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**НЕОЛОГІЗМИ У ТЕКСТАХ СУЧАСНИХ АНГЛОМОВНИХ**  
**ГАЗЕТНИХ СТАТЕЙ**

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**NEOLOGISMS IN THE TEXTS OF MODERN ENGLISH NEWSPAPER ARTICLES**

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## INTRODUCTION

Nowadays, English, like many other languages, is experiencing a so-called "neological boom." The huge flow of new words and the need to record and explain them led to the creation of a special branch of lexicology – neology - the science of neologisms. The greatest success in developing the theory was achieved by French linguists. Beginning with the classic works of A. Damsterster, the French school of linguistics has made significant contributions to the theory and practice of neology. English and American linguists, who persistently develop lexicographical aspects of neologisms, are not left out either. This includes dictionaries of new words and appendices to dictionaries.

English linguists are faced with the task not only to record new words, but also to explore their qualities, the specifics of creation and functioning. The new lexical unit goes through several stages of socialization (its acceptance in society) and lexicalization (fixing it in the language). When it appears, the neologism is spread, as a rule, by university teachers, schoolteachers, and media workers. Then it is fixed in print. The next stage of socialization is the adoption of a new lexical unit by the broad masses of native speakers. After that, the process of lexicalization begins: acquiring skills in the use of neologisms in society, identifying conditions and contraindications for its use in different contexts. As a result, a lexical unit of a separate structural type (simple, derivative, complex, compound word or phrase) is formed, which is included in various dictionaries of neologisms.

It takes a long time for new words to be firmly established in the language, and their usage was clear to everyone. Less than 10 years ago, expressions such as "inflection with an electronic virus" or "woopy receiving a golden goodbye" were words of incomprehensible meaning. Now they are no different from the expression "the cat sat on the mat", and we have no difficulty in understanding their meaning. However, given the active and rapid pace of enrichment of the English language with neologisms, the study of their functioning is relevant and timely in connection with the constant scientific and technological progress.

The topic of the bachelor thesis: neologisms in the texts of modern English-language newspaper articles.

The topicality of the topic is due to the continuous replenishment of the English vocabulary in connection with changing environments, as well as the increasing spread of the English language in the world and the provision of listening to the theoretical and practical problem of development.

The purpose of the research: research on ways to replenish the modern English vocabulary with new lexical units, research on neologisms in English-language newspaper articles.

Object of research: neologisms in English-language newspaper articles.

Objectives of the study:

- to study theoretical and practical sources on the topic of research,

- give the concept of neologism,
- to determine the main ways of replenishing the English vocabulary,
- study the classification of neologisms,
- study ways of forming neologisms,
- conduct a practical study of the use of neologisms in English-language newspaper articles.

This thesis is structured as follows:

Introduction (this section)

Part 1: Neologisms and Ways of Their Formation in Modern English

Phonological Neologisms

Borrowing

Semantic Neologisms

Morphological Neologisms

Part 2: The Language of Newspapers

Characteristics of the Newspaper Language

Broadsheets vs. Tabloids

Significance of Neologisms in Newspaper Texts

Part 3: A Practical Study of the Use of Neologisms in the Texts of Modern English Newspaper

Articles

Conclusions

References

Ukrainian Summary

In the process of work, the following methods of scientific research were used: study of theoretical and practical sources on the topic of research, comparison; generalization, synthesis, analysis.

The practical significance of the research is revealed in the fact that the main provisions of the theoretical part and the practical part can be used on the concepts of students of the Faculty of Lexicology of Foreign Languages.

## PART 1. NEOLOGISMS AND WAYS OF THEIR FORMATION IN MODERN ENGLISH

One of the unsolved problems of neology is the problem of defining the term "neologism". New words lexicologists and lexicographers consider units that appear in the language after a certain time limit, taken as a derivative. Thus, some researchers consider this to be the end of the Second World War [5, p. 31]. Others link the emergence of new words with space exploration and recognize the boundary of 1957 - the year of the launch of the first satellite. Thus, the criterion of neologism, on the one hand, is subjective, and on the other - objective. We, on the other hand, take 1990 as the time limit, i.e. the words that came into use that year and were considered neologisms at that time.

Many of the words we will analyze have already undergone the process of socialization and, in part, lexicalization. According to surveys and research in England and the United States, most words recorded in dictionaries of neologisms are not perceived by native speakers as new. They have lost their temporal connotation of novelty, as they have been used by native speakers for more than two decades. However, we refer to this vocabulary as new, because it has appeared in English for the last 34 years, which is an extremely short period in terms of historical development, and in epistemological terms, this vocabulary has not lost its novelty.

As for the term "neologism" – it means a new word (stable combination of words), new either in form or content. [11, p. 90] Based on this, the neologisms include: [11, p. 91]

1. Actually neologisms (novelty of form is combined with novelty of content): *audiotyping* - аудіодрукування, *bio-computer* - комп'ютер, який імітує нервову систему живих організмів, *thought-processor* - комп'ютер, який логічно будує та розвиває ідеї.

2. Transnomination, which combines the novelty of the word form with the meaning, which was previously transmitted in another form: *sudser* – мильна опера.

3. Semantic innovations or rethinking (new meaning is indicated by the form that was already in the language): *bread* – зрощі, *drag* – нудьга.

The language of recent decades is dominated by units of the first group, due to the growing need of society to name the new realities that have arisen in connection with scientific and technological progress.

Semantic innovations are understood as new meanings of already existing words. The following options are possible:

1) old words completely change their meaning, losing the previous (previously existing).

2) in the semantic structure of the word there is another lexical-semantic variant, provided that all traditional ones are preserved.

Among the semantic innovations of recent decades, units of the second type predominate. So, the word *mafia* expanded its meaning and came to mean "any secret organization, vicious circle, clan." Among the most commonly used new meanings in modern English are: *charisma* - сильна особиста



*притягуюча сила, bitted out – розчарований, go-go - динамічний, сучасний, go bananas - сходити з розуму.*

The word *box* has acquired several new meanings. In the British version, it means "TV". In the American version, the new lexical-semantic variant means "portable tape recorder". Television in the United States in informal communication is called the tube (another additional meaning in the semantic structure of the word tube) or the boot tube.

The adjective *heavy* is widely used in both versions of the English language in the new meaning of "serious" (especially in the phrase *It is a heavy question.*) Semantic neologisms are more widely used in slang than other types of neologisms.

Now, I am going to consider in more detail each type of neologisms.

### 1.1 Phonological neologisms

Phonological neologisms are created from individual sounds. Such words are sometimes called "artificial" or "invented". New sound configurations are sometimes combined with morphemes of Greek or Latin origin, for example: *perfol* plastic film, *acryl*, *perlon* (synthetic materials).

To the group of phonological neologisms we conditionally include new words formed from exclamations, for example: '*zizz*' (British slang) – short sleep (imitation of sounds made by a sleeping man, often conveyed in comics with three letters *zzz*). Or: "*sis-boombah*" (American slang) is a spectacular sport, especially football (compositions often used by students to encourage players). "*To zap shoot*" – hit in the teeth (literally and figuratively) (originally *zap* was used as an exclamation in comics to convey in graphic form the sound of space weapons); "*to whee*" (American slang) – to excite (from *whee* -interjection, used to express joy, admiration). Or: "*to diddy-bop*" (American slang) – to go light, rhythmic gait, as if dancing; "*qwerty*" – unofficial name of the typewriter keyboard (the first letters of the top row of the standard typewriter *q, w, e, r, t, y*). [17, p. 64]

The same group can be used to include new exclamations: "*yech*" [jek] or "*yuck*" (limited to American slang) – an exclamation that expresses strong immediately (from this exclamation formed the adjective *yucky / yukky* disgusting, used mainly by children and adolescents). These neologisms have the highest degree of connotation of novelty and can be attributed to "strong neologisms". The high degree of their novelty is due to the unusualness and freshness of their form.

### 1.2 Borrowing

English continues to expand through borrowing, but to a much lesser extent than it did in the Middle Ages and the Renaissance. From "receiving" language, it becomes "giving". This is due to the fact that the English language has acquired the status of *Lingua franca* (language of communication) of the XX century. However, despite the fact that borrowings make up only 7.5% of the total number of neologisms

and are as if on the periphery of the lexical system, their consideration is absolutely necessary, because without this layer it is impossible to imagine the whole body of new vocabulary. [5, c.59]

French continues to be the main source language. The number of Scandinavian borrowings has fallen sharply over the past 69 years. The trend is to increase borrowing from African and Asian languages, especially Japanese.

The main centers of attraction for new borrowings are:

1) culture: “*cinematheque*”, “*discotheque*”, “*anti-roman*” (from French);

2) socio-political life: “*ayatollah*” (from Arabic) religious leader of the Islamic sect Shute in Iran (the word became widely known in January 1979 when after the overthrow of the Shah of Iran came to power Ayatollah Khomeini);

3) daily life (drinks, food, sports, clothing): “*petit dejeuner*” (fr.) small breakfast;

4) scientific and technical field: “*biogeocenose*” (from Russian) ecological system.

The difference between barbarism and xenism is that the former have synonyms in the recipient language, the latter denote phenomena, objects that exist only in the source country and are absent in the host country. The consequence of borrowing is not only the replenishment of vocabulary, in the process changes the stylistic colour of lexical units, their internal structure, homonymous relations are formed. Borrowing also contributes to the variability of lexical units and partly determines it.

### 1.3 Semantic neologisms

Semantic innovations mean new meanings of existing words. The following options are possible:

1) old words completely change their meaning, losing their former existence;

2) in the semantic structure of the word there is another lexical-semantic variant (LSV) while preserving all the traditional ones. [6, p. 87]

Among the semantic innovations of recent decades, units of the second type predominate. Among the most commonly used new meanings in modern English are charisma, a strong personal attraction, magnetism; bumper frustration, annoyance, trouble; go-go dynamic, modern.

The word *cosmetic* has developed two new meanings: 1) decorative, 2) deceptive:

An unpopular and timid government introduces cosmetic measures just before an election, in the hope that a week is a long time in politics and that the memory of the public is as short as its belief in politicians' promises is bottomless.

In general, among semantic innovations there is a tendency to form more abstract LSV words, dominated by the expansion of meaning. The specialization of values is less common in recent decades. Semantic neologisms are used in slang to a greater extent than other types of neologisms.

## 1.4 Morphological neologisms

Morphological neologisms are less neological, or in other words, they have a lesser degree of novelty, as they are created on the basis of patterns existing in the language system, and with morphemes present in this system. We are talking about such regular word-formation processes as affixation, conversion, word-formation, and less regular ones, such as reduction, lexicalization, etc.

Affixal units, as a rule, are formed entirely in line with the English word-formation traditions, their morphological structure and the nature of the motivation of meaning fit into the prevailing English speakers' idea of the ordinary, standard word. [19, p. 24] Therefore, the emergence of derived neologisms is consciously noted by native speakers.

This method prevails in the creation of actual neologisms. Derived word, as well as complex, is characterized, in contrast to the simple, the presence of semantic dismemberment and the presence of internal predication. Affixal units make up 24% of all neologisms and are slightly inferior to complex words. However, never before in the history of the English language has the number of affixes and their distribution been so rich and varied as in the present period.

Affixal neoplasms are divided into **prefixal** and **suffixal**.

**Prefixal** neoplasms are less numerous, although the number of prefixes and semi- prefixes exceeds the number of suffixes and semi-suffixes. [18, p. 68]

Among the most productive prefixes should be noted: anti-, zi-, de-, non-, post-, pre-ne-, sub-, in-.

Naturally, units created with the help of new affixes and semi-affixes, such as: -on, -ase, -sol, -nik, -manship, eco-, mini-, maxi-, ur-, mega-, have the greatest novelty. , cine-, -oholic, gate-, -watcher, dial-a-, flexi-, apres-, etc.

The most active derivation is involved in the formation of new terms in physics and biology. For example, the suffix -on (elementary unit or particle) is used to create terms such as: gluon – new elementary particle in physics, gluing quarks, luxon – elementary particle with zero mass. The discovery of many new enzymes contributed to the widespread use of the suffix -ase (enzyme). Originally, the suffix was isolated from the term diastase, an enzyme that converts carbohydrates into sugar.

Suffix units are inferior to prefix units in quantitative terms, but they are more commonly used in everyday communication and are more marked with slang. So, one of the most used slang suffixes is the suffix -y / -ie, registered in Barnhart's dictionary as a suffix that has developed a new derogatory (ironic) meaning that forms nouns. [1, p.13] Words formed with its help are limited in use by informal communication, mainly among young people.

For example: *a groupie fan of a pop ensemble or a star who accompanies them everywhere, a roadie member of a group of musicians responsible for transporting and installing equipment; weapy sentimental film; preppie student of a private privileged school(used with irony by the middle class); tekky (techno-freak) man obsessed with technical innovations.*

The tendency to form names with the first component-proper name is growing: Kirlian photograph; increasing the number of tumors with the first.

The number of complex units with a connecting component -pro- increases: “*bacteriophobia- боязнь бактерій*”; “*suggestopedia -суггестопедія*”.

Among the complex units, a significant proportion are words formed with the help of particles and adverbs, especially for adjectives and verbs. Yes, the model differs in the increased productivity: Part II + Adv A: “*laid-back*” розслаблений, релаксуючий, “*buttoned-down*” консервативний, традиційний, “*spaced-out*” знаходиться під впливом наркотиків, “*turned-on*” схвилюваний, “*switched-off*” відключений, нічого не відчуває, “*burned-out*”, “*dragged-out*” втомлений, вичавлений, “*tapped-out*” безгрошовий. The use of this model is usually limited to the situation of informal communication. [12, p. 46]

Numerous examples of verbs with postpositions. Among them there is a group of formations with the particle -in, transmitting the values of joint action to protest: to work- in, to lie-in, to die-in, to sleep-in.

Among the irregular ways of forming morphological neologisms, the most productive in recent decades are **abbreviations**, which reflect the tendency to rationalize language, to save language effort. Of the four types of abbreviations (abbreviations, acronyms, truncations, mergers), truncated words predominate. As in the previous stages of language development, the main type of truncation is apocopy (truncation of the final part). In this case, the whole morpheme is truncated: anchor It; anchorman news viewer, coordinating TV or radio programs. The word is limited in use by the American version (in the British version it corresponds to the presenter).

Abbreviations and acronyms occupy a large place among the abbreviations. Most often, technical terms, names of groups and organizations are subject to abbreviations. Abbreviations are usually used more often than the terms themselves: TM (transcendental meditation), PC (personal computer), MTV (Music Television, a cable television channel that broadcasts rock music). As a rule, abbreviations are pronounced by letters: IV (intravenous) intravenously. When the abbreviation occurs only on the letter (by It; billion years, mg It; miligram), it is read as a complete word. New is the lack of dots after each letter of abbreviations, which brings them closer to acronyms. Unlike abbreviations, acronyms are pronounced as full words. For example: SALT (Strategic Arms Limitation Talks) negotiations on limiting strategic weapons; MIPS (million instructions per second) million instructions per second (computer term); CAD / CAM (computer-aided design / computer-aided manufacturing). They often acquire grammatical characteristics of standard words, such as the plural: WASPs (White Anglo- Saxon Protestants).

Among the acronyms of recent decades there is the phenomenon of homonymy. One of the most popular acronyms for GASP is used in the language of several groups fighting pollution: Group Against Smoke and Pollution.

Sometimes acronyms are created out of a desire for originality, for example, an anti-smoking

organization has created the acronym ASH (Action on Smoking and Health).

## CONCLUSION TO PART 1

The study of neologisms and their formation in modern English reveals a dynamic linguistic landscape shaped by cultural, technological, and social shifts. While the definition of "neologism" may vary depending on historical perspectives and linguistic criteria, we have chosen to define it within a timeframe to encapsulate linguistic novelties since 1990. This period, though relatively short in the context of language evolution, witnesses a proliferation of new terms driven by scientific and technological advancements.

Neologisms manifest in various forms, including phonological, borrowed, semantic, and morphological categories. Phonological neologisms, often coined from individual sounds or exclamations, reflect the linguistic creativity and playfulness inherent in language evolution. Borrowings, though constituting a smaller proportion of neologisms, continue to enrich the lexicon, with French historically serving as a significant source alongside emerging influences from African and Asian languages.

Semantic neologisms demonstrate the adaptive nature of language, with existing words acquiring new meanings or lexical-semantic variants to accommodate evolving concepts and societal changes. This semantic expansion often occurs within informal contexts and slang, reflecting the fluidity and adaptability of language in response to cultural shifts.

Morphological neologisms, while less novel compared to other categories, showcase the structural complexity and richness of English word formation processes. Affixation, conversion, and abbreviation emerge as prominent mechanisms for creating new words, with technological advancements contributing to the proliferation of acronyms and abbreviated forms.

Overall, the study of neologisms provides valuable insights into the evolving nature of language and its responsiveness to cultural, technological, and societal influences. By exploring the diverse ways in which new words are formed and integrated into the lexicon, we gain a deeper understanding of language dynamics and the role of innovation in shaping linguistic landscapes.

## PART 2. THE LANGUAGE OF NEWSPAPERS

There is no other way than to admit that newspapers are an omnipresent phenomenon. To prove the point, this chapter will be devoted to a brief characteristic of newspapers, in other words, we would like to highlight the features that make them so crucially important. Since the 17<sup>th</sup> century, when the first British newspaper appeared, there have been a lot of changes in structure, style of writing, and, of course, language. This chapter will deal with the way newspapers are written, specifications of their language, and journalistic style. There will be drawn a sharp distinction between so-called tabloids and broadsheets. Last but not least, some attention will be paid to extralinguistic features of newspapers.

### 2.1 Characteristics of the newspaper language

The language of newspapers is somewhat specific. This is caused by several reasons. One of them is that newspapers have always been written to be read, which means to be sold. Conboy (2010: 1) will be cited in support of the statement: “the language of newspapers has always encapsulated what would sell to audiences”. Obviously, the language of newspapers has not only been formed by desire to make money. Characteristics of newspaper language “are embodied in stylistic consistency, rhetorical accessibility, and brevity as well as appropriate story structure”. He emphasizes that journalists work with a set of tendencies rather than rules and parameters. Among others, the most important tendencies are deadline and access to sources. The term *journalese* is synonymous with a style of language typically used in newspapers. This term is to be found in Crystal’s work (2004). He points out its key features:

- explicit time and place, facts and figures (e.g. in London yesterday; 12 victims)
- the source of the text is given (e.g. Reuters; the PM said...)
- the very first paragraph both begins and summarizes the story
- the participants are categorized (e.g. Irish singer Bono Vox)
- a vital importance of a headline

We support Crystal’s analysis mainly because he presents practical data and not only theoretical constructs. Headlines have been intentionally put at the end of the above list as I want to pay a special attention to this phenomenon. A good headline has the power to sell the article. It catches the reader’s attention and tells him if the article is worth reading or not. Headlines are limited in space, which is the reason why abbreviations (cf. Crystal 2004) and complex words (cf. Bauer 2002) are frequently used. Headline writers usually select words with strong connotations (cf. Reah 2002) in order to sound more dramatic and vivid. Grammatical words such as determiners and auxiliary verbs are usually left out. Simple verb tenses are used instead of progressive ones and infinitives refer to the future. Next, headlines are rarely written by the reporter who wrote the news story. All these factors make headlines ambiguous, confusing or difficult to understand. On the other hand, these are simple tricks to force people read the articles. To sum up, we wanted to show that headlines are a crucially important part of newspapers,

however, we should bear in mind that they are “radically different from the rest of newspaper reporting language” (Crystal and Davy 1992: 180). I should now like to address the question of word order. Word order in reporting news is sometimes non-standard. The position of the subject undergoes a shift from a subject-verb position to a verb-subject one, i.e. so-called distinctive subject position. A perfect example of this is Said Mr Cameron. Adverbials that occur frequently in newspapers tend to be put either at the beginning of a clause or at its very end. This evokes a strongly emphatic function (cf. *ibid.* 182). So far, we have been dealing with the description of lexical choice and syntactic structures. However, there is one more thing to be mentioned – trends within the news reporting. Mair (2006) posits three basic concepts:

- colloquialization
- democratization
- technologization (or informalization).

The first concept is connected with the usage of informal vocabulary in newspapers. Democratization is specified as a part of an egalitarian social climate in which nearly everybody has the access to newspapers and the aim of the press is to provide understandable information. Its result can be seen in a decrease in the usage of passive constructions. Technologization refers to the fact that technology is at progress and needs to be reflected in language. Fairclough (1992) does not distinguish between the three types and reduces the problems to the shift towards conversation. To conclude, I have to state again that newspaper language is a very complex issue. We have seen that it has its specific restrictions and limitations as well as possibilities and opportunities. It has to serve to a number of readers with a wide range of interests and needs which are not easy to fulfil.

## 2.2 Broadsheets vs. tabloids

Regarding newspapers, we must not forget to distinguish between two prevailing types of them. This subchapter is, therefore, devoted to a comparison of British quality papers<sup>3</sup> and tabloids in terms of content, formality, interpretation of information, and graphic design. Among others, the most popular British tabloids are the Sun, Sunday Times, and the Daily Mirror. Reah (2010) adds another category – middle-range tabloids, e.g. the Daily Express and the Daily Mail but for the purpose of this diploma thesis they will be considered as tabloids. Broadsheet newspapers are represented by the Independent, the Times, the Guardian, the Telegraph, etc.

One of the most characteristic features is the difference in content. Table 1 (Reah 2010) gives us a

<b>Paper</b>	<b>Sun</b>	<b>Guardian</b>
No. of pages	60	26
Pages of news	16.5 (28 %)	12 (46 %)
Pages of advertising	26 (43 %)	8 (31 %)
Sport and entertainment	17.5 (29 %)	6 (23 %)

quick overview. The above chart clearly demonstrates that news reporting is the dominant part of the Guardian but advertising forms the greatest single item in the Sun.

In a more detailed analysis, Reah (2010) points out that broadsheets contain more news overall and a lot more overseas news. He further emphasizes that broadsheets use more passive structures, work with a higher level of formality and are written almost only in declarative sentences. On the contrary, prevailing voice in tabloids is active, sentence type is often exclamatory to present incredible facts, and informal vocabulary and constructions serve to a speech-like effect. Crystal and Davy (1992) confirm all the above ideas as verifiable facts and widen the scope of this issue. They go into detail while comparing the length of paragraphs and conclude that tabloids are divided into shorter paragraphs than broadsheets. [24, p. 54] Tabloids favour alliteration especially in headlines, e.g. depressing downpour, humble human. Contracted forms are also more likely to occur in tabloids.

Similarly, they depict characteristics of broadsheets as a presence of more discussion, greater use of postmodification and technical terms. Both types of newspapers utilize different kinds of word-formation processes; however, I shall return to this point later. One of the most remarkable dissimilarities between the two discussed dailies is the aspect of interpreting information and its choice. Figure 1 has been taken from the Daily Express, 7th of November 2012 – the day when results of American presidential election became known. At first sight, it is not dealing with Obama's re-election; it seems to be talking about a celebrity and about the European Union. There is only a minute headline, US Election Night Latest, which tells us about the most important event of the day. [23, p. 98]

The Daily Express as well as other tabloids usually display a famous person on the front page and use a big font in headlines. Large number of photographs and pictures is inevitable for this type of newspaper. The problem is that tabloids frequently distract readers' attention from key issues and offer them inferior consumerist values. On the contrary, Figure 2 illustrates the way the so-called quality newspapers function. It is obvious what kind of information the Guardian is interested in. The proportion of the text within the two front pages is clearly seen and do not need further commentaries. Figure 2 has been taken from the Guardian, 7th of November 2012. Apart from my practical comparison, the author who describes tabloids theoretically is Conboy (2010). He enumerates several features of tabloids, namely:

- better visual accessibility
- populism
- parody and political trivialization
- sexualisation
- conversationalization
- mockery
- sensationalization.



In other words, tabloids are colourful with a plenty of pictures, their writers are acquainted with what kind of information and opinions their readers require. Tabloids make political decisions less serious and there are no taboos on sexuality. Their aim is to shock and they tend to fulfil pages with scandals and distort facts. At the same time, Conboy brings a concept of a tabloid century and tabloidization. He emphasizes that quality newspapers during the 20th century had to adapt in order to remain profitable. Broadsheets have been orientated towards the news values of tabloids. This decline of broadsheets resulted primarily in worsened objectivity of information and appropriate language usage.[25, p.102]



Figure 1



Figure 2

### 2.3 Significance of neologisms in newspaper texts

Neologisms in newspaper articles serve multiple purposes. They not only reflect the evolving lexicon of the English language but also contribute to the efficiency of communication. By encapsulating new ideas and concepts in concise terms, neologisms enable journalists to convey information effectively to a diverse readership. The study will analyze specific instances where neologisms enhance the clarity and precision of newspaper texts, showcasing their role in linguistic innovation.

Neologisms in newspaper texts serve as linguistic shortcuts, encapsulating complex ideas or concepts in a succinct manner. Journalists often employ these coined words to convey information efficiently, enabling readers to grasp new developments or trends quickly. The significance lies in their ability to streamline communication without sacrificing clarity, making newspaper articles more accessible to diverse audiences.

Neologisms are linguistic mirrors that reflect the ongoing changes in culture and technology. As society evolves, so does the vocabulary used to describe emerging phenomena. The significance of neologisms in newspapers lies in their capacity to capture and convey these shifts, providing readers with

a real-time linguistic snapshot of contemporary issues, innovations, and cultural trends.

Language is a tool for expressing thoughts and ideas, and neologisms add precision and nuance to this toolset. In newspaper texts, where brevity is often paramount, newly coined words allow journalists to convey specific meanings with conciseness. The significance of neologisms here is evident in their role as linguistic precision tools, enabling writers to articulate complex concepts with a single term.

Neologisms act as linguistic responders, adapting quickly to describe and define these new phenomena. In newspapers, the significance of these linguistic innovations lies in their ability to keep pace with the dynamic nature of contemporary life, allowing for the immediate integration of new concepts into our shared lexicon.

Neologisms often become emblematic of specific cultural movements or subcultures, contributing to the creation of a shared identity among their speakers. In newspaper texts, the significance of neologisms extends to their role in capturing the ethos of these cultural phenomena, fostering a sense of community and shared understanding among readers.

Languages are living entities that evolve over time, and neologisms are a testament to this ongoing process. The significance of neologisms in newspaper texts lies in their contribution to language evolution. They represent linguistic creativity, showcasing the adaptability and inventiveness inherent in the English language as it responds to the demands of a changing world.

Neologisms and Cultural Trends:

One fascinating aspect of neologisms in modern English newspapers is their reflection of cultural trends. These linguistic innovations often encapsulate societal shifts, technological advancements, and emerging subcultures. By examining neologisms within specific cultural contexts, this paper aims to demonstrate how language adapts to mirror and shape the cultural landscape.

Impact on Language Evolution:

Neologisms are not merely linguistic curiosities; they play a pivotal role in shaping the trajectory of a language. Through their adoption and integration into everyday discourse, neologisms contribute to the ongoing evolution of English. This study will explore how these coined words become an integral part of the language fabric, influencing subsequent generations of speakers and writers.

## **CONCLUSION TO PART 2**

The language of newspapers is marked by a blend of practicality, stylistic consistency, and rhetorical accessibility, shaped by the imperative to engage and retain readership. Crystal's analysis aptly highlights key elements of newspaper language, including explicit presentation of facts, attribution of sources, and the strategic use of headlines to capture reader attention. Headlines, in particular, serve as potent tools for attracting readers, employing techniques such as abbreviation, strong connotations, and grammatical simplification to maximize impact within limited space.

Furthermore, the syntactic structures and lexical choices in newspaper reporting exhibit distinctive characteristics, such as the distinctive subject position and the strategic placement of adverbials for emphasis. Mair's concepts of colloquialization, democratization, and technologization underscore the dynamic nature of newspaper language, reflecting societal shifts towards informality, accessibility, and technological integration.

A critical distinction arises between broadsheets and tabloids, each catering to different audiences and adopting distinct editorial styles. Broadsheets prioritize comprehensive coverage, formality, and depth of analysis, while tabloids emphasize visual accessibility, sensationalism, and populism. Conboy's insights into tabloidization highlight the evolving landscape of newspaper journalism, with quality newspapers adapting to market demands while grappling with challenges to objectivity and language integrity.

In essence, the language of newspapers encapsulates a complex interplay of journalistic conventions, reader preferences, and societal influences. While newspapers serve as vital sources of information and public discourse, their language reflects a delicate balance between journalistic integrity, commercial imperatives, and editorial choices. As newspapers continue to evolve in response to changing media landscapes, understanding their language dynamics remains essential for navigating the diverse array of voices and perspectives they offer to readers.

Neologisms in newspaper articles serve as dynamic linguistic tools that reflect and respond to the evolving nature of language and culture. These newly coined words contribute to the efficiency of communication by encapsulating complex ideas and trends in concise terms, making newspaper texts more accessible to diverse readerships. Moreover, neologisms act as linguistic mirrors, capturing contemporary shifts in society, technology, and culture, and providing readers with real-time snapshots of linguistic innovation.

The significance of neologisms in newspaper texts lies in their ability to streamline communication without sacrificing clarity, allowing journalists to articulate complex concepts with precision and conciseness. These linguistic innovations adapt quickly to describe and define new phenomena, keeping pace with the dynamic nature of contemporary life. Furthermore, neologisms often become emblematic of specific cultural movements or subcultures, fostering a sense of community and shared understanding among readers.

Languages are living entities that evolve over time, and neologisms represent an essential aspect of this ongoing process. By examining neologisms within specific cultural contexts, we can better understand how language adapts to mirror and shape the cultural landscape. Ultimately, neologisms play a pivotal role in language evolution, influencing subsequent generations of speakers and writers, and enriching the linguistic fabric of English.

### **PART 3. A PRACTICAL STUDY OF THE USE OF NEOLOGISMS IN THE TEXTS OF MODERN ENGLISH NEWSPAPER ARTICLES**

„ Starting next month Honda rolls out an Accord hybrid that races from 0 to 100 kilometres per hour in 6.5 seconds and still gets great mileage on the highway. Skyrocketing popularity of hybrids is now casting doubt on whether European diesel exports will fulfil these expectations, - said James. (Ellroy J. Black Dahlia. - New York: A Time Warner Company, Newspaper) ”

- Accord - French. accorder (agree) It; Latin. ad + cor (heart). It is an indirect, partially assimilated borrowing that has changed spelling. Translated by transliteration;
- hybrid - comes from the Latin hybrida - (mixed, Thoroughbred). It is a direct, partially assimilated borrowing, as it can form a plural. Translated by transcription;
- mileage - a word formed from the Latin basis of mile- and the French suffix -age. It is a hybrid word assimilated by indirect borrowing. Translated by descriptive technique (distance);
- highway is a complex word formed of two words. Borrowed from the American version of English. Translated from the Russian equivalent of "highway", recently often transcribed as "highway";
- skyrocketing - a complex word consisting of two - sky - borrowed from the ancient Icelandic sky - cloud, cloud) and rocket - borrowed from the Italian rochetta (coil), less. from rocca (spinning wheel). Probably a word of German origin. Is a semantic direct assimilated borrowing. Translated by descriptive technique;
- popularity - derived from popular, which is borrowed from the Latin popularis (belongs to the people) It; populus (people). Translated by transliteration;
- diesel - a common noun, derived from the name of the German inventor. Is a direct, unassimilated borrowing, a reality. Translated by transcription;
- exports - comes from the Latin exportare (to export). It is a direct, fully assimilated borrowing, as it can form derived and convertible words.

In two sentences - 33 significant words, of which 11 are borrowed, or 30%.

*“I was sleepy and tired, so when I got to the hotel I hurriedly paid it the fifty cents it demanded (with approximate lagniappe) .hotel was one of the kind described as renovated. That means \$ 20,000 worth of new marble pillars, tiling, electric lights and brass cuspidors in the lobby, and a new L. amp; N. time table and a lithograph of Lookout Mountain in each one of the great rooms above. The management was without reproach, the attention full of exquisite Southern courtesy, the service as slow as the progress of a snail and as good-humored as Rip Van Winkle. The food was worth traveling a thousand miles for. There is no other hotel in the world where you can get*

*such chicken livers in brochette.* "(O. Henry. *Selected Stories.* - Newspaper 1977)

- hotel - borrowing from the French hotel (large house, hotel) It; old French. hostel It; Latin. hospitale (hotel) It; early Latin hospes (guest);

It is an indirect, partially assimilated borrowing that has retained its spelling but has the ability to form a plural in the English style. Is an etymological doublet of hostel, hospital. Translated by transcription.

- cents - borrowing into English from the American version of English, denotes a change coin. Is a reality, direct borrowing, transcription. Translated by transliteration.

- lagniappe - neologism-borrowing from the Creole dialect, means a small gift that the buyer receives with the purchase. Is a direct, unassimilated borrowing, reality (exoticism). Translated by descriptive technique.

- electric - borrowed from the Latin electrum (amber) It; Greek electron (amber). Is semantic (due to changes in meaning) mediated assimilated borrowing. The meaning of the word expresses the ability of amber to attract various particles. Translated by transliteration.

- lithograph - borrowed from the Greek lithos (stone) + graphia (description of something l.). Is a direct assimilated borrowing. Translated by transliteration.

- management - in general, the word is a hybrid, consisting of borrowed Italian maneggiare (to manage a horse, hold) from the Italians. word mano (hand), derived from Latin. manus - hand. The suffix -ment is of French origin. Is indirect assimilated borrowing. Translated into Russian, it has often been transcribed recently.

- courtesy - borrowed from French. cortoisie (polite behavior), which comes from the French. cort (royal court). Is a direct assimilated borrowing. Translated by descriptive technique.

- service - comes from the Latin - dependence, slavery. Is a direct, semantic, assimilated borrowing. Translated by the Russian equivalent, recently often transcribed - service.

- progress - borrowed from Latin pr? gressus - moving forward. Is a direct assimilated borrowing. Translated by transliteration.

- humor - comes from the old French. humor (fluid flowing in the human body and affects his temperament). Since the word has not changed its spelling, we can assume that it came into English from written sources. Translated by transliteration.

- travel - the Merit Students Dictionary indicates the original source of this word - the noun travail - hard work from the Old French. travail (trial, suffering, pain) It; Latin trepalium (instrument for torture), consisting of two words - tre (three) and palus (count). Probably the origin of the word is due to the hardships experienced by

travelers in ancient times. The word is an indirect semantically assimilated borrowing. Translated into Russian equivalent.

- mile - comes from the Latin milia - an ancient Roman measure of measurement, which meant one thousandth. Is a direct assimilated borrowing. Translated by transliteration.

- en brochette - borrowing from the French language, means the name of the dish. Are unassimilated by direct borrowing, reality, transcription.

Of the 69 significant words, 20 are borrowings, which is 32%.

*“ The zenith of my career as a singer came when I was asked to give a recital in Carnegie Hall for the royal family, the president, Madonna, and a boy in high school whom I d always had a crush on; since then, it s all sort of been downhill”. (Lessing D. England Versus England//Making It All Right. - M .: Progress Publishers, 1978. - p.227)*

- zenith - borrowed from the Arabic samt (path) through the Latin cenith (highest point in the sky). It is an indirect, partially assimilated, semantic borrowing. Translated by transcription.

- career - borrowed from the Latin carr? ria (road for carriages) from the Latin carrus (carriage) through the French carri? re - profession. It is an indirect, partially assimilated semantic borrowing. Translated by transcription.

- recital - derived from the word recite, which was borrowed from the Latin recit? re (loudly recite, read). Is a direct assimilated borrowing. Translated by the equivalent.

- royal - borrowed from French roial (royal), from Latin. It is an indirect assimilated borrowing. Translated by the equivalent.

- president - borrowed from the Latin praesid? ns (ruler). It is a direct, partially assimilated borrowing. Translated by transliteration.

- Madonna - borrowed from the Italian Madonna, goes back to the Latin mea + domina (my lady, wife, hostess). Is indirect, unassimilated borrowing. Translated by transcription.

The text contains 22 significant words, of which - 6 borrowings, or 27%.

*“ They all came crowding into the little kitchen, bringing with them the spirit of facetiousness that seemed to Charlie his personal spiteful enemy, like a poltergeist standing in wait somewhere behind his right shoulder”. (Lessing D. England Versus England//Making It All Right. Newspaper 1978. - p.227)*

- spirit - comes from the Latin spiritus (breath, life, soul). Is a direct partially assimilated borrowing and etymological doublet to the words esprit, sprite. Translated into Russian equivalent.

- facetiousness - borrowed from French. face? tieux It; st.- French (joke) It; Latin

(joke, sharpness). In English it acquired the original suffix -ness. Is mediatedfully assimilated, affix borrowing. Translated into Russian equivalent.

- personal - borrowed from Latin. personalis (relating to personality) from Latin. persona (mask, character, character). Is a direct partially assimilated borrowing. Translated by the Russian equivalent or transliteration.

- spiteful - consists of the base spite + the original English suffix -ful. Spite is an abbreviation of the word despite It; old French. despit (evil, anger) It; Latin. despectus (looking down, contempt). Is an indirect semantic borrowing. Translated by descriptive technique.

- enemy - comes from the Old French enemi (enemy) from Latin. inimicus (unfriendliness). It is an indirect assimilated borrowing. Translated into Russian equivalent.

- poltergeist - is unassimilated by direct borrowing from the German language, translated by tracing paper (evil spirit), equivalent (ghost) or transcription (poltregeist).

Of the 18 significant words, 8 (or almost 50%) are borrowed.

*“10.«News agencies, banks and government offices were targeted in a blitzkrieg of spam - an onslaught of billions of e-mails, many apparently generated by Russian hackers, who brought down servers and jammed bandwidths to bursting», said the president of advertising agency”. (Ellroy J. Black Dahlia. - New York Newspaper.)*

agency - formed from the noun agent It; lat. agens (adjective from agree

- to do) with the suffix -y. It is a direct, assimilated borrowing. Translated by transliteration.

- bank - borrowed from the Germanic languages through the Italian - banca - lava. Is an indirect semantic assimilated borrowing. Translated by transcription.

- government - formed from the verb to govern, borrowed from French. gouverner - to manage, rule (ship), derived from the Latin. gubernare and Greek. cybernan. It is an indirect semantic, assimilated borrowing. Translated into Russian equivalent.

- office - see above.

- target - borrowed from the French. targuete small shield It; reduce fromtargete. Is a direct partially assimilated semantic borrowing. Translated into Russian equivalent.

- blitzkrieg - borrowing from the German language, means "lightning war". There are unassimilated, direct borrowing, barbarism, because it has an English synonym - short war. Translated by transcription (blitzkrieg) or descriptive method.

- Spam is a neologism. Semantically unassimilated borrowings from the American version of English, which literally means "sausage stuffing". Translated bytranscription.

- billion - borrowed from the French. billion. Is a direct, unassimilated borrowing.

- E-mail - neologism-borrowing is a complex word. The first part is an abbreviation of electronic (borrowing from Latin *electrum* (amber) lt; Greek. *Electron* (amber) + St.-French. *Male* (bag postman.) Is a direct, assimilated borrowing. Translated by tracing paper (e-mail) or often in the present time - transcription - e- mail, not translated in written language.

- generate - from Latin. *generatus* - communion from the verb *generare* - to produce. Is a direct partially assimilated borrowing. Translated by equivalent or transliteration - to generate.

- server - formed from the verb to serve, which was borrowed from Latin. *servire* (to be a slave, to serve). Is a direct assimilated borrowing. Translated by transcription.

- hacker - English semantic neologism, formed from the word *hack* - hack, break, break, the second meaning - a program hacker, borrowed from Russian, translated by transliteration.

*"11. And now I began to feel that I was neglecting my business ..."* (Stevenson RL *Treasure Island Newspaper*)

- Business - a prefixal neologism, borrowed from the Russian language, translated as "business, responsibilities", recently - often translated by transcription -business.

*"12. The rocks of the Spy-Glass re-echoed it a score of times ..."* (Stevenson RL *Treasure Island Newspaper*)

- Spy-Glass - a complex neologism - borrowing, translated by tracing.

- Echo - neologism-borrowing from Latin. *Echo*, which in turn was borrowed from the Greek. *Echo*. The word has not changed its spelling, but can form new parts of speech, have a plural, so it is partially assimilated borrowing. Translated by transliteration.

*"18. As the waiter disappeared, Peter McDermott depressed the bell push again. There was barely time for the barking to resume before the door was opened by a moon- faced young man with pince-nez. Peter recognized him as the Croydons secretary".* (Hailey *A. Hotel. - New York Newspaper 1965. - p. 13*)

- moon-faced - a complex neologism, consisting of two words. Translated by tracing paper - round.

- youngish - prefixal neologism, translated by descriptive technique.

- pince-nez - a neologism borrowed from the French *pince-nez*, is non-assimilated, own borrowing, translated by transcription.

- secretary - neologism - borrowing from the late Latin. s? cr? t? rus. Translated by transliteration.



*“24 Slowly, as the inevitability penetrated, the ex-head bartender s expression changed. His earlier mask of deference slipped away. A twisted grin took its place as he declared, All right, I ll go. But you won't be far behind, Mr. High-and-Mighty Trent, becauseyou're getting thrown out too, and everybody around here knows it. Raqu.” (Hailey A. Hotel.*

*- New York Newspaper 1965. - c.230)*

- High-and-Mighty - neologism-borrowing, is a phrase, translated by descriptive technique.

*29. His qualifications were excellent. He had trained in Paris, worked in London - at Prunier s and the Savoy - then briefly at New York s Le Pavilion before attaining the more senior post in New Orleans. (Newspaper Bantam Books, 1965. - c.20)*

- qualifications - neologism-borrowing of the Middle Latin period fromqualificare, translated by transliteration.

- Le Pavilion is a neologism borrowed from French, translated by transcription.

## CONCLUSIONS

Neologisms are one of the ways to replenish the vocabulary of a language. The main quality of neologisms, which distinguishes them from all other units of vocabulary of the language is novelty. According to the method of formation neologisms are divided into morphological, semantic, phonological and borrowing.

The vocabulary of the English language is a product of all previous history of this language and at the same time this living history speaks this language to the people, as the vocabulary reflects the events occurring in this society, phenomena, relationships with other peoples. Words and concepts appear and die, but many of the words that appeared in different eras are preserved in later times.

Morphological neologisms, while less novel compared to other categories, showcase the structural complexity and richness of English word formation processes. Affixation, conversion, and abbreviation emerge as prominent mechanisms for creating new words, with technological advancements contributing to the proliferation of acronyms and abbreviated forms.

The study of neologisms and their formation in modern English reveals a dynamic linguistic landscape shaped by cultural, technological, and social shifts. While the definition of "neologism" may vary depending on historical perspectives and linguistic criteria, we have chosen to define it within a timeframe to encapsulate linguistic novelties since 1990. This period, though relatively short in the context of language evolution, witnesses a proliferation of new terms driven by scientific and technological advancements.

Neologisms manifest in various forms, including phonological, borrowed, semantic, and morphological categories. Phonological neologisms, often coined from individual sounds or exclamations, reflect the linguistic creativity and playfulness inherent in language evolution. Borrowings, though constituting a smaller proportion of neologisms, continue to enrich the lexicon, with French historically serving as a significant source alongside emerging influences from African and Asian languages.

Semantic neologisms demonstrate the adaptive nature of language, with existing words acquiring new meanings or lexical-semantic variants to accommodate evolving concepts and societal changes. This semantic expansion often occurs within informal contexts and slang, reflecting the fluidity and adaptability of language in response to cultural shifts.

Morphological neologisms, while less novel compared to other categories, showcase the structural complexity and richness of English word formation processes. Affixation, conversion, and abbreviation emerge as prominent mechanisms for creating new words, with technological advancements contributing to the proliferation of acronyms and abbreviated forms.

Overall, the study of neologisms provides valuable insights into the evolving nature of language and its responsiveness to cultural, technological, and societal influences. By exploring the diverse ways in which new words are formed and integrated into the lexicon, we gain a deeper understanding of language

dynamics and the role of innovation in shaping linguistic landscapes.

A comparative analysis of a serious newspaper (the Guardian) and a tabloid (the Daily Mail) has suggested a few interesting tendencies. It needs to be noticed that there is a trend towards colloquialization of journalistic style, i.e. the serious newspapers tend to draw inspiration from the tabloids. Regarding the frequency of occurrence of lexical word-formation processes, the two dailies reach similar results. It would be to presume that quality newspapers would contain more neologisms as they simply devote much more space to text, however, it has proved untenable. It seems that quantity of text is rather marginal because neologisms arise where it is desirable to shock and force the reader to read the article. New, usually ambiguous and not easily understandable words achieve these aims, particularly in newspaper headlines.

A critical distinction arises between broadsheets and tabloids, each catering to different audiences and adopting distinct editorial styles. Broadsheets prioritize comprehensive coverage, formality, and depth of analysis, while tabloids emphasize visual accessibility, sensationalism, and populism. Conboy's insights into tabloidization highlight the evolving landscape of newspaper journalism, with quality newspapers adapting to market demands while grappling with challenges to objectivity and language integrity.

The formation of English vocabulary is greatly influenced by the emergence of new words or neologisms that appear in connection with the development of new technologies in various fields of human activity, borrowing from other languages and for other reasons.

Neologisms are words that, having appeared in the language as certain significant units, have not yet entered the active vocabulary of the language. They remain neologisms until they are finally mastered and entered into an active vocabulary, as long as they are perceived as words that have a touch of freshness and unusualness.

Neologisms in newspaper articles serve as dynamic linguistic tools that reflect and respond to the evolving nature of language and culture. These newly coined words contribute to the efficiency of communication by encapsulating complex ideas and trends in concise terms, making newspaper texts more accessible to diverse readerships. Moreover, neologisms act as linguistic mirrors, capturing contemporary shifts in society, technology, and culture, and providing readers with real-time snapshots of linguistic innovation.

New words in language arise through word formation, by borrowing or rethinking meaning.

The significance of neologisms in newspaper texts is multifaceted, encompassing efficiency in communication, reflection of cultural and technological changes, precision in expression, dynamic responsiveness to emerging phenomena, and the shaping of cultural identity. As newspapers continue to be key players in disseminating information, the role of neologisms in these texts remains vital in capturing the essence of contemporary communication.

This research contributes to our understanding of neologism usage in modern English newspaper

articles, highlighting the dynamic interplay between language, media, and society. By analysing practical examples of neologisms within texts, the research underscores the importance of linguistic innovation in reflecting and shaping contemporary discourse.

My practical research confirmed the hypothesis formulated in the theoretical part of the study. Neologisms develop language, make it richer, and such methods of creating neologisms as word formation, affixation and semantic way are most often used. As I could see from my research, neologisms we can very often find in articles in modern newspapers.

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## UKRAINIAN SUMMARY

Тема бакалаврської роботи: неологізми у текстах сучасних англомовних газетних статей.

Актуальність теми обумовлена безперервним поповненням англійської лексики у зв'язку з мінливим оточенням, а також все більшим поширенням англійської мови у світі і необхідністю слушні теоретичної та практичної розробки проблеми.

Мета дослідження: дослідження шляхів поповнення сучасної англійської лексики новими лексичними одиницями, дослідження неологізмів в англомовних газетних статтях.

Об'єкт дослідження : неологізми в англомовних газетних статтях.

Завдання дослідження:

- вивчити теоретичні та практичні джерела за темою дослідження,
- дати поняття неологізму,
- визначити основні шляхи поповнення англійської лексики,
- досліджувати класифікацію неологізмів,
- вивчити способи утворення неологізмів,
- провести практичне дослідження використання неологізмів в англомовних газетних статтях.

У процесі роботи були використані наступні методи наукового дослідження: вивчення теоретичних і практичних джерел за темою дослідження, порівняння; узагальнення, синтез, аналіз.

Практична значимість дослідження полягає в тому, що основні положення теоретичної частини та практична частина можуть бути використані на заняттях з лексикології студентів факультет іноземних мов.

### **Висновки:**

Неологізми є одним із способів поповнення словникового складу мови. Головна якість неологізмів, що відрізняє їх від усіх інших одиниць словникового складу мови - якість, яка програмно записано в самому терміні - неологізм - новизна. За способом утворення неологізми підрозділяються на морфологічні, семантичні, фонологічні і запозичення.

Неологізми - це слова, які, з'явившись в мові в якості визначених значущих одиниць, ще не

увійшли в активний словниковий запас мови. Вони доти лише і залишаються неологізмами, поки остаточно не освоються і не увіллються в активний запас лексики, поки сприймаються як слова, що мають відтінок свіжості і незвичності.

Нові слова в мові виникають шляхом словотворення, шляхом запозичення або ж переосмислення значення.

Моє практичне дослідження підтвердило гіпотезу, сформульовану в теоретичній частині дослідження. Неологізми розвивають мову, роблять його багатшим, при цьому найчастіше використовуються такі прийоми створення неологізмів, як словоскладання, аффіксації і семантичний спосіб. Неологізми неймовірно широко використовуються в англійських газетних статтях.

# Звіт про перевірку схожості тексту Oxsico

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Ким подано:

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