

Радецька С. В.,
канд. пед. наук,
доцент кафедри лінгвістики та перекладу,
Київський столичний університет
імені Бориса Грінченка, м. Київ

УДК 81'373.611



NEOLOGISMS: THE EVOLUTION OF LANGUAGE IN RESPONSE TO CULTURAL AND TECHNOLOGICAL CHANGES

Neologisms are new terms, colloquial words, or expressions that become widespread in written and oral communication. Over time, some of them are integrated into everyday speech, becoming part of the active vocabulary of speakers. The study of neologisms is carried out by neology, a branch of linguistics that studies the formation, functioning, and consolidation patterns of new words in the language system. According to such scholars as Peter Newmark, Gene Aitchison, and Philip Darkin, neologisms arise in response to cultural, technological, and social changes. They can be completely new words, already known lexemes that have acquired new meanings, or borrowings from other languages.

The classification of neologisms in linguistics is based on various theoretical approaches. Some researchers focus on the stylistic and psycholinguistic features of new words, while others consider them in a lexicographic, structural, or historical aspect. Aitchison (2001) emphasizes that neologisms often arise under the influence of sociocultural changes, while Darkin (2014) notes that they fill lexical gaps, helping to describe new technological phenomena or social transformations. At the same time, Newmark (1988) emphasizes that neologisms create certain difficulties in translation, as they require precise interpretation of meaning and appropriate cultural adaptation.

The formation of neologisms is subject to several main trends. The rapid development of science and technology has contributed to the emergence of terms such as *“metaverse”*, *“deepfake”* and *“smartphone”*. Social and cultural changes have stimulated the popularization of expressions such as *“cancel culture”*, *“wokeness”* and *“mansplaining”*. In addition, word formation mechanisms through blending (for example, *“hangry”* is a combination of *“hungry”* + *“angry”*) and borrowing from other languages (for example, *“emoji”* from Japanese, *“café”* from French) are common, which enriches the modern lexicon. It is also worth noting the phenomenon of semantic shift when existing words acquire new meanings: for example, *“cloud”* (from a natural phenomenon to *“cloud computing”*) or *“troll”* (from a mythical creature to *“internet stalker”*).