

SPECIFICS OF NEOLOGISMS TRANSLATION

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The article investigates the problem of neologisms which has become vitally urgent nowadays. The time we live in is constantly facing new challenges in all spheres of society's life – social, political, economic, cultural, etc. The appearance of new notions and innovations puts on the agenda the problem of naming them. In the article the notion of neologisms, types of neologisms, ways of neologisms formation are analyzed. Special attention is devoted to the problem of translating neologisms. Examples are provided to illustrate four major ways of translating neologisms: selecting an equivalent in the target language, transliteration and transcription, loan translation or calque, descriptive or explanatory translation.

Key words: Neologism; neology; target language, transliteration, transcription, calque, descriptive translation.

The term «neologism» first appeared in France in 1755. About 50 years later it was borrowed by the English language in the meaning of using new words and word combinations, language innovations, etc. [1, p. 22]

Any living language is a dynamic phenomenon. It is constantly developing, meeting challenges of social, cultural, political, economic and scientific changes of the society and getting adjusted to them. Each social or political change or innovation leads to the appearance of new words and terms:

- Grexit (выход Греции из Евросоюза);
- Brexit (выход Великобритании из Евросоюза);
- Blairites (сторонники Блэра);
- Trampites (сторонники Трампа).

The English proverb "Where habit leads, language follows" perfectly fits this tendency and proves the fact that language innovations are very quick to accompany life innovations. The following words which appeared in the English language not long ago convincingly illustrate it:

- Netiquette (соблюдение норм этикета при общении в сети);
- Phablet (смартфон с большим экраном);
- iFinger (чистый палец при еде для того, чтобы одновременно пользоваться смартфоном);
- Catfishing (общение в Интернете с преувеличением собственных достижений и значимости);
- Cloud computing (облачное хранение данных);

- Staycation (проведение отпуска или каникул дома никуда не выезжая; слово, появившееся в языке в ответ на пандемию).

Thus, neologisms are words and word combinations which appear in a language at a definite time and keep being so until people speaking this language acknowledge their novelty. In this respect a neologism is a historical notion, since having become in general use a newly born word stops being a neologism.

There are three main ways of neologism formation:

- Affixation (by means of prefixes or suffixes: cybercafe, ageism, globalization, to defriend, etc.);

- Conversion (a noun turns into a verb or a verb into a noun: to amazon – to purchase on Amazon.com);

- Compounding: mailbox, crowdfunding, outsourcing, etc.

- Research in neology (science studying neologisms) distinguishes two main types of neologisms:

- Common-language (Internet, smartphone, google, website, selfie, etc.);

- Individual (created by writers or authors).

For example, it was O’Henry who initiated such a neologism as «Banana republic» in his novel «Cabbages and Kings» (1904), meaning a small and poor African country growing bananas. Since that time its meaning has widened and started being used in political sphere.

Among common-language neologisms the following kinds of them can be singled out:

- Term neologisms (Internet, extranet, AIDS, SARS, etc.);

- Stylistic neologisms (brain-drain, trigger-happy, etc.);

- Borrowings (English borrowings in Russian: брифинг, маркетинг, менеджер, etc.; Russian borrowings in English: perestroika, glasnost, etc.).

In the process of creating neologisms three main changes can occur [1, p. 23-25]:

- Changing the meaning (the word «summit» having the meaning of «вершина» nowadays is as well used in the meaning of “встреча глав государств”);

- Changing both the form and the meaning (these are actual neologisms: UFO – НЛО, AIDS – СПИД, to telework – работать на дому, имея связь с производством или офисом через компьютер). Nowadays it is the prevailing type of neologisms in the English language.

We have undertaken a deep penetration into the problem of neologisms, complex and urgent nowadays, to emphasize the intricacy and complexity of the process of translating neologisms.

Actually, the translation of neologisms tops the list of the most difficult matters which a translator can face. It happens so because neologisms are new words which have not yet entered into the common use. Moreover, English dictionaries cannot register at once all new words which annually enrich our vocabulary meeting the demands of constant changes in social, economic, political, cultural life resulting in appearance of innovations which definitely are to be named. In this situation translators have nothing to do but rely on the context and try to transfer the meaning of neologisms into the target language using descriptive methods to explain neologisms or invent new words. This way seems to be more reliable than, for example, some online dictionaries.

As world famous investigators of the theory of translation point out, there are four main methods of translating neologisms [2-4]:

- Selecting an equivalent in the target language;
- Transliteration and transcription;
- Loan translation or calque;
- Descriptive translation (explanatory).

The first method is the easiest one. But it is very difficult to find sometimes an appropriate analogue in the target language which can be understood by representatives of different cultural levels and social environment adequately.

The descriptive method seems to be most productive in English-Russian translation. It is not an easy way, since sometimes a whole sentence is needed in the target language. For example, in Ch. Dickens' novel «David Copperfield» there is such a sentence: "When she reached the house, she gave another proof of her identity". The translator achieves adequacy using the descriptive method of translation: "Подойдя к дому, она представила еще одно доказательство того, что это была именно она" [4, p. 192].

Transcription maintains the sound from of the source word with the help of another script. For example:

- Establishment – истэблишмент;
- Tribalism – трайбализм;
- Superman – супермен.

Terms as well belong here. For example:

- Alma mater – альма матер;
- Summit - саммит.

Transliteration supposes transformation of letters into another alphabet. For example:

- Salt Lake City – Солт Лейк Сити;
- Holding – холдинг;
- Resume – резюме.

Actually, transcription and transliteration are often combined. As many English letters and sounds do not have exact analogues in the Russian language, some words can have several variants of translation [5, p. 97]. For example: drugstore – драгстор и драгсто.

Loan translation or calque does not change the word of the source language at all. This method concerns borrowings from different languages. For example: English «sky-scraper» has the Russian calque «небо-скреб», English «global village» has the Russian calque «всемирная деревня».

In conclusion it should be said that neology, the science investigating the translation of neologisms is developing. Due to annual appearance of new notions and innovations in different aspects of our life, the field of research of this science seems endless.

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