
**NEOLOGISMS IN JOURNALISM AND THEIR FEATURES IN THE
NEWSPAPER TEXT**

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Abstract

The term "neologism" comes from the Greek neos (new) and logos (word). The simplest definition of a neologism, therefore, is "every new word or expression that appears in the language." However, this definition is too vague, as it gives the impression that all new words have the same nature. There is still no answer to what the concept of neologism can be fixed, what are the criteria for classifying any dictionary unit as neologisms.

Keywords: neologisms, newspaper, magazines, radio, television, specific person, private person, mass media

Discussions

If we consider any word that has never been encountered in a given language as a neologism, then we will have to consider other new one-day words, words used once, created for the immediate needs of communication, or words that are regularly and uniformly used in communication and sooner or later fixed by dictionaries, i.e. dictionary formations adequate phrases, into which they easily degenerate. These word formations do not have the qualities of a lexeme, are not units of vocabulary, and their number is incalculable. They cannot be recorded in dictionaries. Therefore, it is advisable to exclude such non-lexical word formations from the definition of the term "neologism".

Since the neologisms for analysis are selected from articles in the Anglo-American press, it is necessary to pay attention to the peculiarities of the journalistic style. The style of the modern press has recently undergone significant changes. Journalists began to use the word more freely. Previously, words belonging to the literary vocabulary were mainly used, but now the authors freely include jargon-isms, barbarisms, and highly specialized vocabulary in their articles. Despite the powerful development of mass media such as radio, television and the Internet, the newspaper occupies an important place in the life of modern society. The language of the newspaper acts as a powerful means of influencing a mass audience. The appeal to the study of neologisms within the

framework of a newspaper text is not accidental. The newspaper is the sphere that reacts most quickly to the appearance of new objects, phenomena of the surrounding reality, and, as a result, the newspaper sphere, as such, creates favorable prerequisites for the emergence of new words. At the same time, the language and style of the newspaper have their own distinctive characteristics, allowing it to be contrasted with other linguistic spheres. Accordingly, the conditions for the use of neologisms in a newspaper text have their own specific features. The journalistic style (newspaper-journalistic, newspaper, political, newspaper-magazine) is one of the functional styles serving a wide range of public relations: political, economic, cultural, sports and others. The journalistic style is used in political literature, it is represented by the mass media – newspapers, magazines, radio, television, documentaries. The thematic range of the journalistic style is almost unlimited: politics, ideology, philosophy, economics, culture, sports, everyday life, current events. The main tasks of the journalistic style are reporting news and commenting on it, evaluating facts and events. This style implements two functions of the language – influencing and informative. The interaction of these functions is the linguistic specificity of the journalistic style. The informative function leads to the formation of a neutral layer of vocabulary, speech standards, and speech vocabulary necessary for the verbal design of messages. The influencing function determines the presence and formation of evaluative vocabulary. This is the most important category of journalistic style, the key words characterizing the socio-political orientation of the newspaper-journalistic text. The main reasons for the use of new words in modern media, modern scientists include:

- 1. *Increased informativeness.*** Most of the new words fall in areas where there is still no system of terms and designations in the native language.
- 2. *There is a need to differentiate various highly specialized concepts.***
- 3. *The presence of stable terminology in international use.***
- 4. *Following the "language fashion", that is, foreign borrowings are used to give prestige to the text, introducing the effect of novelty into it.***

The effect of social evaluation is manifested at the level of speech, primarily in its structure. The specificity of journalistic speech is largely determined by the nature of the journalistic subject – the author. Unlike fiction, the author of a journalistic text is a specific person, an authentic, real, "private person". Hence the documentary, emotional, subjectivity of journalistic speech. There are many reasons for the formation of neologisms in modern English-language newspaper

articles. In addition to changes in social, state and political conditions, cultural convergence of different countries and a technical boom, one of these is that neologisms give some dynamism to the text, as well as give imagery to journalistic creation. Often, journalists specifically use new words to create an intriguing headline in order to attract the reader's attention and, as a result, realize newspaper circulation, which will ensure the existence of this newspaper and increase its popularity. The word-formation practice of the mass media allows us to develop such types of neologism formation that are simple in their morphological structure and at the same time diverse in semantic terms. If we talk about the role of neologisms in modern media, first of all, it should be noted that new words update the language, make journalistic texts more modern and allow the author to avoid speech clichés and patterns. However, the use of new words does not always turn out to be successful. We are talking about cases when neologisms are used in a journalistic text to please the "linguistic" fashion. The desire to report the latest news in the shortest possible time is reflected both in the nature of the communicative tasks and in their verbal embodiment. The newspaper is designed for a diverse and numerous circle of readers and should attract attention. The reader does not want to spend a lot of time reading a nonspecialist mass newspaper, so newspaper information is organized so that the message is conveyed concisely in order to have a certain emotional impact on the reader. And due to the fact that the original information function of the newspaper is increasingly being pushed aside by another — influencing one, the style of the newspaper's language is increasingly becoming a kind of journalistic style. But the special conditions of the newspaper's release — the tight deadlines for preparing the material, which do not allow it to be carefully stylistically worked out, the repeatability of the subject and the limited range of topics — lead to the fact that the journalistic style in the newspaper is often simplified, standardized, and undergoes a certain lexical decrease. And the presence of a standard generates newspaper clichés, so characteristic of newspaper speech. New words are an integral part of the vocabulary of the language. Neologisms give dynamism to the language, as the vocabulary changes over time, and the vocabulary is constantly replenished. According to scientists, the appearance of new words is determined by extra-linguistic factors, one of which is the variety of topics covered by journalists. The language of newspaper reports, historically formed in the English literary language system, has a number of common features that vary from era to era, as well as many particular features inherent in individual newspaper genres

and publications. But no matter how heterogeneous the system of linguistic means used in different newspaper genres, the newspaper style still stands out among other styles of speech by a number of significant common features. Newspaper reports are usually prepared and read quickly, so it is convenient for both the journalist and the reader to use repetitive vocabulary, which gradually turns into newspaper clichés or clichés. However, we cannot but note that at the same time, it is in newspapers that we can find new words and combinations that the author himself invents, and which may later enter the vocabulary of the language. In this case, we are talking about neologisms. The specificity of journalistic speech is largely determined by the nature of the journalistic subject – the author. Unlike fiction, the author of a journalistic text is a specific person, an authentic, real, "private person". Hence the documentary, emotional, subjectivity of journalistic speech.

Conclusion

The language of the newspaper, of course, has certain specifics that distinguish it from the language of fiction or scientific literature, from colloquial speech. This is a consequence of a long selection of linguistic expressive means that best correspond to the social task that the newspaper performs as the main mass media.

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