

Theme: Neologism

By Cate Karavaitseva

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1.1 The term

- ♥ Etymology: [Greek](#) νεολογισμός [*neologismos*], from νέος [*neos*] new + λόγος [*logos*] word, speech, discourse + suffix -ισμός [*-ismos*] [-ism](#)
- ♥ The term was coined in 1803.
 1. A new word, expression, or usage.
 2. The creation or use of new words or senses.
 3. *Psychology*
 - a. The invention of new words regarded as a symptom of certain psychotic disorders, such as schizophrenia.
 - b. A word so invented.
 4. *Theology* A new doctrine or a new interpretation of scripture.

1.2 Structure

1. The new terms are often created by combining existing words (compound noun and adjective)
Example: *peace-powers, fat-free.*
2. By giving words new and unique suffixes or prefixes.
Example: *unhealthful, bouldering*
3. Neologisms also can be created through abbreviation or acronym.
Example: *IMHO – In My Humble Opinion,*
*Radar - **R**adio **D**etection **A**nd **R**anging*
4. By intentionally rhyming with existing words or simply through playing with sounds.
Example: *healthist*

2.1 Sources & Spheres

We can find neologism in about every sphere, but main sources are:

- **Scientific** – words/phrases created to describe new scientific discoveries.
Example: *prion*
- **Technological** - neologism created to describe inventions. **Example:** *laser*
- **Political** - words or phrases created to make some kind of political or rhetorical point. **Example:** *genocide*
- **Pop-culture** - words or phrases evolved from mass media content or used to describe popular culture phenomena (may be considered a subsection of slang).
Example: *blog*
- **Imported** – words/phrases originating in another language, used to express ideas that have no equivalent term in the native language. **Example:** *tycoon*
- **Trademark** – word/phrase used by a business to identify itself and its products, to ensure they are distinguished from other brands. If legal trademark protection is lost, the neologism may enter the language as a generalized trademark. **Example:** *aspirin*
- **Nonce words** – the words used only for a particular occasion, usually for a special literary effect. **Example:** *quark*
- **Psychological** - nonsensical words spontaneously invented by schizophrenics.
- **Linguistics** – words/phrases created to describe new language constructs.
Example: *Protologism*

2.3 Usage

Why do we need to use a neologism?

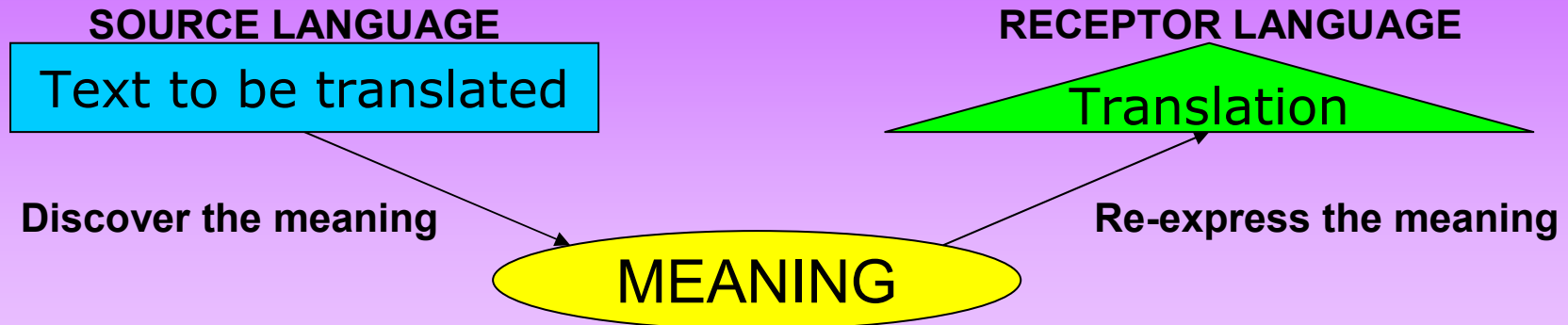
1. To give a name to a new object.
2. To remake the existing word for a better use.
3. To save the native language from loanwords/borrowings.
4. To extend the language.
5. For fun, expression, self-distinction, etc.

Where a neologism occurs more often?

1. In cultures that are changing rapidly
2. In situations where there's easy and fast propagation of information.

Not the time, but the public acceptance makes a big value to neologisms popularity.

2.1. Neologism in translation



When you try to re-express the neologism you have 2 ways:

1. **The "borrowing" of popular word**

- Example: such nouns as *brand, merger, summit, default, deposit, site, spam, tuner, web surfing* and adjectives as *local, creative, top, toolbar*.

-these have equivalents in Russian, but the new "foreign" word is usually preferred (the tendency as a rule is started by the mass)

2. **Find equivalent**

- Russians & Lithuanians in their everyday life got used to certain terms, and they no longer consider them "terms".
- Example: ATM machine (банкомат, bankomatas); account (счет, sąskaita); contract (договор, sutartis); download (загружать, krauti) etc.

2.2 Translation problems

There are 2 rules how to translate a neologism, so we don't have a problem with process of translation. But we do with neologism.

1. Loanwords/borrowings makes native language more polluted. Example: "Americanization" in Russia, when people prefer to use English than native language. (Sori, okei, hai, kul, <swears here>)
2. Neologism in native and foreign language can have a bit different meaning. Example: IMHO.

4. Conclusion

So, on the one side – translated neologism can stretch the language, on the other – pollute it.

But as long as humanity develops there will be new words.

Guess the word

1. *E-mail*
2. *Wallpaper*
3. *Photoshopping*
4. *Shop-a-holic*
5. *Spamming*
6. *Google*
7. *Belt-bomb*
8. *Cool-o-meter*
9. *Easy-pleasy*
10. *Trashification*

Literature:

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