

ENGLISH NEOLOGISMS

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*“No new science is possible without
neologisms, new words or new interpretations of old
words to describe and explain reality in new ways.”
(Ingar Roggen)*

There are over one million words in the English language. [1] So many incredible, with so many fantastic pronunciations that are worth extending your word knowledge. The aim of my presentation is to reveal the areas in which new words appear mostly and their way of formation.

Neologisms are newly created words in a language which are not yet established and familiar to most of its users. [5] Neologisms can be classified into certain subject areas. Since subject categories such as sociology, technology, business, culture and medicine are highly popular and neologisms tend to appear in them very often, they are included in this project.

Technology domain is one of the most highly developed and it is represented by new words because we live in an era of highly developed technologies. For example, from the well-known word *to blog* that means a web page consisting of entries on a particular topic appeared a new word *vlog* that means a blog that contains mostly video content. Another interesting examples are: *a drailing* - composing and sending an embarrassing e-mail message while inebriated; *to frag* - to kill a character in a computer game; *ludology* - the academic study of games, particularly computer games; *a bot herder* - hacker who controls a large number of compromised computers for malicious purposes.[2]

Business is also a rich domain in neologisms. A good example in this sense is the word *wash-up* which means a follow-up discussion after an important incident to suggest improvements or resolve difficult situations at work. We can use it in different contexts, such as: "The boss has called for a wash-up meeting." Job titles are also very rich in neologisms, for example: *a career coach*, *a nanny*, *a cocktailian* and others.[2]

A career coach is a guide who helps to plan a person's career. Most people who have lost their jobs have forgotten that they are capable and skilled human beings. Career coaches try to identify and uncover these things. *A cocktailian* is a person who is an expert at making cocktails. Some other examples from business domain are: *brandalism* - the defacement of public buildings and spaces by corporate ads, logos, and other forms of branding; *a killboard* - a billboard that parodies an existing advertisement in order to

mock or subvert the ad's message, *a passion brand* - a brand that resonates with consumers and makes them passionate about the brand's products or services.

In the field of medicine a lot of words are daily introduced. Some of them have humorous connotations, such as: *a gork* who is a person with unknown ailments" God only really knows" is its explanation. [3] Today people are very preoccupied with their appearance that is why a huge number of neologisms were introduced in the field of sociology, such as: *a botox party* – a social gathering at which a doctor injects the participants with botox to reduce facial wrinkles. Some other examples are: *orphan drug* - a drug used to treat a rare disease and for which the manufacturer receives special tax credits and marketing rights as an incentive to develop the drug; *a street nurse* - a nurse who treats homeless people, drug users, and other denizens of the street; *wallet biopsy* - the determination of a person's financial status or health insurance coverage before admitting that person to a hospital or before performing an expensive procedure; *narrative medicine* - medicine that uses the story of a patient's illness combined with traditional medical practices as a way of understanding, diagnosing, and treating the illness; *thrifer* - an HIV- positive person who remains healthy.[2]

Every neologism is based on some word formation pattern. The techniques mostly used in word-formation processes are: derivation, compounding, conversion, shortening.

The most productive way of neologism formation is compounding.[3] For example: *eco awareness, d-list, mallrat, e-loan, e-teaching*.

To parrot, to major, to google are vivid examples of conversion.

Shortenings are subdivided into: abbreviations, acronyms, blending. Among abbreviations one finds: *www* (World Wide Web), *HTML* (Hypertext Markup Language), *OOP* (Object-Oriented Programming), *HDL* (Hardware Description Language), *I/O* (Input/Output), *IP* (Internet Protocol).

There are also many acronyms among neologisms: *URL* (uniform resource locator), *GUI* (graphical user interface), *DOS* (disc operating system), *SCSI* (small computer system interface), *LAN* (local area network), *GIF* (graphics interchange format).

Blending is a very popular way of making neologisms in present day English: *weblish* (English language on the web). A lot of new meanings appear in well-known words, for example *hat*. *A black hat* means a person who breaks your computer, *a white hat* means a person that puts it back.

At the end of the paper, it should be stressed that neologisms represent a wonderful proof that society and culture develop, and language has a natural capacity to mark the historical and cultural changes of a community. Ideas, thoughts, new inventions, values and cultural conventions are recorded in the English vocabulary. This research demonstrates that neologisms are a rich resource for understanding not just how culture is changing but how people are reacting to this change. Neologisms act as valuable markers of both linguistic and cultural change.

References:

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