

Functioning of Neologisms in Media

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Language is very sensible to every change in the social change of everyday life of people. The existence of different innovative elements and lexical units is the result of these changes. Learning any language starts with the acquaintance with its vocabulary, because a language contains words as a house contains bricks.

The richness of language lets us speak differently and over time create new words, which is known as a “neologism”. Neologisms are generated in a language from elements that differ in origin, but they are always connected with the adaptation of the traditional words or terms to the times in which they originate. A neologism is a new way to show and express an idea or concept which was previously expressed with another words, or in some cases may not have existed. *“English is a vacuum-cleaner of a language. It sucks words in from any language it makes contact with”* (Crystal 2007: 59).

Generally, the origin of the neologism comes from colloquial expressions that are outside of the language and are spontaneous inventions in a language and oral communication. To express the process of creating new words, different actions can be introduced in ways that are unintended and unplanned. Among these words we find the union of terms that previously were separately, combination, derivation.

Nowadays, the establishment of neologisms is much more prevalent and obvious than at other times, which may be due to globalization, the importance of media in daily life, the simplification of language and the substitution (slow but progressive) of print communication to communication more centered around oral practices.

However, neologisms that are created are not always meant to be coined in a language in the long-term; Many of them go through stages of instability, stability, acceptance and, perhaps, are later forgotten.

Language is always changing, developing, and fitting to the needs of its users. If English had not been undergone the changes since, for example, 1950, we would not have had

words connected to fax machines or cable TV. As long as the need of a language user continues changing, so is the language. The change is so slow that from year to year we hardly notice it. But if you read Shakespeare's writings from the sixteenth century, it may cause difficulties. If you go back for more centuries, Chaucer's *Canterbury Tales* are too more difficult for understanding.

The reasons of language changes can be summarized as follows:

- Firstly, it undergoes changes because the needs of its speakers change. New technologies and new experiences request new words to define them clearly and efficiently.
- Secondly, because of so many varieties of language. There are no two people who have exactly the same language experience. We all use a bit different set of words and constructions, which depend on different factors, e.g. our age, job, education level, region where we live etc. We pick up new words and phrases from various people we talk to, and we combine them for making something new and unlike to any other person's particular way of speaking.

Many of the changes which appear in language begin with teens and young adults. As young people communicate with others of the same age, their language develops through with words, phrases, and combinations, shortening forms that are different from older generation. Some words have a short life, but others spread around to affect the language as a whole.

New words and phrases are used in spoken and informal languages sooner than in formal, so can be a truth that the phrases you hear from teenagers might not yet be appropriate for business letters. But it does not mean they are worse - just newer.

We get new words from many different places. We borrow them from other languages (*sushi, chutzpah*), we create them by shortening longer words (*gym* from *gymnasium*) or by combining words (*brunch* from *breakfast* and *lunch*), and we make them out of proper names (*Levis, fahrenheit*). Sometimes we even create a new word by being wrong about the analysis of an existing word.

The technological development has probably the most significant impact on the language. And the computerization is the most remarkable feature of the technological progress of the last decades.

Earlier technological developments left their mark on the language. The railroads spread expressions like *going off the rails* and *getting sidetracked*; the steam engine produced *working up a head of steam* and *full steam ahead*; and the automobile left us with *pedal to the metal*. Not surprisingly, phrases which originate from the computer age tend

to be more sardonic and pejorative. *Brainstorming* relates to group discussions devoted to the assignment of blame; the acronym *kiss* means *keep it simple stupid*; and *ego-surfing* alludes to Internet searches for someone's own name.

Cyberland has been heavily influenced by pop culture and it boasts its share of counterculture phrases drawn from amusing books, children's stories, scientific movies and New Age movements. *Deep magic* (meaning "an awesomely arcane technique central to a program or system") comes from C. S. Lewis's "Narnia" books; the online abbreviation TTFN (meaning "ta-ta for now") comes from "Winnie the Pooh"; and "fear and loathing" (meaning the state of mind "inspired by the prospect of dealing with certain real-world systems and standards that are totally brain-damaged but ubiquitous") originate from Hunter S.

But for all its playful love of puns and cool disdain for *suits*, the high technology world is, at heart, a cruel, vindictive place ruled by the merciless dynamics of the marketplace. There are multiple terms for success (such as: *winnage*, *winnitude*).

OCCASIONALISMS AS THE SOURCE OF NEOLOGY. Author neologisms are known as occasionalisms, an author chooses language means very assiduously and he should encode his message in such a way that the reader could decode it, could withdraw the information meant for him. Author neologisms cover a wide layer of vocabulary: from obvious things and actions, which often have their own names, to the names of new unreal things, fantastic characters, including those that are not important, that is, those about whom we know nothing but the names.

Every period in the development of a language produces an enormous number of new words or new meanings of established words. Occasionalisms are one of the most exciting phenomena of this process. Author neologisms appear to convey the author's purpose. Most of them do not live long. They are not meant to exist for a long time. They are used at the moment of speech, and therefore possess a peculiar property - that of temporariness. The given word or meaning lives only in one concrete context and is meant only to 'serve the occasion'. Since author neologisms are of occasional character, they are sometimes referred to as 'occasionalisms' or 'nonce words'. They form the less investigated group of innovative lexical units. Coining new words is a process of experimentation and a source of creative linguistic pleasure for authors. Let us review the different features of author neologisms: 1) occasional words are created in speech directly for a particular situation; 2) extraordinary and unfamiliar perception of occasional elements; 3) their appearance in a language is always unpredictable. They are facultative; 4) occasionalisms are very expressive

because of unaccustomed perception and because of special concentration of content. It is important to admit that creators of occasional units are known. Author neologisms are recently coined words, meanings of words, which are used once in any text, or process of communication. They do not tend to become the units of a dictionary.

Occasionalisms are used in many spheres and one of is mass-media. Newspapers are one of the media which has a significant role in creating and spreading neologisms by using these new words in their articles.

NEOLOGISMS IN NEWSPAPERS. *Mass media* such as television, newspapers, magazines, are the ways of communication that reach large numbers of people in a short time. Bolinger (1980: 163) adopts an extreme point of view: “*in today’s society, the Second Coming will come and go unnoticed, if it is kept away from the media*”. The mass media produce great influence on the English language, newspapers and broadcasting should definitely be mentioned because it is their duty to report things as they happen and thus they are often in need of new terms to describe new happenings, ideas and inventions. Therefore journalists are those who play an important role in creating and spreading neologisms.

Considering the history of the English newspaper writing, we find out that it dates back to the 17th century. There was given only news in the first newspapers, without comments, because commenting was believed to be against the principles of journalism. In the 19th century, newspaper language was recognized as a particular style, characterized by a specific communicative aim and its own system of language means (Morrison, 1932).

Mass media is not only the source of information; it is also, as it has been mentioned before, spreading neologisms. If a word wants to ‘stay alive’, it has to be adopted widely in public speech and used by mass media or special people, such as politicians, authors etc. (Barnhart, 1995). Depending on the editor and on what kind of dictionary a coinage should enter, one thing may be more valuable than another. Of the many thousands of new words created every year, about 200 new words fulfill and make their way into a standard dictionary.

Neologisms are very common in newspaper vocabulary. The newspaper is very fast to react to any new development in the life of society, in science and technology. So, neologisms make their way in newspaper language very easily and often even spring up on newspaper pages. Nowadays, neologisms which are connected to computers and the Internet outnumber all others, for example, *cybersickness* (a feeling of illness caused by using a computer for long periods of time), *keypal* (someone with whom one regularly exchanges e-mail).

Every day newspapers come up with new words and shocking expressions we have to cope with. The Guardian printed a photo of Barrack Obama kissing Venezuelan socialist leader Hugo Chavez. The Guardian headline began: Benetton tears down UNhate ads after Vatican legal threat. It would be interesting to find out how much money Benetton has made by this campaign. One thing is sure - people started to pronounce the word unhate more frequently, which is the social impact of neologisms in practice.

Neologisms have existed since the ancient times. They are still very important in each sphere. Moreover, they demonstrate language dynamics and its creativity. Neologisms occur within all areas of human activity, so that their description represents an inseparable part of linguistic research and thus is utilizable in practice. The great role of producing neologisms has played new technologies and their rapid growth. But newspapers have always been significant from the earliest centuries, as the role of them is to have an influence on people and catch their attention, so an author always tries to use such words that attract people, he often applies to neologism and they themselves are neologism creators as they create a lot of new words.

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