policy allows employees to accumulate funds for future use, providing a financial cushion in case of unexpected expenses (The Financial Times, 04.05.2025) [3]*.

To benchmark. Transition of the noun ”benchmark“ into a verb. This neologism is formed by conversion. *Investment firms benchmark their performance against the FTSE 100 index (The Financial Times, 29.08.2025) [3]*.

AI – shortened form of *Artificial Intelligence*. The neologism is formed by abbreviation. *The company is investing heavily in AI to improve its customer service (The Times, 04.11.2025) [2]*.

Guanxi – a word from the Chinese language, meaning a system of connections and influence in business. The word is formed by borrowing. *Building strong guanxi is crucial for successfully doing business (The Times, 20.11.2025) [2]*.

NFT – stands for *Non-fungible Token*. The neologism is formed by abbreviation. *The company purchased an NFT of a digital artwork for a substantial amount (The Guardian, 27.09.2025) [4]*.

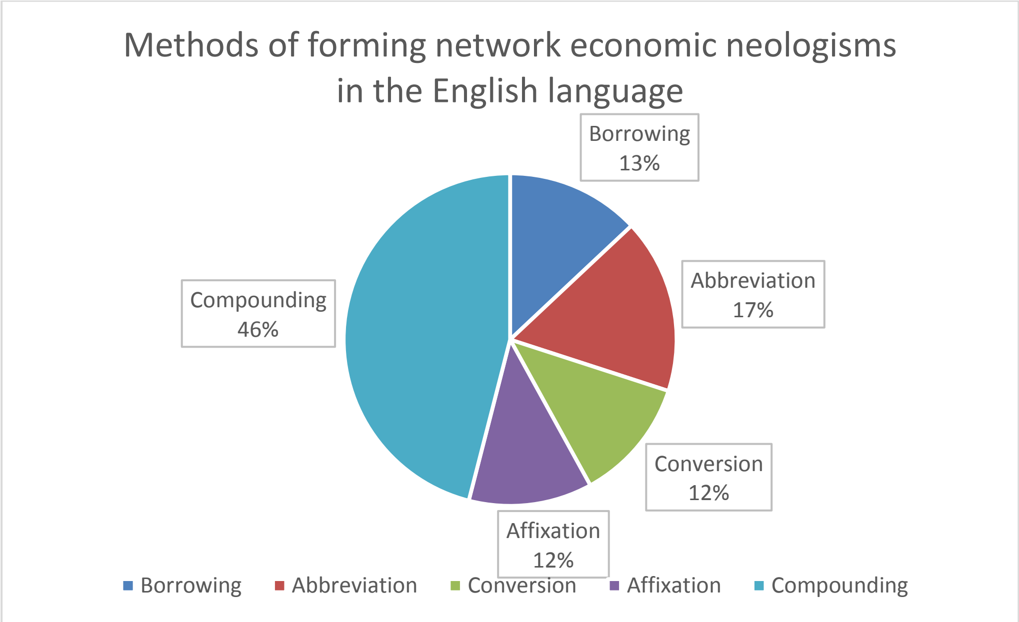
Bailout – a word from the Dutch language, denotes financial assistance to prevent bankruptcy. The word is formed by borrowing. *The government provided a significant bailout to the struggling airline industry to prevent massive layoffs (The Times, 25.11.2025) [2]*.

Zaibatsu – a word from the Japanese language. It is used to describe powerful business conglomerates. The word is formed by borrowing. *The government's decision to break up the zaibatsu led to significant economic restructuring (The Financial Times, 07.07.2025) [3]*.

WFH – shortened form of *work from home*. The neologism is formed by abbreviation. *Since the pandemic, many employees have been given the option to WFH (The Economist, 10.07.2025) [5]*.

To summarize, compounding is the most common and productive method of neologism formation in the economic sphere (11 out of 24). Within the array of the neologisms studied, new economic realities, as well as new forms of financial relations, were reflected.

The results of the analysis of word-formation characteristics of neologisms are given in Appendix.



App. – Predominant word-formation mechanisms in English economic network neologisms

Source: own development

The analysis shows that compounding is the most productive mechanism for forming English economic network neologisms, accounting for 11 out of 44 cases (e.g., networth, stagflation, stockmarket, data fracking, vacation bank). This reflects the need to combine two independent concepts into a single, semantically rich term.

Affixation (prefixation and suffixation) is the second most frequent method, exemplified by biohacking, demonetisation, nanotechnology. Prefixes like bio-, de-, nano- actively contribute to terminological expansion in economic discourse.

Abbreviations (VR, AI, NFT, WFH) and borrowings (guanxi, bailout, zaibatsu) serve to introduce concise or culturally loaded terms. Their presence indicates the globalized and tech-driven nature of modern economic communication.

Conversion (e.g., to leverage, to crowdsource, to benchmark) allows nouns to function as verbs, enriching the language with dynamic expressions of economic actions without adding new morphemes.

The studied neologisms capture emerging phenomena such as digital finance (bitcoin, insurtech, regtech), remote work (WFH), data exploitation (data fracking), and economic crises (stagflation, demonetisation). This confirms that word-formation patterns are closely tied to socio-economic changes.

While compounding is quantitatively dominant, other models (affixation, abbreviation, conversion, borrowing) each contribute unique structural and semantic features, demonstrating the multi-faceted nature of English economic terminology.

Understanding these word-formation regularities aids lexicographers, translators, and ESP instructors in predicting and interpreting new economic terms, as well as in teaching English for finance and business.

These conclusions align with the stated aim of identifying and classifying predominant word-formation mechanisms in English economic network neologisms.

REFERENCES

1. Жилевич, О. Ф. Неологизмы в английском экономическом дискурсе: функционирование и особенности перевода / О. Ф. Жилевич // Лингводидактика и лингвистика в вузе: традиционные и инновационные подходы [Электронное издание] : сборник научных статей по материалам VI Международной научно-практической конференции, Ярославль, 17-18 мая 2024 г. / Ярославский государственный технический университет, Гомельский государственный технический университет имени П. О. Сухого ; ред. кол.: И. Н. Пузенко, Н. Н. Гавриленко, Н. А. Шумакова [и др.]. - Ярославль : ЯГТУ, 2024. - С. 339-345. - 1 CD-ROM.

2. The Times. – 2025-2026. – URL: https://www.thetimes.com (дата обращения: 17.04.2025).

3. The Financial Times. – 2025-2026. – URL: https://www.ft.com (дата обращения: 20.04.2025).

4. The Guardian. – 2025-2026. – URL: https://www.theguardian.com (дата обращения: 22.04.2025).

5. The Economist. – 2025-2026. – URL: https://www.economist.com (дата обращения: 19.04.2025).