

Снег ассоциируется с холодом, зимой. Холодность — одна из характерных черт этого персонажа.

5. Описание. Deluminator — it looked like a silver cigarette lighter but it had, he knew, the power to suck all light from a place, and restore it, with a simple click. Делюминатор походил на серебряную зажигалку, однако мог одним щелчком высасывать из любого помещения весь свет и возвращать его обратно. Так как делюминатор выдуман Джоан Роулинг и не имеет аналогов, то она сама дает описание этого предмета.

В заключение следует отметить, что применение тех или иных переводческих трансформаций зачастую зависит от переводчика и его выбора. В первую очередь переводчики стремятся передать мысли автора, содержание, а также сохранить стилевую, стилистическую и художественную ценность оригинала. Художественный перевод, как поэтический, так и прозаический — искусство. Искусство — плод творчества. А творчество несовместимо с буквализмом.

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Word coinage and ways of forming neologisms

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No living language remains stable; its vocabulary is constantly growing and changing. Some words drop out of the vocabulary of a language with changes in the social system, with the growth and development of culture and technology. New words often enter the language through mass media or through word of mouth — especially by younger people. Newly coined words, word combinations, a new meaning for an existing word, or a word borrowed from another language, the novelty of which is still felt, are defined as neologisms. With the fast development of the Internet and electronic communication such words become an integral part

of our everyday life and very often we do not even identify them as neologisms, although they did not exist earlier. For example, *friend farming* means the practice of adding many contacts (as on Facebook) by using a list of another person's friends; *e-acquaintance* – electronic acquaintance (in social networks); *e-upmanship* – the act of showing up another person by claiming to receive more email messages per day than they do; *netois* (net patois) – the unique language and vernacular found on the Internet.

New lexical units may be coined through vocabulary extension and semantic extension. Vocabulary extension is the appearance of new lexical items which usually appear as the result of productive (patterned) ways of word-formation; non-productive (non-patterned) ways of word-formation; borrowing from other languages. Semantic extension is the appearance of new lexical meanings of existing words.

Neologisms are usually coined out of elements, which already exist in modern English. Deliberate coinage is mostly the product of one's creativity, ingenuity, and imitation. The most widely used patterned means are affixation (suffixation and prefixation), conversion and composition.

Suffixation: *denial-ist* (noun) – one that denies established scientific theory; *configurat-or* (noun) – a software tool that provides a functional arrangement of data for computer applications; *shift-less*, (adjective) – description of a person who types entirely in lowercase letters; *to vector-ize* (verb) – to convert digitized images from a raster format to a vector format for storage or manipulation; *meat-ery* (noun) – butcher shop, a place to buy meat.

Prefixation: *hypo-christian* (noun) – a person who claims to live as a Christian but whose actions are contradictory; *in-service* (noun) – a lecture or presentation made to a group of specialists or professionals (as educators, physicians, or pharmacists) as a means of further training; *mega-city* (noun) – very large, enormous city .

Conversion: *to google* (google, noun) – to search information in the internet with the help of the google network; *to boss* (boss, noun) – to manage somebody; *to butcher* (butcher, noun) – to cut meat.

Composition: *modlet* (noun) – [modern + outlet] – an appliance that is plugged into a wall outlet that monitors power usage of appliances and shuts off power at the source when not in use; *merroir* (noun) – [mer (sea) + terroir] – the salt water elements found in the sea or river environment that contribute to the distinctive taste of harvested shellfish (as oysters); *funtivity* (noun) – a fun activity; *heightophile* (noun) – a person who likes heights or high places; *encryptlish* (noun) – [Encrypted + English] – correspondence from a non-native English speaker that, although well-intentioned, makes creative use of English grammar and spelling. Some components of compound nouns often become centers of inventions by analogy. For instance, the component sick in seasick

and homesick led to invention of airsick and carsick. Quake in earthquake led to birthquake (population explosion); scraper in skyscraper led to thighscraper (mini-skirt), armageddon led to snowmargeddon (extremely large snow).

Occasional lexicalization of phrases is an effective linguistic device used for stylistic purposes. E.g.: *ghost call* (noun) – a phone call from an unknown number or one with no caller on the line if answered; *bad tongue day* (noun) – a day in which a person frequently mispronounces words and stumbles over sentences; *squirrel gardening* (noun) – the accidental “gardening” that occurs when squirrels transfer seeds and bulbs from one part of a garden to another, or even between gardens; *thirty-second surfer* (noun) – a person who channel surfs during a TV commercial; *Monday morning idea* (noun) – a fuzzy, incomplete idea that is clearly the product of a mind not quite yet in synch with the workaday world.

Shortening results in new lexical items proper only in written speech, especially during chatting and emailing, e. g.: PPL – people, b-day – birthday, smh – shaking my head (in a disapproving response to something in the previous letter); UCE – unsolicited commercial e-mail or spam; TYVM – thank you very much; EOC- end of conversation.

Semantic extension is the appearance of new meanings of already existing words in the given language. This process is caused by the changes in social life of a community and adaptation of the existing words to special purposes; e.g.: hard drive (originally meant only heavy traffic on city roads, now also refers to slow work of a computer); garage (once meant any safe place, now means specifically a building for housing automobiles); vulgar (originally meant happy).

So, neologisms are the best proof of the fact that languages are alive phenomena. The more changes take place in it, the more neologisms appear. They reflect all changes happening in our life from the development of technology to the cultural and socio-political alterations.

Литература

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