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LINGUA CULTURAL FEATURES OF NEOLOGISM

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Abstract: This research paper reveals the consideration of the linguistic and cultural potential of English neologisms. The article emphasizes national specific of neologisms through their space, realize those categories that representatives of people thinking, and boundaries in which they are placed in order to perceive and analyze the world around them. The extra linguistic factors of the generation of new words, along with the emergence of new realities and scientific and technological progress, include: globalization, the development of the Internet, the spread of anthropocentrism as a way of world perception, the assertion of political correctness and tolerance in language practice, the compression of time.

Keywords: neologism, lingua cultural features, English discourses, language, culture, cultural sign, values.

Neologisms are lexical units that are new not only in form or content at some fixed point in time, but also having new sociocultural reference and functioning in demand conceptual spheres given by the society. Rational integrated methodology for identifying the national-cultural component of the denotative and connotative meanings of neologism is a combination of diachronic, contrastive, definitional and conceptual analysis. Sociocultural specifics of neonomination in concrete history [4]. The problem of "language and man", as well as "language and culture" is currently acquiring time of increasing relevance. Adequate study of the language becomes possible on the condition of contacting the person - the creator of the language, and such an approach is possible only on a specific national-linguistic material. The development of the language proceeds under the sign of its continuous improvement and enrichment of functionality, which is especially evident in the lexical level in the constant dual process of archaization - updating the vocabulary of the language [2].

a) The logical period is determined by the following linguoculturological factors: chronology (the period of occurrence of the word);

b) the presence of a new sack reference in the semantics of the unit (manifestation of the cultural component in the denotative and connotative meanings of neologism);

c) Sphere consumption of the unit (fixation of the unit in a certain language), clarifying the criteria of the linguoculturological approach in neologism.

Features of the interaction of language, culture and society determine the distribution of neologisms in various conceptual areas in the analyzed languages. The dominance of a certain sphere is an indicator of its significance for the lexicon and value for the corresponding society. In English, the identified conceptual areas include "society and man", "man and culture", "technology and science", "economy and business", "social policy", "computer technology and the Internet", "economics", "ecology and the environment". The extralinguistic factors of the generation of new words, along with the emergence of new realities and scientific and technological progress, include: globalization, the development of the Internet, the spread of anthropocentrism as a way of world perception, the assertion of political correctness

and tolerance in language practice, the compression of time; to intralinguistic - tendencies towards language economy, greater expressiveness, systematization of vocabulary, unification of sign means of expression; conversion and change in the stylistic fixation of the unit [9]. Extralinguistic factors, and in particular globalization, to a decisive extent determine the change in the vocabulary of the language. The conditions for the generation of neologisms, the scope of their functioning in the language, the types of new words and the number of borrowings among them are largely determined by the ecology of the language. In particular, in the Dutch language there is an active displacement of French borrowings by English neologisms, which is accompanied by a change in the phonetic form, as well as an expansion of lexico-semantic variants of units [8].

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A vivid evidence of the development of the language is the process of the emergence of neologisms, driven by changes in objective reality, since society always trying to find means to name new realities [5]. With the help of vocabulary, a person carries out the representation of objects of reality. Words as nominative units of language store knowledge about reality, sufficient to identify the real or ideal entities. Due to the massive increase in neologisms in a number of national languages, researchers pay more attention to the problem of typology of speech and language innovations. Addressing this issue is a natural stage in the development of any science, including neology [6]. Classification of a certain class of phenomena allows to identify it, the most important features, similarities and differences of its constituent elements, and links between them. In our study, typology of a new vocabulary, we also have the opportunity to define a subclass of neologisms, which most obviously expresses the connection between language and culture and contains the largest number of units with national cultural component.

Having studied the classifications of neologisms developed in the works of S.I. Alatortseva, O.S. Akhmanova, Yu.K. Voloshin, V.G. Gaka, V.I. Zabotkina, M.M. Kaplina, A.G. Lykova, D.E. Rosenthal, M.A. Telenkova, M.I. Fomina, N.M. Shansky and others, we offer a typology of neologisms, taking into account the features of the languages [1,6,9,10].

The new vocabulary reflects all the changes in the political, economic, social, cultural, spiritual fields, which is included in the general concept of cultural space. Following G.V. Komarov, we understand cultural space as a set of socio-economic and cultural-historical conditions for the existence of a language as a means of communication of a separate language community. Linguistic space is "a complex of phenomena, factors and parameters, determining the specifics and essential characteristics of a particular language as a systemic education functioning in speech

in the real conditions of cultural space" [4]. The modern approach to the study of a language, and in particular its vocabulary, involves the analysis of vocabulary as components of a linguistic space in terms of cultural space. It is a combination and relationship that provides a new dimension to language learning. Language is an integral system, a mechanism, form and function are interconnected when creating a common meaning, in connection with which the division into levels and aspects is inappropriate. This unity of language is associated with the development of language itself and the level of language proficiency of its speakers. Form and function of language are caused by the presence of different concepts in the human mind: on the reflection of an objectively existing picture, a situation of communication, but refracted in the mind by introducing "individual modus components", removing "self-evident information links for the author and recipient" and other modifications. For the speaker, all the components, in view of the fact that they have a direct impact on the "general communicative meaning of the sentence-statement and speaker's strategy" [3], although not always verbalized, are equivalent. The word is not only equivalent, but also most accessible and effective weapon of politicians. What politicians say and how they say is of theoretical and practical interest. In a broad sense, the totality of communicative practices in a political context is a political discourse. «Language reflects power structures – and language has an impact on power structures. Language can be seen as an indicator of social and therefore political situations – and language can also be seen as a driving force directed at changing politics and society. Language is an in-put as well as an out-put factor of political systems. It influences politics – and is influenced by politics…. Language can be used by totalitarian regimes, and it can be used as a means of resistance against these regimes» [6]. Politics had a special influence on the life of society. From political situation in the country and relations with other states and peoples directly depends on the place of the country in the international arena, which is reflected in English political neologisms.

Classification according to the way neologisms, the language allows to identify the following categories of neologisms:

1. Phonological neologisms or innovations created from individual sounds. As rightly noted by V.I. Zabotkina, "neologisms of this categories are unique configurations of sounds"[4,6]. For example, a phonological neoplasm English *zizz* (British slang) means *'short dream'* (often comics imitate the sounds made by a sleeping person when help of three letters zzz). In the Dutch online virtual discourse, a recent phonological neologism haha has become a neologism for expressing laughter in writing.

2. Morphological neologisms or neologisms created from morphemes according to word-formation models that exist in this language system. In English, examples of morphological neologisms can be serve units hands-on *'practical'* (model noun + pretext); earthday *'earth day'* (composition, model noun + noun). In Dutch, this category can be illustrate with examples: *'hardware store, do it yourself'* (multicomponent word formation); sofinummer *'number social insurance'* (short for social-fiscaal nummer).

3. Phraseological neologisms - Phraseological innovations include new phraseological units becoming active in usage of native speakers. These units can both denote a new phenomenon, as well as redefine what is already known. However, their number, compared to neologisms of other types, much less. As noted by E.M. Vereshchagin and V.G. Kostomarov, this is explained by the fact that in the phraseology of the latest time there was a transition "from individual word usage to mass" [2,7]. Phraseological neologisms differ from the neologisms of the previous category in their syntactic phrase form. So in English, the category of phraseological innovations can be attribute the expression stop the arms race, 'stop the arms race', which became a term of newspaper style, political discourse, and then the part of the literary language after the end of the Cold War. Another example of phraseological neologism is the phrase friendly fire 'friendly fire', which appeared back in the 70s. for designations of erroneous firing or strike on own forces. But, precisely during the war in Iraq in 1991, the compiler of the dictionary emphasizes neologisms of J. Ayto, this term gained popularity [2,6]. Indeed, in the future, this phrase is most often occurs in the context of the Gulf War. The phrase football widow 'football widow' is also a phraseological neologism and denotes a woman who loses her husband, a football fan, for a while football matches (by analogy with the phraseological unit of the Russian language 'straw widow').

The first group of neologisms we are considering includes both lexical and grammar that denoting people belong to a particular party or adhering to certain political views, and the nomination of the "first" people of the United States of America. It is believed that studies of the peculiarities of the use of proper names in structure of this or that society allow us to assert that the units of the specified types, being cultural dominants, help to reveal the features, characteristic features of a particular nation, a particular type of linguistic personality [2]. Speaking of the name as a national and social sign, one should keep in mind the presence of fields in onomastics - a certain sphere of correlation of the name. In speech boundary is determined with the help of extralinguistic knowledge, which is necessary for the correct use and understanding of names. The extralinguistic aspect of the meaning of the name includes the special conditions for the existence of the name in society, and cultural and historical associations, and the degree of fame of the object and its name. The national name field contributes to a more accurate perception of names, more their clear correlation with a certain language subsystem. So, for example, the recent elections in the USA led to the creation of new units, among which, for our particular group, the following can be distinguished:

- Trumpism – the views and cultural and political statements of Donald Trump.
- It's the causes that are already being lost that are able to generate the sort of anxiety and fear that's the heartbeat of the culture wars. […] And we see that today obviously with Trumpism… [11].
- Trumpalist – a person supporting Donald Trump as candidate to President of the USA.
- Trumper – a person who is a supporter of politician Donald Trump.

- Blairism – the political ideology of the former leader of the Labour Party and Prime Minister Tony Blair.
- Putinism is the political ideology of Vladimir Putin.

Abbreviations as one of the leading ways of word formation in the English language also influenced the process of creating political neologisms. The role of abbreviations is great, since they perform not only the most important function of the nomination, but also a pragmatic function, i.e. "serve as substitute signs for long names" [1], markers of the social status of the language, markers of a certain register of speech communication, stylistic means that give a special flavor, as well as a means of replenishing the vocabulary.

By analogy with the POTUS units already existing in the English discourse, *POTUS – President of the Unites States of America (US President)* and *Flotus – First lady of the Unites States*, such lexical neoplasms arose as *PEOTUS - President Elect of the United States (elected but not yet inducted into position of President of the United States)* and *Slotus - second lady of the United States: the wife of the vice-president (second lady of the United States; wife of the vice president).*

Proper names tend to move into the category of common nouns, which have been reflected both in political discourse *(Obamautopia [Obama + utopia], Obamanation [Obama + abomination], Putinization, Putinomics [Putin + economy], Puting [Putin + meeting] and in the household (trumpkin [trump + pumpkin] - a pumpkin made to look like Donald Trump; hillarious [Hilary + hilarious] – of or pertaining to Hillary Clinton and amusing in the extreme; Putinka - Russian vodka produced by the Russian plant "Kristall" since 2003; Putinka all-terrain vehicle - cedar tincture with honey).* The part of the analyzed neologisms is devoted to the processes taking place in as a result of the UK's exit from the European Union.

The part of the analyzed neologisms is devoted to the processes taking place in as a result of the UK's exit from the European Union.We consider it necessary to note the neologism Article 50 - *article of the Lisbon Treaty that sets out the process by which member states can withdraw from the European Union*. Being formed by analogy with the neologism that appeared earlier *grexit – the (as yet hypothetical) Greek exit from the Eurozone*, numerous new words began to appear in the English language, among which it is worth highlighting the following:

- *Brexit – the British exit from the Eurozone*
- *SIX months ago the chances of "Brexit" – Britain departing from the European Union– seemed remote. Today, largely because of Europe's migration crisis and the interminable euro mess, the polls have narrowed. Some recent surveys even find a majority of Britons wanting to leave [9]*
- *Calexit – an exit by the state if California from the United States of America: Californians would need to pass an amendment to the US Constitution, which requires the blessings of the other 49 states. The measure would also survey voters on whether a "Calexit" is something that interests them [7].*
- *Clexit – an exit by the country from international climate treaties.*

- *First there was Brexit […]. Now a movement is building that would further stun the supranationalists: an exit from the United Nations climate change protocol, dubbed "Clexit." Brexit happened, and Clexit could be next [11].*

Moreover, a fairly large number of lexical neoplasms that appeared were the reason for the formation of a new suffix –exit (suffix) – added to the first letters of the name of a country or state to indicate that it may leave a union or federation (added to the first letters of a country or state to show that they may leave the union or federation). Any political or economic process has its supporters and opponents. The following neologisms confirm this:

- *regrexiteer – someone who regrets the vote to leave the EU;*
- *bremoaner – someone who complains about Britain's exit from the European Union);*
- *brexiter/brexiteer – one who favours Brexit.*

We also note such new lexical units as: bremorse, breturn, breversal:

- *First Brexit, then Bremorse… is Breturn possible?* [8]
- *Breversal: there may be a way to reverse the decision to leave the European Union.* [10]
- *Instafamous* - known for posting photographs in Instagram. The word is formed by merging words *Instagram* and *famous*. *I tried becoming Instafamous — it's harder than you think.*

The interaction of language and culture is manifested in our case already in how new lexical units are distributed among different conceptual spheres in the two studied languages. Dominance of one another area in which a greater number of neologisms have been identified, illustrates, in our opinion, the fact that the nomination of new realities and the generation of new meanings takes place taking into account value attitudes of language community and is a consequence of the interaction of language and cultural pictures of the world. A number of American researchers (G. Forgue [Forgue, 1979], R. Gozzi [Gozzi, 1990], S. Rot [Rot, 1978]) attempted to classify neologisms, taking into account the areas of their functioning in the vocabulary American English according to the principle of distribution of neological units according to lexico-semantic fields. Especially methodologically significant is the conclusion for these linguists that the flow of neologisms entering the system language and forming a lexical-semantic field, is an indicator the viability and value of a given field for a particular cultural society.

It should be noted that in our study, we do not distinguish separately neologisms of national variants of the English language (American, Australian, British, Canadian English, etc.). According to our opinion, variability does not significantly affect the semantics of new words of English due to its leading role in the world, as well as the processes of globalization. In English, the conceptual spheres in which, on the basis of the analyzed material, the largest concentration was revealed neologisms are presented in descending order as follows (Appendix 2a):

1. *Society and the individual*. As the analyzed factual material showed, this conceptual sphere is verbalized by the neologisms of the literary language, naming a

person, his life stages, image and style of life, relationships, health, education, processes and outcomes of urbanization.

2. Man and culture. As the sample of factual material showed, the second neologization is a category of human cultural activity as forms of mastering reality. We refer to the concept of "culture" as material as well as spiritual aspects of this phenomenon. Following E.M.Vereshchagin and V.G. Kostomarov material culture we call "the totality of material, visible, observable works of labor person". Neologisms, as a rule, characterize the products of labor, create at the present time, and do not create by previous generations. By spiritual culture we mean "production, distribution and consumption of spiritual values; creation process spiritual wealth of society" [2,4,5].

In conclusion, new words are fixed on a certain chronological slice, are evidence of constant processes in the dynamics of language development, as a result of which there is a need for their multifaceted linguistic analysis. New vocabulary is the most important material for embodied by means of language concepts, as it reflects the characteristic features of the worldview of the people. Neologism due to its ability not only to reflect, but also to "absorb" the culture of native speakers of the language to which it belongs in recent decades, became a powerful linguistic and social mediator serving to enrich both the language itself and the social environment as a whole.

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