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IMPACT OF TECHNICAL DEVELOPMENT ON THE USE OF NEOLOGISMS

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Abstract. The author of the article focuses on the impact of technical development on the use of neologisms. The object of the research is the lexical system of modern English, types of neologisms, methods of their formation and distribution. Studying the mechanisms of formation of neologisms in connection with conceptual changes in human consciousness in line with the constant development of technologies and scientific advances, it is possible to extract more informative use of neologisms in everyday life.

Keywords: neologism, development, mass media, science, technology, relevance.

English today is widely spoken and used for international communication. It constantly develops its internal and external resources, adapting to various changing circumstances due to its dynamic nature and the development of modern society. Various changes and achievements in social, cultural, political and scientific life give rise to new forms and content, improving and expanding the expressive means of language and its structure through their structural complication or simplification. Language is the first to respond to changes in various areas of human life and activity. Each social or political change (revolution, innovation) is preceded by the introduction of new words and terms: “Iron Curtain”, “Perestroika” (Gorbachev's reforms), etc. All these social phenomena had corresponding consequences after the proclamation. Any historical period has a factor or some factors that cause the emergence of new features and properties of a particular language [1]. These factors -both linguistic and extralinguistic - play a crucial role in the study of the nature of language changes, their inner essence and the patterns of their appearance. Transformations in the language occur at different levels: lexical, morphemic, phonetic, syntactic, etc.

The most noticeable are lexical changes. This is one of the reasons to start exploring and research the nature of the language. Any new era was accompanied by the introduction of new words denoting new things, objects and phenomena. English in this respect shares the fate of other European languages. It developed from the Celtic language and dialects of the Anglo-Saxon tribes to modern English, which became the native language for almost 375 million people and further to the language of international communication. Great geographical discoveries and revolutions in science and society led to new features of the English language and its vocabulary, in particular. Newly created or borrowed words, known as neologisms, after a certain period of perception as unusual and new, were included in the English vocabulary as an integral part of it. As a result, the lexicological layer is the first reliable factor for continuous and gradual language transformation and development [2].

This article focuses on neologisms as an integral part of a modern English dictionary. The modern period is characterized by active development and changes in the social, political and scientific spheres of human life. Naturally, they are accompanied by changes in the English language, which should reflect objective reality. Effective communication is impossible without knowledge of current trends and development trends in various spheres of human activity, which immediately affect the language [3].

The object of the research is the lexical system of modern English, types of neologisms, methods of their formation and distribution. This research work covers some aspects of such a complex phenomenon as neologism, an attempt is made to identify the main features, that is, those that are of paramount importance for communication and social activity. The introduction of new words in the technological, scientific, social and political spheres requires close attention in order to find out their true and real meaning, their scope and boundaries [4].

The appearance of neologisms in a living language is a constant and regular process, its vocabulary always accepts new words as a result of social and language changes, innovations and development. Language quickly reacts to the emergence of new social phenomena, objects and activities that are immediately subject to the nomination process. The question of where neologisms come from, the question of their origin or source is in the sphere of our scientific interests. The modern era produces many inventions and innovations in all spheres of human activity -scientific, political, and commercial and others [5].

There are new items and devices that come into the daily lives of many people. Thus, it is important to find and identify the sources of the origin of neologisms in order to determine their types, their importance and distribution. So, the sources of neologisms can be divided into two types of different nature of their origin. These groups or sources are linguistic and extralinguistic. The first type gives the correct form of the word through the process of building words and borrowing. The extralinguistic group of sources is numerous. It includes various spheres of human activity: social, political, scientific, technological, economic, etc. Political realities make a noticeable imprint in the vocabulary of newspaper articles, especially the emergence of a new organization or politician causes a

number of neologisms to appear. Thus, with the appearance of articles covering various aspects of international terrorism, a number of terms with negative connotations relating to the Islamic terrorist movement — Islamism, Islamophobia, Islam-fascism, etc. — appeared. Some new dictionaries relate to international global politics, and they give names to new political structures - the European Union (EU), Chindia, Eurabia, and others; and they became sources of some new words - Euroscepticism, the Eurosphere, Eurorealism, etc. The social sphere gave the names of new phenomena. These neologisms relate to various aspects of human life and activity, including work, leisure activities, hobbies, etc. - consumerism, webinar, wardrobe malfunction, Santorum, return to the saddle, end of the hawk, and others. In the economic sphere, many lexemes have appeared, denoting different brands, logos and trademarks, which even without mention are in memory, but there are still many words that have a broader meaning and denote a certain product group or commercial activity - self-service laundry, vacuum cleaner, adhesive plaster and others [6].

The scientific and technical areas are very close to each other, not only in an ontological sense, but also in terms of changes that are introduced almost every day with each new invention, discovery or innovation. Many of them have entered our daily lives and activities and have become quite trivial. Here are just a few of them - the Internet, the World Wide Web (www), a blog, an intranet, a forum, etc. Being a social phenomenon, language enriches its vocabulary by developing various aspects of human life and activity. The main sources are the media, the Internet, computer technology, sociology as the most developing areas of human life.

Each new event is reflected in the language, and through which it comes into use. We studied the mechanisms of formation of neologisms in connection with conceptual changes in human consciousness in connection with the constant development of technology and scientific advances. The systematic study of newly emerging words improves the process of memorizing vocabulary and contributes to the expansion of vocabulary, thereby preparing a person for life in the modern world. The practical value of the collected materials can be used in the compilation of dictionaries and improving students' skills in working with the dictionary.

Introducing a new perspective on doctrines, especially religious themes, is perhaps the biggest challenge for professional technical interpreters. New facility and processes are constantly being created in technology. New ideas and variations of feelings come from the media. Terms from the social sciences, slang, a dialect included in the main course of the language, translatable words, make up the rest. A few years ago, it was said that three hundred new words had been counted in four consecutive numbers of the French weekly express newspaper. It was stated that each language acquires three thousand new words every year. In fact, neologisms cannot be quantified, as many of them fluctuate between acceptance and oblivion, and many are short-lived individual creations. What is obvious is that their number increases dramatically, and as we become more and more linguistic and shy, articles, books, specialized and general dictionaries dedicated to them appear more and more often. Since they usually arise first in response to a specific

need, most of them have one meaning and therefore can be translated out of context, but many of them soon acquire new (and sometimes lose old) meanings in the target language. A new stratum may be defined as newly introduced lexical units or existing lexical units that acquire a new meaning. If they are not opaque, unclear, and possibly cacophonous (compare yum and yuck), neologisms usually attract and delight everyone. Most people like neologisms, as well as the media and for commercial interests use this sympathy. Transnational corporations with their original advertising are making efforts to transform their trademarks (Coke, Tipp-Ex, Tesa, Bic, Schweppes, etc.) In eponyms (i.e., any word formed on behalf of a noun, including abbreviations), and in appropriate cases, a word that is formed in accordance with productive structural models or borrowed from another language and is perceived by speakers as something new. For example: tape-recorder, supermarket, V-day (Victory day). They are very common in the newspaper vocabulary. The newspaper very quickly reacts to any new events in the life of society, in science and technology. Consequently, neologisms very easily penetrate the language of a newspaper and often even appear on newspaper pages, such as lunik, splashing out (the act of raising a spacecraft to the surface of the water), training (a form of campaign through heated political discussions), backlash or white reaction (violent reaction of American racists in the fight for blacks for civil rights), foreground (a vigorous anti-racist movement), a stop-end policy (controversial, indecisive and ineffective policies). The above features of the short news are the basic vocabulary parameters of the English newspaper style. A brief news vocabulary is mostly devoid of emotional coloring. The reporter must be brief; he naturally tries to squeeze all his facts into the allotted place. This tendency predetermines a peculiar composition of short news and syntactic structure of sentences. The size of short news varies from one sentence to several (short) paragraphs. And in general, the shorter the news, the more complicated its syntactic structure [7]. The following grammatical features of short news items are of prime importance and can be considered as their grammatical parameters. English is very rich in neologisms - the word was created recently and, perhaps, will not live in the language for a long time. Very rarely, we find the equivalent for translating neologisms, and for the most part we use descriptive translation and literal translation, for example: people of good will, summit top-level negotiations. Usually, they find out the meaning of new words with help of the context, but it is also necessary to consider the way they are formed. Neologisms are an integral part of our daily communication with the language. Such words are easy to find both in speech and in texts. It is also a very interesting area of language learning that deserves special attention and should be relevant for foreign language teachers. Just think how many times you have come across a completely new expression that you have not heard before and thus have not recognized its meaning [8]. In this regard, even experienced users of the language sometimes find themselves at the same level as beginners. Neologisms illustrate that language is a dynamic structure that we would like to prove mainly on its ability to reflect the current situation [9]. The language serves not only to describe already known facts, but also is able to give new additional meanings to existing words and invent new

word forms. Its use in specific situations even affects the thoughts, attitudes, opinions, behavior of people, etc. It is important to understand the difference between tabloids and commercial handouts in terms of lexical use, content and style. Next, we are going to identify neologisms and point out problems that are closely related to this, at first glance, non-problematic matter. Quite a lot of space was given to the means of vocabulary growth and especially to productive word-building processes, since they constitute the core of the study.

Reference

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