

**Ministry of Education and Science of Ukraine
Dnipro State University of Agriculture and Economics
Philology Department**

Collective Monograph



**Linguistic and Methodological Training of
Students for Future Professional Activities**



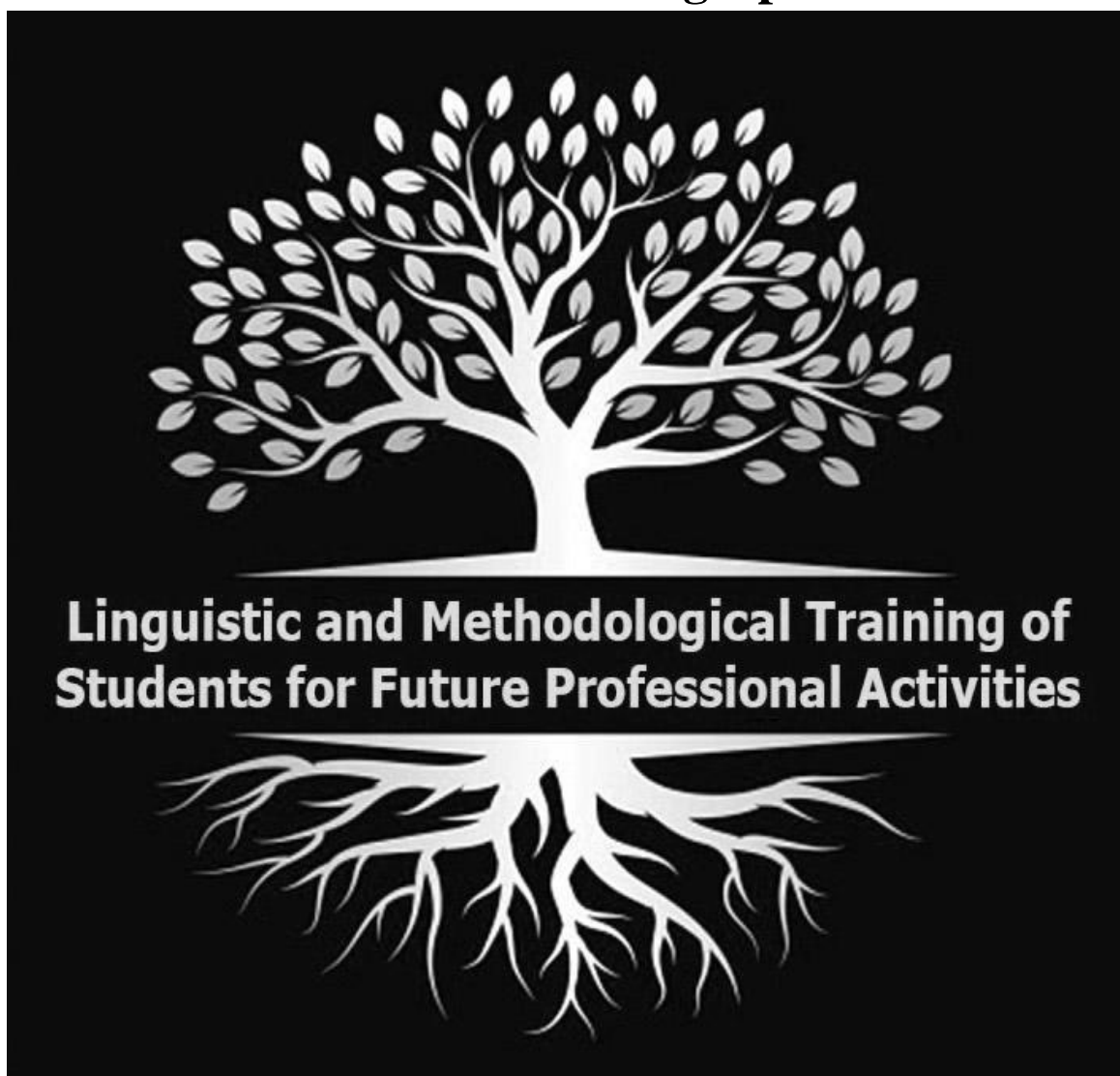
Philology and Pedagogy

Dnipro, 2023

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Section 4

“Translation studies, copywriting, media literacy”

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LINGUAL, SOCIOLINGUAL AND TRANSLATION PARAMETERS OF NEW ENGLISH VOCABULARY AND PHRASEOLOGY

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Abstract. *All languages change over time and change is inevitable for any living language. History records that languages change over time at every level of structure which includes vocabulary, phonology, morphology and syntax. For many people, it may not be easily apparent or obvious in a day-to-day communication on a personal level because many individuals are so intimately connected to their language that they may fail to see its changes. However, languages do indeed change and some languages flourish, some expand and some languages even die. Generation by generation, pronunciations evolve, new words are borrowed or invented, the meaning of old words drifts, and morphology develops or decays. The rate of change may vary from one place to another but whether the changes are faster or slower, they do happen and they happen for a good cause. Having a knowledge of language change and causes of change are essential for students of language. It also is a significant topic for linguists, who take a descriptive attitude and accept that change is inevitable and it does happen for a better reason for all human kinds.*

Linguists have traditionally studied variations in a language occurring at the same and how language develops over time as both can be useful aids to understanding. This essay will discuss about causes that lead to changes of the English language and types of change. There are many factors that play roles in changing languages and they include politics, social, culture technology, environment and moral. Such factors can be extremely broad and complex in nature; therefore, this essay will only discuss about political, social and technological in a general term.

There are types of English language change which include lexis (word), semantics (meaning of word), phonology (sound), and syntax (grammar) and the study of these different types can be extremely complex. Therefore, there only a general and a few examples about the different types of change will be discussed.

Key words: phraseology, word combinations, affixation, collocations of words, lexicology.

Introduction. The article is devoted to investigating word-formative processes in the English where by the means of communication technologies enrichment of the language and other extra-lingual processes new linguistic units occurs. **The purpose of the research** is to identify the level of lingual, sociolingual and translation parameters of new English vocabulary and phraseology.

A research problem. There is no single solution to the problem of translating new vocabulary and phraseology. The translator finds out the meaning of the word based on the structural and semantic features of the neologism, context, abstract literature and their own background knowledge, and then creates references.

Relevance of research is in the detailed investigation of phraseological units and identify the level of lingual, sociolingual and translation parameters of new English vocabulary and phraseology.

The aim of the article is investigating word-formative processes in the English.

Objectives of the study are: to define the concept of translation; to define phraseological units; to classify the ways of translation; to analyze phraseological units from the semantic perspective; to establish the differences between different types of translation.

Scientific novelty is verified by its topicality and the interest of scientists in the stated topic.

Research material. The article is based on the material of the English-Ukrainian dictionary of neologisms of the English language, which contains almost a thousand new words, their lexical-semantic variants (new meanings) and stable phrases of the English language that appeared in 2009-2019. Lexical and phraseological units included in this dictionary and served as material for the analysis of methods and mechanisms of innovation creation and translation features.

PHRASEOLOGY

Phraseology is usually presented as a sub-field of lexicology dealing with the study of word combinations rather than single words. It appeared in the domain of lexicology and is undergoing the process of segregating as a separate branch of linguistics. The reason is clear – lexicology deals with words and their meanings, whereas phraseology studies such collocations of words (phraseologisms, phraseological units, idioms), where the meaning of the whole collocation is different from the simple sum of literal meanings of the words, comprising a phraseological unit. These multi-word units are studied in a wide range of linguistic research and a considerable arsenal of empirical approaches has been used to identify phraseological units: metaphor theory and conceptual integration theory in the processing of figurative phraseological units, natural language processing (automatic extraction of phraseological units), phraseology in language acquisition, comprehension and education in language teaching, interpretation of phraseologisms in terms of culture, including differences in cultural knowledge and the speaker's motivation of idiomatic meaning, etc.

The term phraseology designates the discipline as well as its object, the set or totality of phraseologic units in a given language. As an autonomous discipline, the object of research of phraseology consists in phraseologic units from a given language (or a group of languages). The concepts, different authors define it differently, sometimes do not provide a clear-cut definition, or conflate several terms that many scholars prefer to distinguish. However, a closer comparative look at the vast majorities of studies that exist allows for identifying a set of parameters that are typically implicated in phraseological research.

We believe a rigorous definition of co-occurrence phenomena in general, and phraseology in particular, needs to take a stand regarding at least the following six parameters: the nature of the elements involved in a phraseologism; the number of elements involved in a phraseologism; the number of times an expression must be

observed before it counts as a phraseologism; the permissible distance between the elements involved in a phraseologism; the degree of lexical and syntactic flexibility of the elements involved; the role that semantic unity and semantic non-compositionality/non-predictability play in the definition.

As to the first criterion, the definition of a phraseologism we will adopt is among the broadest conceivable ones. We consider a phraseologism to be the co-occurrence of a form or a lemma of a lexical item and any other kind of linguistic element, which can be, for example, another (form of a) lexical item (kith and kin is a very frequently cited example of a nearly deterministic co-occurrence of two lexical items, as is strong tea); a grammatical pattern (as opposed to, say, a grammatical relation), i.e. when a particular lexical item tends to occur in/co-occur with a particular grammatical construction (the fact that the verb hem is mostly used in the passive is a frequently cited case in point).

A phraseological unit is a word-group which presents a functionally, semantically and structurally inseparable unit. Phraseological units or idioms are contrasted to free phrases. By phraseology, we mean the branch of linguistics dealing with stable word-combinations characterized by certain transference of meaning. Despite differences of opinion, most authors agree upon some points concerning the distinctive features of phraseological units, such as: Integrity (or transference) of meaning means that none of the idiom components is separately associated with any referents of objective reality, and the meaning of the whole unit cannot be deduced from the meanings of its components; Stability (lexical and grammatical) means that no lexical substitution is possible in an idiom in comparison with free or variable word-combinations (with an exception of some cases when the author makes such substitutions intentionally). The experiments conducted in the 1990s showed that, the meaning of an idiom is not exactly identical to its literal paraphrase given in the dictionary entry. That is why we may speak about lexical flexibility of many units if they are used in a creative manner. Lexical stability is usually accompanied by grammatical stability, which prohibits any

grammatical changes. Separability means that the structure of an idiom is indivisible; certain modifications are possible within certain boundaries. Here we meet with the so-called lexical and grammatical variants. To illustrate this point we will give some examples: “as hungry as a wolf (as a hunter)”, “as safe as a house (houses)” in English. Expressivity and emotiveness means that idioms are also characterized by stylistic colouring. In other words, they evoke emotions or add expressiveness.

THE WORD-FORMING ELEMENTS

The new units of the last decade show that the English language continues to enrich its vocabulary almost exclusively thanks to its own linguistic resources, taking into account the fact that a significant part of these resources, in particular lexical units, individual morphemes and word-forming elements, was borrowed during the history of formation and development of English from other language systems. Word formation shows the greatest activity and productivity, that is, the creation of new lexical units on the basis of existing material by means of “processing” this material in various ways. Affixation continues to be a productive way of replenishing the vocabulary, and prefixation comes to the fore, especially with the participation of prepositional elements, the etymons of which were ancient Greek lexical units.

Derived nouns and adjectives with the word-forming element bio- are actively being created to reflect concepts related to living nature, with its imitation: bioartificial “created artificially from cells and biomaterials”, biocremation “the process of cremating the body of a deceased person using water and a chemical substance”, biodesign “using living things such as plants, bacteria to create various products, including works of art”, biohacking “using the principles of biology to make your body work more efficiently”, bioprinting “the process of printing layers of cells to create artificial body tissue”.

The international element super- to denote extremeness participated in the formation of such noun innovations as superAger “a person over 80 years old who does not show signs of deterioration of mental abilities”, super coffee n “coffee with

ingredients such as various family, spices (in order to make it more useful for health)", superdiversty "extraordinary diversity of the racial and ethnic composition of the population", super-gentrification "at a higher level of a certain middle-class area", supertasker "a person who does multitasks very efficiently at the same time", supertunnel "a super long or extremely aesthetic tunnel". Note that in previous decades there was a tendency to replace the super- element with the mega- element: everything that was simply "super" became "mega". Over time, the hyperbolic connotation of the element mega- has apparently "erased": only one new word has been recorded - megamoon "honeymoon that young people spend together with their friends".

At the beginning of the 21st century, the prefix nano- in the meaning "microscopic" began to actively function in the English language (the etymon meaning of the ancient Greek word nano "dwarf"), since this century is often called the "nanoage" in connection with the "nanorevolution" (nanorevolution), the possibility of creating machines, devices, objects of microscopic dimensions (nanobot, nanocomputer, nanosatellite). However, "microscopic" is practically absent in the meaning of innovations of the last decade with the prefix nano-. These innovations introduce more "real" quantitative and qualitative concepts, and the specified prefix is to some extent synonymous with the micro- element: nanoblock "a very short closed circuit", nanobreak "a short rest (within one day) spent outside the home", nanodegree "a certificate of attending certain specialized and courses at a higher educational institution in a short period of time", nanogardening "micro-gardening", for example, growing plants on a balcony or in a courtyard, nanotecture (nano + architecture) "small-scale experimental architecture". The element micro- was also productive in the formation of new nouns, with the primary meaning of "microscopicity, minisculeness", etc. being replaced by the denotation of small quantity, ephemerality: micro-adventure "a short-term activity that causes admiration, excitement, for example, a trip, a romantic adventure", micro-credential "a document about education in a narrow field, obtained after a short period of training, which provides skills and abilities to perform

a certain job”, micro-influencer “a user of social networks who does not have many friends in them, but influences people's choices precisely of the products they write about”, micromastery “acquiring mastery, the ability to do one or more minor things very well”, microstay “a short stay of a few hours in a hotel (without overnight stay)”.

Even at the end of the 20th century, linguists wrote about the “cyberplague”, about the creation of a large number of derivatives with the prefix cyber- to introduce concepts related to computers and other information technology, the Internet. The formation of such derivatives continues in the last decade: cyberhoarding “the psychological state of a person when he tends to accumulate information on a computer, not to delete even unnecessary or outdated information”, cyber-scriber (cyberspace + scribe) “a person who publishes something online”, cybersickness “a feeling of nausea, which is caused by long work with electronic devices, the fact that a person looks at the screens of these devices”, cybersoldier “a member of a military team engaged in “cyber warfare”, that is, information systems warfare”.

Environmental problems have been in the center of attention of world society for several decades, which is connected with the active functioning of the eco- element in such innovations as eco-bling “an inefficient environmentally friendly technology, especially one that is installed in existing houses”, ecorithm “an algorithm that interacts with the environment”, ecosexual “an unmarried, unmarried person with a developed ecological consciousness and an aesthetic perception of reality”, ecotherapy “a method of improving a person's well-being through the encouragement of various types of outdoor activities”, eco-thriller “thriller, adventure, thriller film on environmental themes”.

The translation of new vocabulary and phraseology of the English language is a rather difficult issue, since the regular counterparts of such units are untimely recorded in dictionaries in the target language, and belong to non-equivalent vocabulary. At the same time, they are actively used and reproduced in the translated language. According to V. Komisarov, “the presence of non-equivalent units does not mean that their

meaning cannot be translated or that they are translated less accurately than units that have direct counterparts” [2, p. 148]. There is no single solution to the problem of translating new vocabulary and phraseology, the translator finds out the meaning of the word, relying on the structural-semantic features of the neologism, the context, abstract literature and his own background knowledge, and then creates equivalents.

Our observations show that the majority of derived nouns and adjectives formed by affixation with the help of word-forming elements, the etymons of which were the ancient Greek lexical units bio-, mega-, nano-, micro-, cyber-, super-, eco-, are reproduced using adaptive transcoding: biocremation, biodesign, nanobot, nanocomputer, cybersoldier, ecotherapy; combining transcoding and tracing: bioartificial, bioprinting, nanosatellite, micro-adventure, cyberplague. The reproduction of new units takes place according to traditional models, since the word-forming elements of tokens have long been assimilated, and therefore their meaning is easily interpreted through the components even by an average representative of the language community of the target language.

At the same time, it is necessary to note certain features of the narrow use of this vocabulary, caused by its occasionality. We often observe cases when the meaning is revealed in the context, and then no additional explanation is needed: The rise of cyberchondria and cyberhoarding: Internet use is fueling new conditions where people compulsively self-diagnose health issues and stockpile data

[<https://www.dailymail.co.uk/sciencetech/article-6254607/Internet-giants-urged-helpscientists-tackle-problem-online-behaviour.html>]. If you transcode cyberchondria, cyberhoarding, the recipient will get a fairly accurate understanding of these concepts.

In the case when the narrow context is not enough for understanding, as, for example, in this fragment: Cyberhoarding creates health problems a new team, named the European Problematic Use of the Internet Research Network, this week said it would examine the condition to measure its long-term impact on web users

[<https://www.telegraph.co.uk/technology/2018/10/10/life-cyberhoarder-addicted-digital-files/>], the translator should also add a descriptive translation - cyber hoarding (reluctance to delete information collected on the Internet), which is not always possible, as it leads to a significant linear lengthening of the text.

In cases where the meaning is not deduced from the context, descriptive translation or combined renaming (transcoding + descriptive translation) is the only way to achieve translation accuracy. In the following sentence, the neologism super-agers, formed with the participation of a prepositional element of Greek origin, can be rendered by an approximate functional analogue “long-lived”, but at the same time we will lose an important component of the denotative meaning, since super-ager is a long-lived “in good sense” and “physical form”, that is, we are talking about elderly people who are mentally and physically efficient, people over 80 years old who do not show signs of deterioration of mental abilities: Dr. Bradford Dickerson, a neurologist at Harvard-affiliated Massachusetts General Hospital and his colleagues have been studying super-agers for several years.

[<https://www.health.harvard.edu/healthy-aging/what-does-it-take-to-be-a-super-ager>].

Sometimes the reason for inaccuracies in the translation of neologisms is the discrepancy between the scope of the concepts of the original language and the translation. For example, the translation of the novel superdiversity as extraordinary diversity needs to be clarified, because, first of all, it means the diversity of the racial and ethnic composition of the population, and such a translation only partially reproduces the depth of the concept. In the following example, the concept of superdiversity implies not only gender, racial, age, cultural diversity, but also different vision, values, experience, knowledge, etc.: To coincide with the unveiling of the new artwork, Tate Britain will host a debate, tomorrow... exploring the legacy and impact of multiculturalism in the context of the arts in Britain today. Is multiculturalism a spent force that promotes cultural disharmony? What does multiculturalism mean in a context of globalization and superdiversity?

[<https://ec.europa.eu/growth/regional-innovation-monitor/organisation/greaterlondonauthority>].

Regarding suffixation, it can be noted that traditionally productive word-forming elements -ism, -ist, -ation, -er were active. The suffix -ism continues to realize a relatively new meaning "discrimination of a certain category of people: adultism "discrimination aimed at young people", flexism "discrimination of employees who have a "flexible" work schedule", singlism "discrimination, marginalization of unmarried, unmarried people". In fact, the element -bot, a fragment of the word robot, separated from this word as a result of its participation in previous decades in "telescopic" formations, turned into a suffix. Neologisms nukebot can serve as examples of recent formations with the -bot (nuclear + robot) "a robot designed to work in places with a high level of radiation", chatbot "a computer program that uses artificial intelligence to simulate a conversation, dialogue with by the user", cobot (collaborative + robot) "a robot that works alongside a human doing the same task".

A similar situation is observed with the element -kini, which emerged from the word bikini "mini bathing suit" and is a trace of the so-called "false" etymology and the creation in previous decades of such units as camkini, monokini, tankini, zerokini. In recent years, their number has been replenished with neologisms facekini "a mask worn on the beach to prevent sunburn of the face", slashkini "a closed" bathing suit consisting of one item, with numerous holes and with the impression that it has been cut."

The method of translation of innovations that are formed by suffixes depends on the degree of assimilation of the elements in the target language, their semantic load and the relevance of the concept itself. For example, such units as adultism, flexism, singlism need not only transcoding, but also descriptive translation, in case there is no contextual interpretation, and transcoding is enough to reproduce chatbot, monokini, tankini.

COMPLEX WORDS

As in all previous periods of the development of the English language, a large number of new units were created by composition (word formation). Complex words of the English language justify their name not only because they are complex in structure, but also in terms of semantics: more often, the whole meaning of a composite is not the sum of the values of its components. At the very least, we are talking about a "semantic appendix", and in most cases there is a complete or partial reinterpretation, so a significant part of complex words can be considered phraseological units. The most productive model of the composition remains the syntactic model of the formation of binary units according to the N + N scheme. In this model, first of all, it is necessary to distinguish the union of two simple (root) nouns: barrel bomb "self-made explosive device in which explosives are placed in a barrel", bee brick "a type of brick with small holes that serve as a kind of shelter for bees and for reproduction", blockchain "an encrypted database of Internet business operations", burn book "a diary with critical records themselves in relation to other people", diesel farm "a small power plant built on agricultural land and running on fossil fuel", size inflation "increase in available clothing sizes".

There are cases when the second component of composites is a derived, suffixed word: back whisperer "a healer, a person who helps patients with back pain without using standard drugs", doorbuster "a product, an item that is sold very cheaply in order to attract buyers, forcing them to buy more expensive goods", sadfishing "narrating in social networks about their misfortunes and problems in order to draw attention to themselves and evoke sympathetic responses", skyrunning "sports running at an altitude of at least two kilometers above sea level", rooftopper "a person who climbs to the roofs of tall buildings, skyscrapers for photography, very often at the risk of life".

And then new composite verbs are created: pocket dial "to call someone accidentally from a mobile phone lying in your pocket", sage-smudge "to light an aromatic herb such as sage to purify the air and remove negative energy", skinny-bash

“criticize a person for being "skinny as a cod”. Several polycomponent complex words were recorded, especially adjectives: nose-to-tail “one who considers: the whole animal, from head to tail, edible (about the approach in cooking)”, walk-on-by “indifferent, such, which does not express sympathy”, pay-what-you-can “with unmarked prices, calculated only on the financial capabilities of buyers (about the store)”.

In the last decade, such a method as telescoping (splicing, merging, contamination) has been extremely active, that is, when a new unit is created from fragments, fragments of two words or from one complete word and part of another. This method is considered an economical means of reflecting a complex, extended concept or a combination of two concepts in a fully formed language unit. Telescopic words are mostly represented by nouns, as will be demonstrated later, but there are cases of creating adjectives and verbs: beditate (bed + meditate) “to think about something while in bed, ponder before sleep”, bronde (brown + blonde) “such, which has a brown and light blond color at the same time (about dyed hair)”, mansplain (man + explain) “to explain something to a woman contemptuously, condescendingly (about a man)”, thrillax (thrill + relax) “do something that is interesting , exciting and at the same time relaxing”.

The most productive model of telescoping can be considered the model of combining the full first word with the final fragment of the second: farmscraper (farm + skyscraper) “a multi-story building that can be used for growing grain crops”, fatberg (fat + iceberg) “accumulation of fatty mass in the sewage system, caused by the fact that the residents of the buildings constantly pour such substances into the sewers”, firenado (fire + tornado) “fire tornado”, a large flame that swirls in the form of an upward cone (caused by turbulent air in conditions of intense heat), floordrobe (floor + wardrobe) “a pile of clothes on the floor (instead of being in a closet)”, churnalism, (churn + journalism) “a journalistic practice in which the sources of articles are not reports from the places of events, but official information, press -releases”, shaleionaire

(shale + millionaire) “a person who owns land on which found a deposit of shale, and thus became rich by leasing this land to a company that extracts natural gas”.

Another productive model is when the initial fragment of the first word is combined with the final fragment of the second word: bankster (banker + gangster) “a banker who conducts illegal financial transactions”, headtrepreneur (headmaster + entrepreneur) “a school director who pays considerable attention in his activities to obtaining finance from private entrepreneurs for the equipment and development of his educational institution”, magnetricity (magnetic + electricity) “a magnetic charge that acts like an electric one”, shacket (shirt + jacket) light jacket that resembles a shirt", thrisis (thirty + crisis) "the feeling of dissatisfaction, disappointment of a person who reaches the age of thirty, which can cause drastic changes in life", drouser (dress + trouser) "a type of "hybrid" women's clothing, which consists of a dress that joins the pants." Sometimes the first or second word can be represented by one letter: bleisure (business + leisure) "a combination of business travel and leisure" dorgi (dachshund + corgi) "a breed of dog, a hybrid of a dachshund and a corgi (a type of decorative domestic dog)", mob (modern + + snob) "a person with snobbish views on modern fashion, brands."

The popularity of telescoping is determined by the fact that recently created neologisms participate in it. Thus, the word selfie "self-photo taken with a mobile phone", which turned into an internationalism, served as a model for a whole series of innovations, in particular for telescoping gelfie (gym + selfie) "selfie", self-photo taken in the gym." Another well-known internationalism of Brexit "the exit of Great Britain from the European Union" was also created with the help of the telescopic mechanism (Britain + exit). At the same time, the word Brexit has already contributed to the formation of another telescoping - Bremonoaner (Brexit + moaner) "someone who is unhappy with Britain's desire to leave the European Union." In this case, it is logical to write about secondary telescoping as a way of creating innovations. In addition, the word Brexit was turned into a model for such innovations as Calexit (California + exit)

"movement for the separation of the state of California from the United States", Grexit (Greece + exit) "the possible exit of Greece from the European Union".

BORROWING

Borrowing also began to take part in telescoping, in particular, Arabic words: haloodie (halal + foodie) "a gourmet who only eats dishes, especially meat, prepared "in the Muslim way", hijabista (hijab + fashionista) "designer fashionable clothes for Muslim women", jihottie (jihadist + hottie) "an attractive woman who participates in or supports terrorist activities". The mechanism of telescoping can be combined with phonetic mechanisms, with a play on words: peticure (pet + pedicure) "pedicure and cosmetic procedures on the feet and claws of domestic animals", phool (phishing + fool) "a person who is forced through manipulation, deception to act against one's advantage", sneckdown (snowy + neckdown) "an obstacle created by nature itself for the fast movement of motor vehicles in the form of snowdrifts and piles of snow on the streets".

ABBREVIATIONS AND ACRONYMS

As in all previous periods of development, the English language in the last decade has been replenished with a significant number of abbreviations and acronyms. Among the abbreviations, it is possible to distinguish, first of all, units in the form of words, which are represented by abbreviations of the final components of two words in a word combination: Par-Don (Paris + London) "a person whose place of life is divided between Paris and London", pass-agg (abbreviation of the words passive and aggressive) "to behave in a passive-aggressive manner towards someone", fab lab (abbreviation of the word combination fabrication laboratory) "a scientific laboratory equipped with the most modern digital technologies for improving the study of technical, natural sciences and art", fin tech (financial + technology) "an industry consisting of companies that create and sell financial technologies", gran-lit n (short for granny literature) "fiction addressed to elderly women".

All the described novelties, formed by the methods of word-composition and telescoping, require a descriptive translation in almost all cases, rare exceptions are neologisms that are already stably used in the Ukrainian language: blockchain blockchain, reproduced by transcription, fatberg - fatberg, translated by a combined tracing method + transcoding.

Abbreviations, and some of them acquired the status of words, turned into acronyms, mainly reflect certain sociological concepts, that is, categories of people: NEET (Neet) (abbreviation of the phrase Not in employment, education, or training) "a young person who is not works, does not study, does not take a vocational training course", NINJA (No Income, No Job or Assets) "unemployed without means of existence", yuccie n (abbreviation of the phrase young urban creative) "a young person who strives for creative activity, to freedom and at the same time wants to be wealthy (the innovation is modeled after the well-known acronym yuppie)", MAMIL (abbreviation of the phrase middle-aged man in lycra) "a middle-aged man who started cycling, has a very expensive bicycle, spends a lot of money on clothes and all kinds of accessories", Sindie (abbreviation of the phrase single income now divorced) "a divorced woman, which earns its own living." The assimilation of new abbreviations determines their participation in further word-forming processes. For example, from the abbreviation STEM (Science, Technology, Engineering and Mathematics) with the help of a suffix, the derived unit STEMInist "a person who defends equal opportunities in the fields of science, technology and mathematics" was created.

The described innovations-abbreviations are usually transliterated and require decoding and descriptive translation, the exception is the neologism STEM (Science, Technology, Engineering and Mathematics), which is reproduced by tracing the components - NTIM (Science, Technology, Engineering, Mathematics).

The analysis of innovations confirms the opinion that analogy plays a significant role in their formation, that is, when a new unit is created not so much according to an abstract model, but according to the example of a specific linguistic unit (it is such a

unit that is a kind of model) by means of substitution in this unit some structural and semantic elements by others. The meaning of analogy should, in our opinion, be considered taking into account the fact that the role of a wordsmith is not so much to create new words as to generate already existing units in speech.

Let us dwell on the spheres of social life around which the new vocabulary and phraseology of the last decade are concentrated. The first can be called the field of modern information technology, especially the Internet. A distinctive feature of the 21st century is reflected by the word postmateriality, i.e., this century is considered a time when such material objects as film and magnetic tape are no longer used for sound and image recording. Very popular expressions are the phrases the internet of everything "communication, interaction between people, machines, information exchange using a system of combined technological devices", the internet of me "a system of objects with computer devices in them, which are able to connect using the Internet and exchange personal data about the user." They believe that it is quite possible that the Internet will be divided into many parts in the future, which will be determined by national, commercial interests, laws, etc. Such a phenomenon is marked by the splinternet innovation.

Based on the example of the word microscope, the innovation macroscope was created "a system of computer programs and mathematical instructions that make it possible to analyze a very large amount of information about the surrounding world", the neologism infobesity (information + obesity) thanks to the "cybernetic metaphor" introduces the concept of too much information, its oversaturation. By the way, the "cybernetic metaphor", as well as the analogy, was involved in the creation of the phrase Wood Wide Web "an underground entanglement of tree roots and fungi that connects forest plants" (compare the phrase World Wide Web). Oversaturation of information leads to a negative reaction of a certain part of the population to the wide spread of modern technology, and that is why the innovation of techlash became

widespread. It was created by analogy with the word, which introduces the general meaning of a negative reaction to something - backlash.

NEW WORDS RELATED WITH DIFFERENT SPHERES OF LIFE

The creation of word combinations that denote centers of production of modern technology by analogy with the word combination of Silicon Valley is in progress. Thus, the neologism Silicon Slopes characterizes the territory in the state of Utah, where a significant number of enterprises, companies with modern technologies are located, the innovation Silicon Gorge denotes the area in the south-western part of Britain, especially around the city of Bristol, where a large number of business enterprises are concentrated - containers that deal with modern technology". Note that in the previous decade, such units as Silicon Mountain, Silicon Hills, Silicon Republic, Silicon Albion, and even a common name for such centers - Siliconia appeared.

The largest number of innovations related to modern information technology is associated with social networks, which for many millions of people have turned into a special virtual world that replaces their real (real reality). One of the symbols of the Twitter network is the Internet symbol @, which functions as a verb "to write about someone or something on Twitter", the phrase diss tweet denotes a post on the social network "Twitter" of a derogatory or offensive nature, the word Instagirl introduces the concept of a female model who has many fans on the Instagram social network site, the adjective instafamous characterizes such a state of popularity acquired through one's "selfies" on Instagram, the innovation BookTuber denotes a person who circulates a video of a book review on the social media site "Youtube", the neologism kittenfishing figuratively reflects the widespread practice of exaggerating one's positive qualities in material in social networks, especially on dating sites.

A number of innovations are associated with the extreme popularity of smartphones, for example, nomophobia "a person's fear of losing or forgetting his mobile phone somewhere" (a humorous designation created on the model of the word

homophobia), phast (phone + fast) "a certain period of time when a person is not uses a smartphone."

A certain part of the innovations in the field of economics is related to various types and models of economic systems, and it is quite logical that the phraseological activity continues to be revealed by the key word of this field - economy: attention economy "an economic system in which the amount of information posted on the Internet , indicates that companies must compete to attract the attention of consumers", circular economy "an economic model that prioritizes extending the life of goods through their recycling", collaborative economy "the practice of cooperation with other companies or people in terms of ownership, rental, exchange of goods and services", experience economy "an economic system that is based on the active participation of people in everyday life, and not on the purchase of goods", the sharing economy "the economy, which is stimulated by mutual financial assistance between the participants of business cooperation."

In a number of phrases with the word economy, new trends in the creation of economic wealth are defined, for example: flat white economy "an economic system in which wealth is created by a significant number of people who work with the help of modern technology not in offices, but in such institutions , like coffee shops", blue economy "economy of the oceans", in particular wealth, jobs created in the fields of oil production in the oceans, industrial fishing", anxiety economy "economic wealth created by the production and sale of goods designed to appease consumers chiv, to relieve them of anxiety about their future."

As in previous decades, new types of commercial enterprises appear, for example: community mall "an outdoor shopping center with trees, plants and places to sit", guideshop "a store where customers can taste food and order them to your homes", social supermarket "social supermarket", a store intended for the poor (in which food products are sold at significantly reduced prices)". The growing role of e-commerce is reflected in the new phrase Amazon effect "the increase in the level of e-commerce and

the closure of many "physical", real trade enterprises" (the phrase is associated with the online trading company "Amazon", which has achieved significant success in its activities).

Several dozen new words and stable phrases reflect the problems of protection and preservation of the environment. For the most part, they concentrate around such a concept as climate change, global warming, for example: Hothouse Earth "a situation that may arise in the future when it becomes impossible to control climate change, as a result of that large areas of the Earth will become uninhabited", hotumn (hot + autumn) "a very warm autumn as a result of global climate change", precipitation whiplash "a period of very dry weather, which is replaced by a period of very wet" (it is believed that such a phenomenon is caused by global climate change), climate smart "one that contributes to the avoidance of climate change", warmist (global warmist) "a person who believes that global warming is caused by anthropogenic factors, that is, human activity", climate gentrification "a process that contributes to the transformation of an unfavorable climate territory to a more favorable one".

It should be noted that UN Secretary General Antonio Guterres called climate change "the defining problem of our time". It is no coincidence that the Oxford dictionary chose the expression climate emergency as the most used "word of 2019" "an emergency climatic situation, i.e. a condition that requires emergency measures to contain climate change and prevent irreversible damage to the environment." The dictionary's "short list" also includes other units related to climate: climate action "fight against climate change", climate crisis "climate crisis", climate denial "non-recognition of the phenomenon of climate change", eco-anxiety "ecological anxiety" . The compilers of the Collins English Dictionary have chosen the phrase climate strike as the word of the year 2019.

Other new "ecological" units reflect the desire for economical consumption, non-use of materials that pollute the environment: nonconsumption (non + consumption) "the practice of saving resources, which consists in the fact that a person strives not to

buy new things, but to do them yourself or to buy them "secondhand" in order to minimize the damage caused to the environment", planetary health diet "an economical system of food consumption, which, on the one hand, sufficiently provides humanity with food products, but, on the other hand, does not harm the resources of the planet", plastic footprint "a measure of the amount of plastic materials used and thrown away by a certain person" (in terms of environmental damage). The phrase green tape, which was created by analogy with the red tape phraseology "bureaucratic system", emphasizes that there are numerous bureaucratic obstacles in the way of implementing decisions regarding environmental protection.

The largest group of innovations of the last decade are lexemes and phraseological units associated with various new sports, tourism, physical culture and fitness. First of all, we note the designation of new types of tourism and their participants: api-tourism "tourism, the participants of which observe the life of bees and related phenomena", champing (church + camping) "a type of tourism when its participants spend the night in an abandoned church, in which do not hold services", entropy tourist "a person who likes to travel to places of decay, abandoned areas", tombstone tourist "a person who for fun visits cemeteries to look at monuments on the graves of famous people", wild cycling "cycling tourism, which consists in exploring rural, especially "wild" terrain, using not roads, but trails", flashpacking "a type of hiking tourism, for which the participant has all the necessary things in his backpack, including modern electronic devices" (the innovation was created by analogy with the word backpacking), last-chance tourism "a trip to places that are under threat of destruction or disappearance, so that they may not be seen in the future."

The concentration of new units around new types of sports, in particular extreme ones, and their participants, around different types of sports competitions, for example: canicross (canine + cross country) "a sport in which a runner on mountainous terrain has a dog in front of him on a leash in a special harness", slopestyle "a new type of winter sport in which the athlete performs various tricks while jumping high on a

snowboard", droneboarding "a sport when a person, standing on a special board (snowboarding), moves quickly on the snow surface thanks to an unmanned aerial vehicle of the device (drone) to which it is tied", flyboarding "a sport that involves "hanging" an athlete dozens of meters in the air above the water on a special board", highlining, "a type of extreme sport that consists in walking on ropes fixed high above the surface of the water", roller-skiing "sports skiing with wheels-tama on a hard surface, for example, on the road",swimrun "sports competitions in which participants must swim and run a certain distance without a break between these sports", volcano boarding "extreme sport in the form of moving along the slopes of a volcano on a special board."

Various types and methods of physical exercises and fitness are gaining more and more popularity among residents of English-speaking countries. This applies, first of all, to the latest fashionable types and forms of "yoga", of which there are a dozen, for example: acro-yoga "a type of exercise that combines acrobatics with yoga", Air Yoga "a form of yoga in which a person , suspended on a rope, acquires different poses", broga "variant of physical exercises according to the "yoga" system for men",goat yoga "exercises according to the system of "yoga" practiced in the presence of goats", heli-yoga "a hobby among representatives of the wealthy classes, which consists in the fact that they go by helicopter to a certain "deaf" place to do yoga", immersive yoga "a type of yoga, the practice of which is accompanied by soothing sounds and images." Among the so-called "selfies", self-made photos with a mobile phone, yogi photos (yoga + selfie) "self-made photo of yourself while doing yoga for social networks" began to be distinguished.

Examples of innovations that mark other types of physical activities, especially when exercises alternate with rest, can be given: HIIS (abbreviation of the phrase high-intensity interval skipping) "physical activities in which short periods of intense jumps alternate with short periods of rest", fitness snacking "performance of several short-term intense physical exercises during one day", napercise (nap + exercise) "an activity

consisting of physical exercises with short periods of sleep", Bokwa "a type of physical exercise in which dance movements and elements of aerobics are performed (like group exercise)", Prancercise "a type of physical exercise that imitates a horse's gait", Tabata "a type of physical exercise where short periods of intense exercise alternate with short periods of rest".

A significant amount of innovation is caused by the existence of different diets, new dishes and technologies in cooking. There are designations for a number of diets, the purpose of which is usually to lose weight or switch to healthy food: Buddha diet "a diet in which a person eats only for nine hours every day in order to lose excess weight", Cinderella diet "a diet, as a result of which a person reduces the consumption of food products so much that the shape of her body resembles Cinderella - a cartoon character", DASH diet (the word DASH is an abbreviation of the phrase Dietary Approaches to Stop Hypertension) "such a diet that promotes lowering blood pressure", intermittent fasting "a diet in which a person does not eat anything for several days a week, and on other days he eats normally (for the purpose of weight loss)", LALS n (abbreviation of the phrase low-alcohol, low-sugar) "food diet that contains a minimum amount of alcohol or sugar", clean eating "a type of diet that consists in avoiding the use of processed food in favor of fresh "primary". Note that by analogy with the word combination of computer literacy also gave rise to the innovation of food literacy, "a person's awareness of healthy food and cooking".

The further tendency to reduce the consumption of meat and animal products, to vegetarianism, is reflected in innovations: demitarian (demi "half" + + vegetarian) "a person who halves his meat ration", reducetarian "a person who strives to eat as little meat and other products of animal origin as possible." In order to reduce the consumption of meat products by the population, the government takes certain measures, for example, a certain amount is added to the price of meat products, such as bacon, sausage, and paid to the government (in order to reduce the consumption of such products and thereby preventing certain health problems). Such an amount is

denoted by the phrase sausage tax. They continue to develop products with artificial meat substitutes: aquafaba "a decoction of beans and beans that serves as a substitute for egg white in vegetarian cuisine", seitan n "a wheat-based meat substitute", motherless meat "synthetic meat that grown in laboratory conditions from cells", veggie disc "vegetarian food that resembles a hamburger, has a round, flat shape, does not contain meat and is a compressed piece of vegetables".

As for the numerous names of new dishes and products, it can be seen that the French word croissant has turned into a base for several culinary products: crossushi (croissant + sushi) "croissant with sushi in the middle", crotilla (croissant + tortilla) "the brand name of a food that resembles the thin round Mexican bread "tortilla" in shape, but is made of puff pastry like a croissant", cruffin (croissant + muffin) "a small cake that resembles a hot cake in shape, but consists of made of pastries like a croissant", rainbow croissant "a light pastry in the shape of a crescent, made of dough dyed in different colors".

Among the drinks, coffee takes first place with such innovations as: egg coffee "Vietnamese drink consisting of coffee mixed with egg yolk, sugar, condensed milk and butter", goth latte "hot coffee drink espresso, hot milk with the addition of charcoal (which makes this drink black)", supercoffee "coffee with ingredients such as different seeds, spices (in order to make it more useful for health), third-wave coffee "direction in the preparation and sale of coffee, which emphasizes high quality, ecological purity and the use of the latest technologies."

Although the current stage of human development is called the "post-feminist" period, innovations show that the struggle of women not so much "for their rights" as for their role in society, particularly in the historical aspect, continues. The still existing discrimination against women is evidenced by such new phraseological units as brass ceiling "barriers that stand in the way of women and representatives of certain ethnic and social groups in their business career" created by analogy with the phrase glass ceiling barriers on the path of women in the process of achieving high military ranks

and positions", glass wall "barriers on the path of accepting women into the workforce", the grass ceiling "social barriers in the process of achieving high positions in business due to the impossibility for women to be members of a respectable golf club." They also include the permanent compounds Matilda Effect "systematic underestimation of the contribution of women to scientific achievements (in favor of men)", the Paula principle "the theory that the majority of women, as a result of open and hidden discrimination, have such a job, occupy such a position, which does not give them the opportunity to realize their abilities".

Manifestations of "sexism" can be seen in the fact that the extreme ideology of the supreme men over women - neomascularity, that we may be talking about "gender pollution", about such a phenomenon, when women en masse make a career in a certain field, then this field becomes less attractive for men - gender pollution, that the majority of committees, councils, commissions consist only of men - manel (man + panel), that the typical behavior of men is to explain something to a woman in a condescending and disdainful manner - mansplain (man + explain). Women in legislative and other bodies demand the government to take measures, primarily economic, to create favorable conditions for them for career growth, for the opportunity to hold important positions in organizations. Such measures are characterized by the telescoping of womenomics (woman + economics). Women who take an active part in the struggle for their rights are called the new creation shero (she + hero).

Let's note that a few decades ago, at the height of feminism, the word mom became, in fact, a symbol of a "non-modern woman", the phrase mommy track acquired a certain pejorative color, characterizing a woman who professes conservative family values, does not aspire to a business career, to active participation in social life. At the same time, as in previous periods, innovations with the lexemes mom, mum continue to be created, for example, mommune (mom + commune) "several women with children who live together, sharing their property, responsibilities", momshell "a very glamorous, attractive woman who has children, especially a famous person" (the

innovation was created by analogy with the word bombshell), mumoir (mum + memoir) "memoirs, memoirs written by a woman, in which the author describes her experience with motherhood", mumsplainer (mum + explainer) "a married woman with motherhood experience who gives unsolicited advice to pregnant women or women in labor".

Vocabulary and phraseology related to designations and characteristics of generations of people are replenished. First of all, this applies to the young generation, the characteristics of which are mostly reflected by a whole series of figurative designations of the phraseological type: Generation Me "the generation of people born at the very end of the 20th century", Gen Z "the generation of people born in the period of the end of the 20th century - the beginning of the 21st century", generation scroll "the modern generation of people who read practically nothing except news on a computer and mobile phone", clipped wing generation "a generation of young people who cannot be independent from their parents for economic reasons", Linkster "a person born after 2002" (it is believed that from birth it is connected with modern technology, hence its name), switch and swipe generation "the young generation, which is believed to have undergone many more changes in life compared to their parents, especially in relation to work, life, sexual relations.

Some attention was also paid to the older generation: Xennial "a person born between 1977 and 1983", alpha boomer "a wealthy person who belongs to the generation born immediately after the Second World War." Among such neologisms, it is necessary to single out units associated with the process of "aging" of humanity, with the increase in the number of elderly inhabitants of the Earth, especially in developed countries, with the social activity of retirees: gray tsunami "a significant number of elderly people in the 21st century due to increasing life expectancy", silver striver "people who work after reaching retirement age", SuperAger "a person over 80 years old who does not show signs of deterioration of mental abilities".

In some new stable phrases, families are characterized, certain family relationships are revealed. So, the figurative neologism jigsaw family denotes a family in which children from previous marriages of their parents live, and the word Skype family is a family in which one of the parents is abroad and communicates with the family via Skype, the role of parents in the family is differentiated by contrasting the innovations of lead parent "the parent who more significantly and conscientiously fulfills his parental duties, takes care of the children more carefully (usually the one who has fewer responsibilities at work)", deputy parent "the parent who fulfills his parental duties anyway, does not take enough care of the children (usually the one who has more responsibilities at work)", the situation in the case of parental divorce is reflected in bird's phraseology nest parenting "an arrangement according to which the children of divorced parents stay in the family home, and the parents take turns living with them".

The medical field is enriched with designations of various therapies, cosmetic operations, procedures, for example, fear extinction therapy "treatment of post-traumatic stress by means of reproducing a traumatic event in calm conditions to relieve a person of anxiety", gong bath "a type of therapeutic meditation, in the process of which the psychotherapist uses the sounds of a gong", ecotherapy "a method of improving a person's well-being by encouraging various activities in nature", Facebook facelift "cosmetic surgery on the face caused by the vanity of a person who saw many of his photos on social networks and was dissatisfied with them", footcial "cosmetic treatment leg surgery", Loub job "a medical procedure that changes the leg so that a woman can wear high-heeled shoes without problems". The role of modern technology in health care is revealed in the neologisms mobile health "medical advice sent by professionals to mobile phones or other devices", self-tracking "using a smartphone to monitor one's health, well-being (pulse, blood pressure etc)".

Changes are taking place in the field of children's upbringing and education, caused by new approaches and methods, and are revealed in such innovations as flipped

learning, "a form of learning when pupils and students get to know the content of the task at home, and classroom lessons are designed for practical consolidation and discussion of the studied material", flexi schooling is a "flexible" system of child education, in which she attends classes at school only a few days a week, and on the rest of the days she studies at home independently (with the help of her parents), free-range parenting "a method of raising children with the help of providing them freedom of action with the aim of making them independent and responsible", unschooling "a concept and method of education, which assumes that children and adolescents direct their own learning based on their interests, and not from an established program".

Conclusions. So, the results of the study demonstrate the active replenishment of the vocabulary of the English language with innovations using such methods of word formation as affixation, composition, telescoping and contraction. This process stimulates, first of all, the development of the spheres of information technology, economy, protection and preservation of the environment. The most influential social factor turned out to be the sphere of sports, the pursuit of a healthy lifestyle, as a result of which numerous names of various types and methods of physical exercises, fitness, diets, dishes and technologies in cooking, and medical procedures were formed. Gender issues, age characteristics, family relations, issues of upbringing and education of children are also an important source of innovations.

The translation procedure of the described new vocabulary and phraseology begins with the definition of the content of the units, for which a narrow context (phrase, sentence, text) is often not enough, and the translator needs to refer to various Internet sources. When the meaning of the concept is clarified, the translator chooses a method of reproduction of non-equivalent vocabulary, where the most important role is played by "functional", it is necessary to reproduce the essence in such a way that the recipient does not feel informational loss. Therefore, in most cases, even in special texts, when innovations are not interpreted in the text, the translator focuses on the

understated background knowledge of the target audience and combines direct methods of translation (transcoding, tracing) with descriptive translation.

Prospects for further research. We see the prospect of research in the further consideration of phraseological units with different components and conducting a comparative analysis of semantic, structural and functional differences and similarities in order to identify socio-cultural features to facilitate the process of perception, understanding and translation.

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