

бытий. Это обыденные реплики, внешне не противоречащие речевому портрету персонажа, но их настойчивое повторение заставляет задуматься о происхождении этих реплик. Так, в следующем примере фраза *Es ist immer dasselbe* является намеком на газетные сводки того времени.

Пример: *Willchen: Ja, drei Zivilisten sind tot, darunter ein Kind. Der militärische Schade ist unbedeutend. Es ist immer dasselbe.*

Mariechen: Na u du? Zwei Zivilisten u eine Frau! Der militärische Schade ist unbedeutend. Es ist immer dasselbe.

Willchen: Sie hat die Flagge des Roten Kreuzes nicht respektiert! Es ist immer dasselbe.

Marichen: Er auch nicht! Es ist immer dasselbe.

Можно сделать вывод, что событие, попадая в контекст художественного или художественно-публицистического дискурса, перестает служить предметом исключительно фактической информации, а становится частью эмоциональной и эстетической (стилистической) информации. Таким образом, с одной стороны, репрезентация события отражает авторские эмоции и оценку, с другой стороны, выступает одновременно как стилистическое средство. Это позволяет говорить о том, что для рассматриваемых типов дискурса характерен выход на первый план эмоциональной и эстетической информации, при этом сами факты становятся фоном, играя лишь вспомогательную роль для выражения авторского отношения к написанному.

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Problems of translation of neologism in modern British media

В статье рассмотрены основные способы перевода неологизмов. В нашем мире постоянно возникают какие-либо новые реалии, а людям, в нем живущим, необходимы слова, чтобы эти реалии коротко и ёмко описывать.

Ключевые слова: неологизм, СМИ, лексика, перевод

In this article, we will look at the main ways of translating neologisms. In our world, some new realities are constantly emerging, and people living in it need words to describe these realities briefly and succinctly.

Keywords: neologism, media, vocabulary, translation

The English language, like many others, is now experiencing a real "neological boom". As a rule, the largest number of neologisms appears in areas that are at their peak of development – for example, in the areas of science and social networks.

The emergence of a new word is the result of a struggle between two tendencies: the tendency of language development and the tendency of its preservation. To generate new units, language has to rebuild, differentiate, although not all neologisms are the result of society's need for a new designation. The appearance of a neologism can be the result of new associations or the result of the elimination of homonymy, that is, the use of intralingual stimuli.

The role of the media in modern society is constantly growing, and the language of the media reflects as much as possible all new realities and gives them names sometimes even earlier than society, therefore the material for our research is taken from the media. Therefore, the purpose of this work is to study the main ways of forming neologisms used in the English-language media, and ways of translating them into Russian.

A distinctive feature of the vocabulary of a language is its ability to endlessly enrichment by infusing new words, which at the initial stage of their existence are called neologisms. The formation of neologisms is evidence of the prosperity of the language, which is a reflection of the progress of humanity in society as a whole.

Any innovation in the language is called a neologism.

According to Yu. N. Antyufeeva, neologism is the realization of the semantic-expressive possibilities of the occasional-potential word, thanks to which the new formation is consolidated in the language [1, p. 56].

V. S. Vinogradov defines neologisms as new words or meanings that are fixed in the language, which name new objects of thought. The author emphasizes that such "ordinary neologisms" constantly appear in the language in the age of rapid spiritual development and scientific and technological advances [2, p. 198].

Translation of neologisms suggests that they must be rethought and expressed in another language, either directly or through explanations. If in the translating language there is no direct equivalent of this or that socio-political phenomenon, this phenomenon can be described or conveyed in its phonetic or spelling form.

Thus, the main ways of translating neologisms are: transcription, transliteration, tracing, descriptive translation.

The transcription is based on the phonetic principle, i.e. on the transmission of the sounds of the English name in Russian letters. This method is based on the true

sound of the English word. For example, the word "superman" is transmitted by the transcription method. This category also includes numerous scientific terms, for example, sceptron – skeptron, (a device for recognizing speech signals by spectral comparison), as well as words borrowed from other languages: a priori, alma mater, curriculum vitae (CV), a la carte, carte blanche, summit.

Transliteration is based on the transfer of a graphic image, i.e. on the transmission of letters and is used to convey proper names, geographical names, features of social life and material life (zastolie, glasnost, perestroyka, draniki, fiesta, resume, briefing, lobby, holding, tender, etc.).

To transfer vocabulary that does not have correspondences in the target language, tracing is used, i.e. creation of a new word, phrase or complex word to designate the corresponding object based on the elements and morphological relationships that actually exist in the language.

Due to the active development of the English language and the current situation in the world, new words are entering the human vocabulary more and more rapidly. At the moment, the main incentive for the formation of words describing modern realities is, of course, the COVID-19 pandemic. The Guardian has an entire article from April 15, 2020 on how this phenomenon affects the English language.

The first neologism mentioned in the article is the word 'covidiot'. This word is formed according to the Noun + Noun model by truncating and combining stems, that is, a way of forming a word, which consists in combining parts of two words into one – covid + idiot. As for the translation, if this word is used in Russian, then it sounds like this – "covidiot", that is, the translation is made by transferring the graphic image of the word, i.e. transliteration. This neologism means a person who is dismissive of the recommendations of doctors on the observance of sanitary and epidemiological standards.

The rest of the mentioned neologisms (doom-scrolling, covideoparty, quarantini, locktail) do not yet have generally accepted analogs in Russian, so we can translate them either descriptively or translate them using transliteration, as in the previous example. If you provide such a translation, then it will not cause difficulties in understanding and in the flow of speech it will be understandable to almost anyone.

Doom-scrolling means constantly updating your news feed and reading depressing articles about pandemic-related events. It is formed according to the Noun + Noun model with the help of compounding, or rather by adding two free bases, one of which is the root, and the other is the derivative. Since the Russian language uses such a borrowing as "scroll", and the word "doom" is known to many Russians because of the computer game popular in Russia in the 90s, we can afford to translate it by transliteration – "doom scrolling".

Covideoparty is a complex example of neologism formation. First, by abbreviation, the word COVID was formed, which stands for, as is known, as Corona Virus Disease. The word covideo (COVID + video) is then truncated. And, in the end,

by adding two free stems, one of which is the root, and the other is a derivative, the word covideo party (COVID + video + party) is formed. This neologism means a party thrown in connection with the pandemic, but not in full-time format, as before, but through video communication programs.

The next two neologisms are associated with the use of alcoholic beverages while being forced to be at home.

The word quarantini is formed by truncating and combining stems – quarantine + martini. Since the words "quarantine" and "martini" are already part of our vocabulary, sounding almost the same as in English, we can afford to translate this word by transliteration – "quarantine". By "martini" is often understood not specifically the products of the Italian company Martini, which produces vermouths and sparkling wines, but in general any vermouth, and in this case, even, most likely, all alcohol. Thus, this neologism means that people who call their stay in quarantine in such a changed way consume a lot of alcohol during it.

The word locktail is also formed by truncating and combining the stems – lockdown + cocktail. The word "cocktail" has long been known to every inhabitant of our country and is not something unusual, while the word lockdown is likely to cause difficulty in understanding, which implies the difficulty of translating this neologism. We can translate it by transcription as "cubtail", but the likelihood that the interlocutor will understand us and appreciate the humor is low. If we use a descriptive translation, then it will sound something like this - "cocktail in forced confinement at home", "cocktail on self-isolation", "quarantine cocktail".

In addition to the coronavirus pandemic, of course, there are enough other realities in the world for which it is necessary to form new words so that it is easier and shorter to denote them.

So, in the title of the article "Sexting becoming 'the norm' for teens, warn child protection experts" we can see the neologism sexting, formed by truncation and combination of stems (sex + texting). As a rule, this neologism is translated into Russian – sexting – that is, with the help of transliteration. It means correspondence via SMS or social networks, which is of a sexual nature (as a rule, it implies the sending of candid photos).

According to the analysis, the most common way of forming neologisms in the selected media is truncation (merging) – it is used in 51.8% of neologisms (taking into account cases of a mixed type of education). The second place was shared by such methods of education as word composition and affixation - they account for almost 26% of neologisms (also taking into account cases of a mixed type). Cases of the formation of neologisms by abbreviation and conversion turned out to be the rarest.

In the methods of translation, however, no "leaders" were identified. It so happened that all the examples given are equally translated both by means of transcription and transliteration, and by means of tracing and descriptive translation. However, it is believed that not all the realities of the country of the target language, expressed

in neologisms, can be expressed by any analogs in other languages, therefore, the descriptive translation would probably still be the leader if a larger volume of the studied material was taken.

Thanks to the actively developing spheres of society, the constant replenishment of the vocabulary of the language has become commonplace. The mass media, on the other hand, are a kind of mirror of life, covering all kinds of events that are relevant and significant for most of the society. So that readers of periodicals can keep abreast of events, you need to "call a spade a spade", be aware of incoming new formations, language and speech, and actively use them when writing articles.

Thus, we found out that 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 finally master and merge into the active vocabulary, as long as they are perceived as words with a shade of freshness and unusualness.

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К вопросу о функциональных параметрах игры слов (на материале французского языка)

В статье анализируются функциональные параметры создания игры слов, основным из которых является двусмысленность высказывания / текста. Термин «двусмысленность» рассматривается наряду с понятиями неоднозначности, полисемии и многозначности. Основной действенности двойного (тройного) смысла, т. е. неоднозначности как прагматического явления, становится полисемия – наличие в высказывании многозначной лексической единицы. Кроме того, игру слов формируют и другие параметры, предопределяющие «столкновение» семантики единиц как нарушение системы правил, – лингвистические (фонетические, грамматические, графические, в том числе и комические), а также экстралингвистические.

Ключевые слова: игра слов, многозначность, двусмысленность, языковая и речевая неоднозначность, полисемия