ABSTRACT:

Neology is a branch of linguistics which deals with new words. In linguistics the term is neologism. These studies are related to particular topics as the essence of neologisms, their derivation in the modern English language, means by which they are created, their assimilation in spoken discourse, delimitations of new words and nonce words, problems of nomination processes in the language, the impact of motivation in the origin of new words, etc. Therefore, it is often said that neology expresses plenty of disputable areas that it could still be regarded as a timely and relevant subject for linguistic investigations. The most ongoing problem is that of the term itself.

KEYWORDS: Neologism, borrowed words, assimilation, dissimilation, transmission, nominal function, lexicalization, mass media, socio-cultural processes, globalization, acronym, socialization and lexicalization.

INTRODUCTION:

The theory of derivation, initially, is clearly connected with the determination of correlation between the conceptual forms of thinking. It studies and concerns the creation, establishment, usage, appearing in the daily life and distribution of the names of some fragments from the objective reality. The topic of the suggested theory is the study of the outcome of interaction of personal thinking, language and reality in the processes of nomination. During the process of the joint situation of a sender and a receiver a particular feature of an object or an event is picked out. It remains a fundament of naming. A. A. Potebnya considers the principal feature of an object as a “presentation” or an “inner form”, while its external name is determined by lexical and grammatical selective means of the language. According to the scientist’s point of view, one of the features, which dominates is the inner form [1]. Different contexts of the meaning of the expression and the motivators of a speaker and receiver must be taken into consideration. In the point of the creation of lexical units with the ability of the performance of nominal functions, the specificity of each concrete language does not proceed only from the peculiarities of its grammatical structure. The potential of the conceptual thinking (how universal it could be) contains.

The reasons in which new words are created, and the factors which manage their acceptance into the language, are typically taken really much for granted by the usual speaker. In order to figure out a word, it is not crucial to be aware of how it is constructed, or whether it is simple or complex, whether or not it can be separated into two or more constituents. It is natural to be able to use a word which is new to us when we discover what object or notion it denotes. Some words are more obvious than others. We may only have met the separate elements of the adjectives unfathomable, indescribable, to be able to recognize the familiar pattern of negative prefix + transitive verb + adjective-
forming suffix on which many words of similar form, such as uneatable, are formed. Knowing the pattern, we can guess their meanings: 'cannot be fathomed', “cannot be described”- although we are not surprised to find other, similar-looking words, for example unbelievable, unpredictable, for which this analysis will not work. We recognize as 'transparent’ the adjectives unassuming, unheard-of, while taking for granted the fact that we cannot use assuming or heard-of. We recognize this as quite natural considering the fact that although we can use the verbs to drum, to pipe, to trumpet, we cannot use the verbs to piano, to violin and we cope with the apparent paradox of to dust, meaning either 'to remove dust from something’ or 'to apply a dust-like substance to something' ineffectively.

MATERIALS AND METHODS:

But when we face up new coinages, like tape-code, freak-out, beautician, we may not be able to explain our reactions to them at once. We may find them acceptable and in accordance with our emotion about how words must be formed, or they are likely to seem to us offensive, and in some way contrary to the rules. Innovations in vocabulary are enable to arouse quite strong feelings in people who may otherwise not be in the habit of thinking very much about the language [2]. Theory of nomination developed first of all as the theory directed to explanation of the way between the things to its meaning, i.e. way from subjective world to nomination of its certain fragments. That is concerned with onomasiology approach to the investigation of the language; approach, which is regarded to look through substantial sides of language units from the point of view of its objective orientation, i.e. correlation with extra linguistic objective line as a means of designation [3].

An individual, creating new word, aims individualization and originality. Then the word goes through several stages of socialization (acceptance and recognition by society) and lexicalization. Word is perceived by mediators which share it among mass. They are typically teachers of universities, school teachers, reporters, workers of mass media. In the result of nomination the unit is formed, which refers to one of the types of nomination units (derived or compound word). Each type of nomination units is characterized by unique number of features. Such features are: synthesis/analysis of nomination, which allows to contrast nominations closed in frame of one word to verbose nominations; globality of unit, its semantic integrity and motivation, which allows to contrast non-derivative word as holistic sign to all others demonstrating different stage of ruggedness. So, derived words are less rugged in their semantics than compound; absence or presence of predicative connection between component signs, which allows to single out simple word without this connection and contrast it to all other units of nomination where this connection exists in latent type or it is externally expressed. [4]

New words and expressions or neologisms are created for new things irrespective of their scale of importance. They may be all-crucial and fond of some social relationships, attitudes such as a new form of state, e. g. People’s Republic or something threatening the very existence of humanity, such as global warming or pandemics. Or again the thing may be rather insignificant and lives short term, like fashions in dancing, clothing, jewels, hairdo or footwear (e. g. roll-bracelet). In every situation either the old lexis are appropriately altered in meaning or new words are borrowed, or more often coined out of the existing language material either according to the patterns and methods already productive in the language at a given stage of its development or creating new ones.
The process of nomination may pass several stages. In other words, a new notion is named by a terminological phrase consisting of words which in their turn are made up of morphemes. The phrase may be shortened by ellipsis or by graphical abbreviation, and this change of form is achieved without change of meaning. Acronyms are not composed of existing morphemes according to existing word-formation patterns, but on the contrary revolutionize the system by forming new words and new morphemes out of letters. [5]

The language can redefine and reuse old words. The dictionary name, in turn, became generalized as a verb meaning to look for something, not so crucially on the Web. Everyone can find a ‘hamburger’ of two existing words- web + master or you can fuse them together: lexpert =lexics + expert, someone who is an expert in uttering words. Such an amalgamated word is also known as a portmanteau (from French, meaning a bag for carrying clothes, one that opens on two sides) since Lewis Carroll gave them this moniker in his 1872 classic "Through the Looking-Glass". Carroll himself coined some great portmanteaux, for instance chortle (chuckle + snort), and slithy (slimy + lithe).

CONCLUSION:

In this day and age English language like many other languages passes through “neologistic boom” in its spoken and written discourse. Great amount of new words (neologisms) and necessity of their interpretation led to formation of special particular branch of lexicology-neology-science about neologisms. This sector has been discussing linguistic interpretation of the phenomenon of neology, and bringing forward various definitions to the term neologism suggested by different scholars. Therefore, a neologism is considered to be a newly coined word or phrase or a new meaning for an existing word, or a word borrowed from another language. Furthermore, the topic saw evolution of neologism, i.e. the stages the word must pass through to enter the language. As we are living in the period of globalization, a lot of objects are created and lots of new words are came to an existence to name them. There is no doubt that the English language currently is the most widely used language for international communication both for business and education. Words and expressions are born, live for a short time and then wipe out or find their place in our vocabulary according to the temporary or permanent usage of the phenomena they depict. Today a great number of linguists are trying to reveal the most productive spheres of human activity. Accordingly, there are 4 leading spheres that are men and 75 women links, computer technologies, culture and science where business and language appear more or less stable.

The development of new meanings in existing words proves another fruitful source of new vocabulary that is being used widely. Semantic extension expresses the qualitative aspect of vocabulary growth. Traditionally there have been distinguished such semantic processes as metaphor, metonymy, extension or generalization of meaning, specialization or narrowing of meaning: pejorative words (words that have negative meaning) and melioration. Among these metaphor is predominating.

REFERENCES: