

ANALYSIS OF NEOLOGISMS IN MEDIA DISCOURSE FROM LINGUO PRAGMATIC ASPECT

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Abstract: This thesis is dedicated to the analysis of neologisms in mass-media discourse. Language functions in the society which develops and evolves as a system. The society persistently needs support in the language and the reflections in the changes which motivates linguistic progressions. Neologisms in mass-media is of peculiar interest to scholars as a word in this sphere of life should possess expressiveness, draw the attention of the audience. So lexical units capable of fulfilling a certain communicative task are shaped. And it is the mass-media that spreads these new words and is the means of their popularization. It is noted that by means of verbal evaluations the reflection of a language personality in a lexico-semantic system takes place. The thesis highlights that the analysis of new words contributes to the understanding of typical and specific peculiarities of a people by a language personality.

Key words: Globalization, neologisms, Mass-media discourse, structure, semantics

We live in a society that new objects in different spheres arise and they need to be named. That is why no science can exist without neologisms, new words. Though the neologisms dominate in the field of knowledge, other people, not only scholars, can also feel the necessity to express and interpret reality by new ways and create new words that would reflect it.

The object of the study is to explore neologisms in the discourse of mass-media in the interconnection of language, person and culture.

Neology as no other area of linguistic knowledge is most intertwined with the world outlook and culture of a person. The tendency to changeability and revitalization is a global property of the language system. Without this consideration it is impossible to truly understand the dynamics of the language picture of the world from the point of view of cognitive-discursive conditions and factors of neologization. Renewal of the language is impacted by two incentives: one of them is related to the cognitive and communicative needs of society, the other is to the peculiarities of the internal structure of the language. Therefore, an important assignment of modern neology is the conception of a cognitive-discursive theory of a new word. The formation of new words, the emergence of new meanings happens because of the creative work of human consciousness, the endless cognitive process determined by the practical and intellectual activity of a person.

As we know, each thing, every phenomenon gets its name. The designation of objects and phenomena in their universality or in a generalized form encompasses their crucial characteristics as if their inner universality is nothing but the nomination of objects and events in the corresponding linguistic units. Language captures conceptual world of a person. It is believed that all the nominative activity of a person is based on ready-made signs which are known from the previous experience. However, the features of human nature are manifested in the so-called selective interest, that is, the isolation of certain objects in comparison with others.

Lexical innovations in the media are of particular interest to researchers, since it is in this sphere that the word should have expressiveness, draw the attention of the audience. At the same time it is the media that is the distributor of these innovations, the means of their popularization.

The purpose of the mass media is to “convey to the audience the reflection of the real world” (Dubskikh, 2014:133). Different forms of presentation of information motivate the selection of the following functions implemented by the discourse of the media: 1) informative; 2) regulative, including the ideological function and functions of social control and manipulation of public consciousness; 3) educational; 4) entertaining (Dubskikh, 2014).

Furthermore, mass media replies to the public’s request; on the contrary, it forms these requests as well as the attitude of society to various spheres of life which can be indirectly judged by the correlation of various

topics presented in the press, the selection of a specific material as well as the language tools used to represent it. It can be rightly argued that the discourse of the media is a condition of the linguistic and cultural situation of the society because by its nature it reflects both the linguistic and cultural status quo of the society.

Mass-media is very active in the formation of neologisms, and, because of its constant development and actual nature, its efficiency will develop. Through mass communication, people configure and substantiate their own beliefs and experiences. Mass media is predetermined not only by information awareness but also by daily life and the picture of the world. Mass communication can be considered the space where people create and share life experience, values and knowledge. Being nationally specific, neologisms through their space realize those categories that are thought by representatives of a particular people, and the limitations into which they are put to perceive and analyze the world around them.

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