DESCRIPTIVE TRANSLATION AND WORD FORMATION METHODS OF NEOLOGISMS IN THEMATIC GROUPS

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Word formation process is considered to be the form of language functioning essential for vocabulary arrangement and reality representation as well. Neologisms in any language are the evidence of dynamic processes in language which adapts to rapid changes in the modern world. American and British cultures have great influence on Ukrainian society due to political and economic reasons, not to mention the growing number of TV series, shows, films and music. Integration processes and a new strategy of country development contribute to the occurrence of new notions and realities as well. New words are formed by means of both borrowings and word formation methods typical for a specific language, which is why the problem of translation has always been paid much attention to. Adequate translation requires accurate analysis of context, stylistic features of the text and word formation methods to produce the most suitable equivalent. When the selection of equivalent is not possible due to the lack of lexical means in the target language, descriptive translation is the most versatile means. The article deals with the descriptive translation of neologisms within thematic groups, the notion of neologism, their classification, ways of word formation and the dependence of accurate translation on the correct analysis of the word structure. The suitability and effectiveness of descriptive translation were also analyzed in terms of conveying the meaning of neologism.

Keywords: neologism; neology; descriptive translation; word formation methods; thematic group; classification of neologisms.

Introduction. Constant vocabulary replenishment is the essential condition for language development. Being the best representation of language dynamics, it is directly influenced by extralinguistic reality and changes affecting it. Modern linguistic science considers the process of word formation as the form of language functioning necessary for vocabulary organization as well as the specific means of reality representation. Garnering much attention is the role of neologisms as language development indicator, which reflects its adjustment to changes caused by extralinguistic factors, and its functioning as well.

The occurrence and functioning of new words is a subject of systematic research. A great deal of currently available information has been researched and published by L. Bondar [1], N. Drabov [2], E. Kusch [6], N. Moisieieva [7], Y. Zatsnyi [3], A. Yankov [4] et al., who contributed greatly to linguistic science. Yet contradictions associated with the translation of neologisms provide horizons for further research.

Topicality. Determination of new meaning according to neologisms structure and availability of synonymic and variant forms is considered to be the greatest challenge for the translator as most neologisms are not fixed in bilingual dictionaries. Accurate and correct translation requires research and analysis of new words. Not only should the translator find words similar in form and meaning in the target language, but they should also give them grammatical form and connotation. What is more, correct translation depends on the neologism’s structure and cannot be possible without careful analysis of methods of word formation. All abovementioned issues determine the topicality of the article.

The aim of the article. The article is aimed at analysis and special aspects of descriptive translation of neologisms and its effectiveness.
Research material. Neologisms were obtained by continuous sampling method from English-Ukrainian dictionary of new words “Innovations in English vocabulary in the beginning of XXI century” compiled by Y. Zatsnyi and A. Yankov [4].

Neology, which has long been classified as a branch of linguistic science, still has difficulty adopting one clear definition of the polysemic term “neologism”. Different points of view are to be taken into account which resulted in the ambiguity of this term [5, p. 59].

There are two approaches to its interpretation suggested by H. Kozmyk. According to the first one, the notion “neologism” embraces new words coined following all word formation rules and patterns present in a specific language, which denotes new, unknown or earlier nonexistent notions, objects or reality. On the other hand, new meanings for the existing words or synonyms to common notions are also referred to as neologisms [5, p. 14].

The same problem is faced while attempting to classify new words. It is different approaches and criteria for differentiation of neologisms that keep scientists from adopting universal classification of new words. Having studied previous experience in published articles, we may conclude that neologisms fall into several categories:

– according to word formation method there are lexical, semantic neologisms and new collocations [3, p. 6];
– according to origin there are new coinages and nonce words [8, p. 5];
– according to purpose, there are nominative and stylistic neologisms [10, p. 276].

New words can also be classified according to thematic groups which in our article will encompass the notion “human”, everyday activities, relationships with other members of society, culture and psyche. This will reveal factors affecting word formation process the most. Within the thematic groups, Ukrainian translation of English neologisms will also be analyzed as same notions are present in both languages. Special attention will be paid to word formation methods as they contribute to correct understanding of word semantics.

Having analyzed the research material, all neologisms were divided into 4 groups: “human and society”, “lifestyle and leisure”, “mass culture” and “literature, art and sport”. The groups most actively replenishing in the beginning of XXI century were “human and society” and “mass culture” which means that human cognition is directed to self-awareness, understanding one’s role in society. Each group will be described in greater detail.

Thematic groups “human and society”, “lifestyle and leisure”. The group “human and society” contains the largest number of new coinages. It can be explained by fast-moving changes in society, occurrence of new social processes and activity spheres, different attitudes to specific situations and day-to-day realities. This group is closely related to “lifestyle and leisure”, they contain both new coinages and existing words with new meanings. Such words often derive from youth slang, industry words etc. Translation of neologisms relies heavily on correct understanding of word structure, so we should consider word formation methods as well.

ThemostcommonwordformationmethodisN+Ncomposition, e.g. appearance discrimination – дискримінація за зовнішнім виглядом [4, p.76], botoxparty – вечірка, під час якої серед присутніх проводяться елементарні косметичні операції [4, p. 87]. Descriptive translation is used for translation of each word combination as it is sometimes difficult to understand the meaning by giving equivalents. If botoxparty is translated as ботоксна вечірка, it can be understood inappropriately.

However, if the meaning of abovementioned neologisms still can be guessed, there are word combinations which are impossible to understand properly. In such cases the analysis of context will be of great importance: flattommy – збільшеня фотографія мами для заспокоєння та психологічного комфорту сім’ї [4, p. 130], starrmarriage – перший шлюб, який завершується безболісним розлученням [4, p. 258], resetgeneration – молоді люди, які спочатку не доводять діло до кінця, а пізніше розпочинають його знову [4, p. 249].

Another word formation pattern is Adj+N composition which can be exemplified by the following: siletnhunger – голод, спричиненій надзвичайною бідністю населення [4, p. 256], quietparty – офіційний прийом гостей, на якому заборонається голосно розмовляти [4, p. 240], urbantribe – група мешканців міста, які об’єднані спільними інтересами, зокрема працею,
socially and recreationally. [4, p.282]. Quiet party is a new notion, while other word combinations are new words for existing notions.

New collocations can also be found within both thematic groups, such as ironpants – a woman, яка багато працює [4, p. 159]; ideahamster – особа з невичерпними запасами нових ідей [4, p. 157]. Generally, descriptive translation of idiomatic combinations and collocations is quite common because calque simply does make sense, not to mention new collocations, understanding of which is not feasible without explanation. Later such word combinations can be translated by means of calque or equivalent word combinations when their meaning is clear for target language speakers.

One of composition types is stem composition which is exemplified by names of phobias and addictions. In case of words denoting phobias, they all have phobia in its name and another word of Greek or Latin origin. Sometimes the suffix -ics added to make adjectives or nouns characterizing a person who has fears for something, e.g. chronophobia – неліченений страх перед часом [4, p. 101], globophobic - такий, що виступає проти глобалізації [4, p. 139]. All names of phobias are generally translated by means of transcoding, descriptive translation here serves an explanatory role.

The same principle works with addiction names which are made up of two parts: -mania and other word characterizing the type of addiction, e.g. infomaniac – надмірна пристрасть до накопичення інформації [4, p. 155]. To describe а person either-holic-maniac is used which imparts negative connotation: infomaniac – особа, яка має надмірну пристрасть до накопичення інформації [4, p.155], bookaholic – особа, хобі якої є збирання і читання книжок [4, p.92].

Speaking about other word formation methods, affixation is also one of the most common. There is a number of productive suffixes and prefixes, yet only several have been found in words of these thematic groups. The most frequently occurring suffixes were -ist (audist – той, хто проводить дискримінацію глухих людей [4, p. 81], declinist – особа, яка несамовітим чином оцінює тимчасове досягнення в економіці країни [4, p. 107]), -er (drifter – швидкодіян як перебування в них [4, p. 259]), -ism (endism – віра в те, що затяжний період широкомасштабних негараздів нарешті завершується [4, p. 119]; aphilism віра в те, що кохання існує хіба що у власній уяві [4, p. 80]). In such cases the words could have been transliterated, still it would not help perceive the meaning. The same thing is observed with prefixes, the most frequent were de- (de-globalisation – рух проти глобалізації [4, p. 108]), re- (reifier – той, хто “перероджує” подаровану рівність [4, p. 246]; rejuvenate – доросла людина, яка “молодишує” в колі дітей, вникаючи в їхні відомості [4, p. 247]) та un- (unwedding – формальна церемонія, пов’язана з відізнанням факту розлучення [4, p. 282]). As these prefixes are meaningful, words can be easily understood. Still, we cannot do without descriptive translation as we do not have equivalent words in Ukrainian despite having the same notions in both languages. In case of the word unwedding, however, more concise translation could have been offered, such as сагоцвєтоворення розлучення.

Finally, neologisms formed by analogy are also present within chosen thematic groups. Most of them are compound nouns and resemble existing word combinations, so their meaning, in most cases, can be easily guessed without context: familymoon – лідера року, під час якого подружжя зводить дітей від попередніх шлюбів [4, p. 124]; familymoon (benalogywithbridesmoon); gamedealer – любитель відеоігор [4, p. 135]; (benalogywithcouchpotato); mother-out-law – мама колишньої дружини [4, p. 198]; (benalogywithmother-in-law); rushmin – період дня, коли люди їдуть на роботу чи з роботи, а транспортних засобів не вистачає [4, p.251]; (thesynonymtorushhour).

**Thematic groups** *mass culture*, *literature, art and sport*. Now let us consider thematic groups *mass culture* and *literature, art and sport*. The first group encompasses neologisms occurring in mass media (broadcasting and newspapers), goods and services advertisements, fashion and food industry, the Internet. All words denoting new concepts and realities in literature, art and sports are listed within “literature, art and sport” thematic group.

One of the spheres of human life which comprises the largest number of neologisms is food industry. Generally, they denote nutrition tendencies (rawism – споживання сиров, необроблених
naturally products [4, p. 244], slow-food – gastronomical rush, that rob the accent on
viroculation and spophivated traditional products [4, p. 258]), not only healthy food which is
currently an urgent problem, but also junk food and genetically modified products. New words of this
sphere are formed by means of composition, e.g. food poverty – neraionalne carking, especially
harder Porto vishiva “fair food” [4, p. 131], fusion cookery – kulinarika, which base in principle
zishing products carking, components, pripraw rizaof people cym [4, p.133], functional
drink – korisn dla zdrav’ napit [4, p. 132]. In addition, having analyzed neologisms of food
industry, we may conclude that it is rather positive changes in eating habits that tend to occur in modern
society as there are words expressing society’s negative attitude (no-think food – specially
prigotovlena yema for spophaving “na how” [4, p. 208]). Diet blogs – web-sajti, przyrusche
raionnolnym carkingu [4, p. 107] are created which help people fink new ideas to improve their
nutrition, new occupations occur to evaluate the development of food industry (food futurist – ekspert z
problem mozlivogo rozvitku kulinarii [4, p. 131]).

It is no surprising that with the advancement of the Internet more words are created to denote new
notions of communication sphere. The Internet is used in all industries, fields of science and technology,
being especially popular among youth. In fact, it is youth who is the source of new words in this sphere.
As texting messages should be fast, young people often shorten the words to save time and effort. This is
the reason for most neologisms being formed by means of stem composition. However, such new
coinages are rather classified as slang and omitted in standard language. For instance, edress (e-mail +
address) – adress elektronnoy poiy koristuvacha [4, p. 116], netizen – osoba, which prowodit
bago to chasa v internet [4, p. 207]. The meaning of such words can be understood in most cases, still
descriptive translation is used due to lack of translation equivalents in Ukrainian.

There are also neologisms which highlight social changes in modern society caused by the spread of the Web,
such as lifecasting – vykoristannya perenosnoy fotokameri dla cilidobovogo povidomlenia do
Internetu prd droyne detal’ svoego yzhitia [4, p. 188], parascopyright – nabir nepradezdnyh zakohn
i pravil, which isyuju parallely i zhaizha y raye avtor’ sckovo pravo [4, p. 225].

New coinages of entertainment sphere are also formed by means of stem composition. The examples are
irritainment (irritation + entertainment) – neicinka, nadokushlia rozhazhialna programma
[4, p. 160], militainment (military + entertainment) – vyisvitanie voenskih oyun abo yzhitia vyizkovsikh
na televizhenni [4, p. 198], which combine special features of both words.

Similar trends are also noticed in the sphere of literature and arts. New words in this group denote
both new notions (xeroxlore (xerox + folklore) – formi peredachi ta zherzenhia fotokhoro) [4, p.
306], and the existing ones (amerasportian – amerikanets, which zaishloystvuyetsportom [4, p. 78],
fanfic (fantastic-fiction) – fantasichna literatura [4, p. 126]). Such shortenings may have been
created by youth who tend to use slang expressions and omit long phrases.

New form sofarts, which have been formed from several existing forms, are created by modern society, for instance, aquascape – vidobrazhennia moreskogo yzhitia xudozhnikom, which
yai znahodiatia pid vodoi [4, p. 83], scratchiti (scratch + graffiti) – grafiti, which nakryvuyut na
vikah ta na inshih sklyxih povyrih [4, p. 256]. In case of scratchiti, it may soon acquire the
transcribed equivalent in Ukrainian, by analogy with its predecessor graffiti.

Both thematic groups are represented by neologisms formed by analogy as well. The number of
such words is rather limited, they serve as synonyms (puppyleave – nerobochyi chas, vidvedennyi dla
doglyu ta naviy na yzhitia ynoho yyu [4, p. 231]) or opposites (make-under – vidstuym
makivjuy [4, p. 195] (by analogy with make-up) to the existing word combinations, therefore, the meaning
is generally clear to a translator. In this way, by analogy with computer terms hardware and software, all
printed materials (media, books, leaflets etc.) are now called treeware [4, p. 271] and are translated as
gazety, knigi, zhurnali, which depending on the context.

The last but not the least vocabulary enrichment method is loan words. Typically, they are adopted
from French, Italian, German and Spanish. For instance, the person eating everything that can be
consumed is called a French word opportunivore – lyusha, which poi de yce istvne, cto yous can
stakrmated from ItalianasitisItalythatis associated with mafia; words with typical Spanish suffix –ista, e.g. fashionista
Conclusion. To sum up, neologisms represent active changes in society and dynamic trends in language. They are the driving force that triggers language development. Translation of neologisms is no easy task as it requires context and word structure analysis, paying attention to the origin and stylistic features. Descriptive translation is the most versatile way of conveying the meaning of new words in the target language since it gives an explanation of unknown notions and realities. Yet, it has a drawback of being long and unhandy. Neologisms presented in the article are translated descriptively, although other ways were also suitable. The selection of translation method depends on text stylistics, word structure and availability of target language resources. Neologisms’ functioning and effective translation methods are the prospective directions for further research.

REFERENCES
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Поява неологізмів у мові є ознакою динамічних процесів, що допомагають їй адаптуватися до швидких змін у сучасному світі. Процеси інтеграції та нові стратегії розвитку країни призвели до появи нових понять, процесів та явищ дійсності. Американська та британська культури мають значний вплив на свідомість українців з політичних та економічних причин, не кажучи про зростаючу кількість фільмів, серіалів та шоу. Оскільки словниковий запас поповнюється не лише власними мовними засобами, а й шляхом запозичень з інших мов, значну увагу приділяють перекладу нової лексики. Задачею перекладача є ретельний аналіз способів творення неологізмів, контексту та стилістики повідомлення з метою добути найкращого відповідника. Коли такий відповідник знайти не вдається через відсутність лексичних засобів у мові перекладу, універсальним способом є описовий переклад. У статті розглядається класифікація неологізмів XXI століття в межах тематичних груп “людина і суспільство”, “спосіб життя та дозвілля”, “масова культура” і “література, мистецтво і спорт”, їх переклад описовим шляхом, визначається поняття неологізму, наводиться її класифікація, аналізуються способи творення за продуктивними моделями і залежність перекладу від правильного аналізу структури слова. Також проаналізована доцільність використання описового перекладу і його ефективність при передачі семантики. Для деяких прикладів наведені альтернативні варіанти перекладу в рамках аналізу ефективності описового перекладу. У висновках підсумовано переваги і недоліки описового перекладу неологізмів та наведено перспективи подальших досліджень.

Ключові слова: неологізм; неология; описовий переклад; способи творення; тематична група; класифікація неологізмів.