

NEOLOGISMS AS THE SOURCE OF ENRICHING THE LANGUAGE

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Neologisms reflect ongoing shifts in lifestyle, technology, and environmental awareness, resonating with contemporary discussions and aspirations. As language evolves, new terms often encapsulate emerging ideas and cultures.

Key words: neologisms; technological changes; sociocultural changes; media and culture.

НЕОЛОГИЗМЫ КАК ИСТОЧНИК ОБОГАЩЕНИЯ ЯЗЫКА

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Неологизмы отражают постоянные изменения в образе жизни, технологиях и экологическом сознании, резонируя с современными дискуссиями и устремлениями. По мере развития языка новые термины часто воплощают в себе новые идеи и культуры.

Ключевые слова: неологизмы; технологические изменения; социокультурные изменения; медиа и культура.

Neologisms are new words and expressions that appear in a language and can arise for various reasons: inventions, social changes, the emergence of new technologies and cultural phenomena. They play an important role in enriching the language, but they also pose serious challenges for translators.

There are different reasons for the emergence of neologisms:

1. Technological progress. New technologies require new terms and concepts. For example, the words “smartphone”, “internet” and “blog” have become an integral part of our lexicon.

Cryptocurrency – digital or virtual currency that uses cryptography for security, operating independently of a central authority.

Crowdsourcing – obtaining information or input by soliciting contributions from a large group of people, often via the internet.

Gig economy – a labor market characterized by short-term contracts and freelance work, often facilitated by digital platforms.

Streaming – transmitting or receiving data over the internet in real-time rather than downloading it first.

Cyberspace – the virtual environment of the internet, encompassing various online communications and interactions.

Spam – unsolicited messages, often sent in bulk, usually for advertising purposes.

Scrollpocalypse – the overwhelming amount of content available online leading to decision fatigue and diminished attention spans.

Work-life synth – the blending of personal and professional lives, enabled by remote work technologies, resulting in a new hybrid lifestyle.

Biophilic design – a growing trend in architecture and interior design, focusing on incorporating nature into built environments to enhance well-being.

2. Sociocultural changes. Changes in society, such as the emergence of new trends, movements or changes in lifestyle, also give rise to neologisms. For example, terms related to ecology are often integrated into the language. These neologisms highlight the evolving language around ecology and sustainability, capturing contemporary concerns and innovations in environmental discourse.

Eco-anxiety – the chronic fear of environmental doom, often felt by individuals concerned about climate change and ecological degradation.

Sustainababble – a blend of “sustainability” and “babble”, this term refers to vague or insincere language surrounding environmental issues.

Greenwashing – misleading information presented by organizations to appear environmentally friendly without substantial actions to back up their claims.

Biomimicry – an innovative approach that seeks sustainable solutions by emulating nature's time-tested patterns and strategies.

Degrowth - an economic and social movement focused on the reduction of consumption and production, prioritizing sustainability and well-being over economic growth.

Carbon footprint – the total greenhouse gas emissions caused directly and indirectly by an individual, organization, event, or product, expressed in carbon dioxide equivalents.

Zoonotic – referring to diseases that can be transmitted from animals to humans, highlighting concerns related to biodiversity and habitat destruction.

Permaculture – a system of agricultural and social design principles that simulate the patterns and characteristics observed in natural ecosystems.

Food sovereignty – the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods.

Upcycling – the process of transforming waste materials or unwanted products into new materials or products of better quality or for better environmental value.

Ecosystem services – the benefits that humans derive from ecosystems, including provisioning, regulating, cultural, and supporting services.

Biodiversity hotspots – regions that are both rich in biological diversity and under significant threat from human activities.

Permadynamics – a term emphasizing the dynamic processes involved in permaculture, reflecting both change and resilience.

3. Media and culture. Popular culture, including films, music and social networks, actively introduces new words. Phrases, like “viral content”, become common thanks to the Internet. Neologisms in media and culture often emerge from social trends, technological advancements, communication.

Binge-watch – the act of watching multiple episodes of a TV series in one sitting, popularized by streaming services.

FOMO – short for “Fear of Missing Out”, it describes the anxiety that an exciting or interesting event may be happening elsewhere.

Shooketh – a blend of “shook” and “taken aback”, used to express shock or disbelief, often in a humorous context.

Ghosting – the practice of suddenly cutting off all communication with someone, especially in dating contexts, without explanation.

Cancel culture – the phenomenon of withdrawing support for public figures or companies after they have done or said something deemed objectionable.

Frenemy – a person with whom one is friendly despite a fundamental dislike or rivalry, highlighting complex social relationships.

Lit – originally slang for intoxication, it now refers to something exciting, excellent, or particularly good, often used in party contexts.

Viral – describing content that spreads rapidly across the internet, usually through social media platforms.

Snackable content – short, easily digestible pieces of media, such as videos or articles, designed for quick consumption.

Influencer – a person who has the power to affect the purchasing decisions of others because of their authority, knowledge, or relationship with their audience, typically on social media.

Crowdsourcing – the practice of obtaining information or input by soliciting contributions from a large group of people, often via the internet.

Woke – originally a term referring to awareness of social injustices and inequalities, it now often encompasses broader discussions on social justice issues.

Microaggression – everyday subtle, unintentional, and oftentimes dismissive interactions or behaviors that convey prejudiced attitudes toward a marginalized group.

Flex – to show off or brag, especially about one's possessions or achievements, often shared on social media.

These neologisms reflect shifts in cultural norms, technological impact, and the ways we interact and communicate in contemporary society. But there are problems translating neologisms. There is not always an equivalent of a neologism in the target language. This requires the creation of a new word or conveying the meaning through explanations. In addition, some neologisms may contain cultural references, which makes them difficult to transfer. Here it is important to adapt the translation so that it is understandable to the target audience.

Neologisms may be incomprehensible even to native speakers, so the translator must take into account the audience's level of awareness of the new term. Moreover, languages are constantly evolving, and a neologism can quickly become outdated. The translator must be aware of current linguistic trends:

- contextual translation (understanding the context of use of a neologism allows you to convey the meaning more accurately);
- creation of new terms (sometimes it is necessary to introduce new words using existing language resources);
- adaptation and explanation (in some cases, it is worth adapting the term and supplementing the translation with an explanation or footnote).

Thus, working with neologisms requires translators to be creative and attentive to linguistic and cultural features. This is an important aspect of translation that helps to preserve the meaning and relevance of the text.