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LANGUAGE COMPRESSION: TYPES AND LEVELS OF ITS IMPLEMENTATION. ROLE IN THE FORMATION OF NEOLOGISMS. PROBLEMS OF TRANSLATION

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The article deals with the language compression implemented at different levels of language in the texts of different functional and stylistic nature. A brief outline of the causes of the phenomenon and its close relationship with the phenomenon of verbal economy is given. Most linguists consider the linguistic compression as manifestation of principle of economy of language that represents the process of reducing the structure of language unit without changing the information embedded in it, which is systemic in nature and stylistically unmarked. This process occurs in result of the omission of redundant elements and their replacement by linearly smaller units. Modern trends in society require increasingly tight means of transmission of large amounts of information. The problems of speech compression are reflected in works of many prominent researchers. The role of the language compression in formation of neologisms, types and role of the language compression are considered by examples of artistic works of poetry and prose character, journalistic style, as well as the texts of advertising. The urgency of this problem is due to the growing interest on the part of linguists to the language compression, the lack of a single thought about the causes of the phenomenon, insufficient knowledge of its influence on the formation of neologisms, and translation problems that arise in the language compression and when transmission of information needed to another language.

Key words: language compression, language economy, neologisms.

Introduction. Any human activity with few exceptions is purposeful and serves as the implementation of a certain program – biological for animals and social for human beings. The achievement of the ultimate goals is dependent on the type of activity either through mental operations, or through actions standing as means of implementing the program. According to the existing physiological points of view the sphere of actions and mental spheres are of such sphere, which is manifested in the principle of the activity economy. This principle is inherent in the product of mental activity through which communication happens – language. Desire to save time and own efforts, technological progress, all this seems to be a logical and understandable human desire to master such actions which regardless affecting the results of the ultimate goal would be associated with the least expenditure of human energy. That is exactly what occurs when the language compression is in achieving communicative goals. When the language compression appear neologisms that later fall to the dictionary and are widely used. When transfer of the information to another language is necessary, there are problems with the translation at the language compression.

Tasks: To summarize experience of theoretical study of the phenomenon of language compression; to describe the types and levels of implementation of the language compression; to examine the implementation of the formation of new words through speech compression; identify translation problems that arise when the language compression.

Principle of the language economy. This principle is manifested in different forms. In the sphere of pronunciation, for example it is compression of phonetic structure of the syllable in favour of simplification through reduction, assimilation, loss, fusion and other processes [2, p. 32]. In morphology it is the ability of a single morpheme to “combine” within a word few categorical values: suffix *-er* in English at the same time points to the person and his or her activity (*speaker*) [3, p. 54]. In the

syntax the speaker's desire to economy is expressed in an effort to use fewer characters of the expression when transmitting certain content, which is one of the reasons that the same information may receive and receives different ways of expression [4, p. 39]. The following examples: *When water boils it changes into steam, When boiling water changers into steam, Boiling water changes into steam.*

Influence of the principle of economy. It may be obviously explained by the extensive use of verbal forms in modern English: infinitive, gerund, participle, as well as various types of nominalization, ellipsis, reduction and other phenomena. In modern linguistic literature, desire for economy of expression of certain content is defined by the term compression, taken, apparently, from the theory of communication. However, in this concept different researchers put different content: the ability of a single morpheme to "combine" in a word few categorical values [3, p.30], the use of compressed syntax, [1, p. 21] the simplicity of syntactic relations, [6, p. 26] side effect of syntactic extension, [7, p. 27] the process of generation economical syntax structures [8, p. 25].

Previous studies [9, p. 109] allow to suggest that the principle of economy acts in language system, as well as in speech activity. It should therefore be clearly distinguished savings in speech and economy in language because there are different ways of implementation. In speech activity it is carried out through ellipsis, for example: *"He was dead" – "Dead?" – "Yes. Died in his sleep"*, when part of the statement is omitted as superfluous; replacement, when the part of the sentence is converted into a phrase: *Коли заходить сонце – при заході сонця, When I was a boy – when a boy*, or a phrase into a word: *a spinal injection - a spinal, a carpet made in Shiraz – a Shiraz*, syntactic reduction [10, p. 67]. Peculiarities of **ellipsis**, substitution, reduction comprise the fact that these phenomena are not of natural character, they are caused by certain context or extra-linguistic situations. Representing detailed syntactic structures, structures what have undergone ellipsis changes and reduction are not only socially understandable, but in some cases, commonly used because the speech circuit as a storage medium capable of transmitting and transmits important clear information within a certain sphere of communication [5, p. 38]. Ellipsis is typical for spoken language, where the proposals are functioning within the unity of speech. Being in close semantic link with the other components of the speech of unity, they are used mainly for the expression of time, place, doer of the action, the new data on the person or object [11, p. 75]. For syntactic reduction specialized functional styles, in particular, the language of newspaper headlines and language telegrams, which are subject to reduction units do not carry essential information in terms of communication: *Essential should see you quarry seventeen eleven four.*

Compression. It is a special kind of transformation based on the inherent properties of the language system and promotes bringing deployed syntax structures to less sophisticated type, however, able to transmit and transmitting the same amount of information as detailed and complete structures. In this sense, the term "compression" is near to the term "complex condensation", proposed by one of the founders of the Prague Functional School V. Mathesius. Comparing the functioning of the Czech and English languages, the scientist has drawn attention to the fact that where in Czech complex sentence with any subordinate is used, in English the same content transmitted by noun phrase, participial, gerund or infinitive. As later I. Vachek has noted, under complex condensation V. Matezius has understood "Introduction to sentence an element name or a phrase, that eliminates the need for a subordinate clause, the use of which in the other case would have been mandatory" [12, p. 83].

It's worth noting that the term "complex condensation" in Ukrainian linguistics is not popular. Perhaps, because it refers to the compressed structure only of a

subordinate clause. The term “compression” has a wide range of applications, it refers to all legitimate ways of implementing the principle of economy in language.

How neologisms appear. The emergence of new social and economic realities discoveries in science and technology achievements in the field of culture drives any language to new words. Neologism is an absolute new word for the most speakers. Neologism is very short in time. As soon as word begins to be used, it loses a sign of novelty and becomes common.

Thus, from the above it is clear that the concept of coinage variable in time and on: neologism is a word as long as it has novelty. Where the compression has one of the most important roles

Problems of translation. This article attempts to systematize some of the most common ways to decompress compressed structures.

Freedom of word formation in the English language is common for creating compression at the morphological level. Suffix – *ish*, *Crasel*, *fifty-five-ish*, *lean*, *muscular* ... *was the owner of his own company* (Hailey) is compressed and vividly gives the age characteristics of the hero. Translation of *fifty-five-ish* into Ukrainian may be only descriptive: *Крейсел, якому було десь близько п'ятдесяти п'яти років, худорлявий, м'язистий, був власником компанії.* (*eightish* – *біля восьми годин, dinnerish* – *приблизно під час обіду* [12, p.57]. Special productivity of suffix –*er*, indicating an active doerer, was noted by L.S. Barkhudarov [2, p.89]. In his opinion, the translation of the English verbal noun – name of a doerer, its change to a personal form of the verb in the Ukrainian language – the most effective way of decompression:

I'm an early bedder (Murdoch) – *Я рано лягаю спати; I'm quite a heavy smoker, for one thing* ... (Salinger) *Я палю, наче паровоз, по-перше...*; *He was a pretty heavy drinker* (Salinger) *Він пив, як кінь.*

Prefix *a-* in *Rollie was arunning all night* (Hailey) shows a temporary condition in which there was Rollie overnight, and translation of this statement is the following – *Він бігав всю ніч без перепочинку і без зупину.*

Lexical difficulties while translating. Replacement of one part of speech by another and the introduction of verb in personal form:

Mr. Healy's prestige is at a low (*The Guardian*)

Престиж міністра фінансів впаав дуже низько, when translating *at a low* replaced by adverb *низько* and verb in personal form is introduced *впаав*.

More complex translation of a form *a has been*, formed by conversion of the perfect form of the verb *be* in the phrase *He is always a has been* (Murdoch). It can be translated based on the broader context, only descriptively: *a has been* – людина з певним досвідом (positive or negative depending on the context).

Furthermore it's worth indicating the translation of the definitions of different types, where the compression appears as very noticeable. This raises the question of the compatibility of definition and defined represented by. Each language has its typical system of standards compatibility. Language forming originality of English speakers creates an infinite number of combinations of new, economical in terms of expression, intensive content and images stylistically. At the same time they are understandable to English reader, despite their brevity, as constructed in accordance with the syntactic and semantic models of compatibility. However, their interpretation is a challenge for the Ukrainian-speaking reader. Thus, the model N '+ N' implies the information contained in the context or lies in the background or knowledge. Therefore it is necessary to contact explanatory translation. The following example:

Pakistan is faced with the need to provide both rapid and effective disaster aid (Newsweek) – *Пакистану необхідно терміново надати ефективну допомогу*

постраждалим від повені. Translation is made on the basis of a broad context through the specification of the noun *disaster*.

Very often, as the definitions in Modern English are used second participles or adjectives derived from this model, *attempted coup*, *their guessed but unknown parts*, *negotiated solution* and others. When they are translated it is needed to come to the deployment and replacement of parts of speech: *спроба зробити переворот, невідомі небезпеки, про які вони тільки здогадувалися, конфлікт вирішується через переговори*.

Decompression. It requires when translating definitions (both single adjectives and phrases and even simple sentences) of the high conciseness of expression. The semantic content of such definitions can be very extensive. This is achieved by extending the boundaries of the compatibility of units used. Their broad compatibility increases the semantic meaning and expressiveness. For example:

These French found him lean and tight. In well-tailored clothes, elegant and dry, his good Western skin, pale eyes, strong nose, handsome mouth, and virile creases (Bellow), where the phrase *Western skin* comprises few additional connotations and should be found while translating – *Худий і підтягнутий, на думку французів, в бездоганному костюмі, елегантний і худорлявий, гладка, випещена шкіра, типова для американців, світлі очі, великий ніс, красивий рот і мужні складки навколо нього*.

Very often in the function of determining appear phrases of quite unusual for compatibility and capacious content. Representing the whole situation, they do not have a proper definition in the Ukrainian language. For example:

There is a tangible proof of what I thought during a long ago reading. (Lesser) *General Hamil carries a cut throat razor on his keyrings.* (Archer) *To his question "how long" Scott replied "must wait". He was determined to use "must wait" period for himself* (Archer).

Broad compatibility of nouns *reading*, *razor*, *period*, having an impact on the amount of information stored in the above phrases, make interpreter use subordinate clause. Only subordinate clause in the Ukrainian language conveys the content of the above English phrases: *Існує беззаперечний доказ того, про що я думала під час читання, яке мало місце давним-давно; Генерал Хаміль носив на кільці для ключів бритву, якою він різав горло своїм супротивникам; На питання "скільки ще чекати?" – Скотт відповів – "потрібно чекати". Він твердо вирішив використати цей період, протягом якого він повинен чекати, використати для себе*.

Simple sentence in the function of definition is less common than the phrase. However, such examples are still there: *She smiled a long God knows smile* (Murdoch), which can be translated either by deployed phrase, or subordinate clause: *Вона посміхалася тривалою усерозумючою посмішкою or Вона посміхалася тривалою усмішкою, яка говорила, Богу все відомо (Бог все знає)*.

Usage of verbal forms. Significant compression is achieved through the use of verbal forms: infinitive, participle and gerund, i.e. structures that do not have equivalents in the Ukrainian language. Of the above impersonal forms infinitive is one of the most effective means of creating economical structures, requiring decompression in translation. Thus, its use in combination adjectival function in post-positional determination helps to create constructs transferred, usually by subordinate clause. Infinitive may be in active voice: *The only class in Britain never to lose an election is the ruling class* (The Morning Star). *Єдиний клас Великобританії, який ніколи не програє на виборах – це правлячий клас*, and passive voice: *he searched for the one word to be spelt correctly* (Archer). *Він шукав тільки одне слово, яке мало бути написано правильно*. In such combinations hidden modality of

mandatory implementation of the event expressed by infinitive is hidden. Sometimes it is explicated in the immediate context: ... *the one word that he had to spell correctly if they expected to be paid another cent* (Archer).

Infinitive of subsequent actions with verbs of motion *to come, to arrive, to run, to turn*, and others may be translated by coordinative phrase: *She came to find him sitting at the table* (Brown) – *Вона прийшла і побачила, що він сидить за столом*; verbs of physical action by compound sentence. In this model, the most frequent verb is *to find* and its synonyms *to see, to reveal, to discover* and some other: ... *the door was flung open to reveal a small woman* (Archer) – *Двері розчинилися, і вони побачили маленьку жінку*.

The combination of physical action verbs and infinitives, and stative verbs with locative meaning and infinitive transmit the same amount of information as the complex sentences with subordinate goal in the Ukrainian language:

Adam went out to kill the dog (O'Hara), *My father has been to Edinburgh to give a lecture* (Christie) – *Адам вийшов на вулицю, щоб убити собаку. Мій батько перебував в Единбурзі, щоб прочитати лекцію*.

Infinitive in the function of the secondary predicate most often is used in the language of the newspaper, not to indicate the source of information on the one hand, and on the other to achieve space saving:

The expedition was reported to have landed safely (The Guardian),

Translated by subordinate clause – *Повідомляють, що експедиція благополучно висадилася*. Its content is synonymous with the content of a complex sentence *It was reported that the expedition had landed safely*.

Decompression is also required when translating tripartite structures with object predicative member, which can be translated into Ukrainian by subordinate clause: *He felt Wilson take hold of his arm* (Shute) – *Він відчув, як Вілсон взяв його за руку*; *Old Jolyon saw his brother's face change* (Galsworthy) – *Старий Джоліон бачив, як змінилося обличчя його брата*.

Compression is created by absolute participial construction:

This afternoon, riding with her for the last time, the silence was almost unnatural, translated by subordinate clause – *У той день, коли він виїжджав з нею останній раз, тиша була абсолютно неприродною*.

Gerundial complex is another form of compression in modern English, requiring decompression. It also carried out through its translation by subordinate clause: *I regret marrying you, Lucy* (Shaw) – *Люсі, я шкодую про те, що одружився з тобою*.

Pragmatic preconditions as a key role to right translation. In the language compression on the semantic level playing pragmatic preconditions of text based on background knowledge of the audience. Enhancing the role of implicit coupling leads to an expression of verbal conciseness syntactic units, semantic capacity. The implication is also an expression of polysemy, meaning the game of senses. Take for example the slogan, created to advertise the car Mitsubishi Colt: “*Новий Colt. А куди на ньому відправишся ти?*” Here, at the same time implies two statements: 1) other people are already somewhere having gone by it; 2) it is already known that the message destination just somewhere to go by it. This type of implicit information is submitted the initial assumption, or installation issues. This component of the semantics of the problem can be defined as information which is a consequence of any valid answer to this question, but the negative.

Another example from Toyota Land Cruiser: “*Підкорюй світ разом з нами*”. In compressed form here represented such properties of the advertised the car as leadership in the global markets, popularity, prestige, as well as its excellent handling

characteristics. Posts implication is that the SUV Toyota already conquering the world, the same message recipient can do with it. But there is another possible interpretation: the addressee himself conquering the world, and the advertised the car can help with it. Under the hidden meaning is understood its meaning, not verbally expressed in the text of the advertising message, but are perceived as an implicit target and interpreted them on the basis of linguistic competence, knowledge of the world, etc. Significant in this regard advertising of Mitsubishi Outlander: *“Якщо Дарвін був правий, інші автомобілі просто вимруть”*. The recipient is likely to know the statement of Darwin that the survival belongs to the fittest, and the “weak” extinct. It may be concluded that the SUV Mitsubishi Outlander is “the strongest” of all on the market.

Conclusions: In this paper, the types and methods of the language compression at different language levels are systemized. Within each level of the compression techniques of translation are quite different and subject of further research. In this sense, artistic prose and poetic texts, journalistic style, the texts of advertising are of greatest interest. For example, poetry, journalistic style and advertising texts are characterized by condensation of thought and image, where different compression methods work together, and each of them “contribute” to the creation of a complex image to imply.

The above analysis shows that the compression in modern English is manifested at all levels of the language system and is highly productive in terms of linguistic economy. When transferring compressed structures in the Ukrainian language often is needed to deploy, replace and introduce other parts of speech. Problems of the language compression require further development, as these issues open up new possibilities for the theory and practice of translation, in particular, about the possibility of adequate translation in cases where the meaning of a work of art for the most part is implied.

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О. В. Ткачик, О. С. Содель. Мовна компресія: види і рівні реалізації. Роль у формуванні неологізмів. Проблеми перекладу.

Стаття присвячена питанням явища мовної компресії, яке реалізується на різних мовних рівнях в текстах різної функціонально-стилістичної спрямованості. Представлений короткий нарис причин виникнення явища і його тісний зв'язок з явищем мовної економії. Виявлено роль мовної компресії у формуванні неологізмів. Види і роль мовної компресії розглядаються на прикладах художніх творів поетичного і прозового характеру, публіцистичного стилю, а також у текстах реклами. Актуальність даної проблеми пояснюється зростаючим інтересом з боку лінгвістів до мовної компресії, відсутністю єдиної думки щодо причин виникнення явища, недостатньою вивченістю її впливу на формування неологізмів, а також проблемами перекладу, які виникають при мовній компресії і потребі передачі інформації іншою мовою.

Ключові слова: мовна компресія, економія мови, неологізми.

Е. В. Ткачик, А. С. Содель. Языковая компрессия: виды и уровни реализации. Роль в формировании неологизмов. Проблемы перевода.

Статья посвящена вопросам явления языковой компрессии, реализуемого на разных языковых уровнях в текстах разной функционально-стилистической направленности. Представлен краткий очерк причин возникновения явления и его тесная связь с явлением речевой экономии. Выведена роль языковой компрессии в формировании неологизмов. Виды и роль языковой компрессии рассматриваются на примерах художественных произведений поэтического и прозаического характера, публицистического стиля, а также в текстах рекламы. Актуальность данной проблемы объясняется растущим интересом со стороны лингвистов к языковой компрессии, отсутствием единой мысли касательно причин возникновения явления, недостаточной изученностью ее влияния на формирование неологизмов, а также проблемами перевода, которые возникают при языковой компрессии и надобности передачи информации другим языком.

Ключевые слова: языковая компрессия, экономия речи, неологизмы.