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ENGLISH AXIOLOGICAL NEOLOGISMS OF THE LATE XX CENTURY

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Abstract: The article examines English axiological neologisms of the late twentieth century in connection with the category of evaluation as one of the fundamental in cognition. The analysis of axiological neologisms shows that units with the semantics of negative evaluation prevail among them. Moreover, they are formed as a result of affixation, word-composition, abbreviations. If affixation is common for adjectives, nouns, verbs and back-formation is common for nouns and verbs, clippings combined with affixation and secondary nomination are found in nouns and adjectives. In addition, nouns are characterized by word composition and borrowings, and a verb is characterized by the use of phrasal verbs.

Key words: axiology, neologism, evaluation, negative evaluation, positive evaluation.

Introductions. Modern linguistic research is aimed at identifying the links between the language and the society / person who uses it in their daily activities. Language not only acts as a means of communication, but also as a means of evaluating a person himself and the surrounding reality. In this regard, axiological research remains topical nowadays.

The diverse activities of modern society provoke the growing needs of their

speech expression. This takes into account the fact that knowing the object of reality, a person fixes his subjective evaluation in the meanings of words. As a result, new elements, rules of their functioning, structural relations between them are formed in the language [1; 2; 3; 4].

The aim of our investigation is to analyse the distribution of English axiological neologisms according to what part of speech and mark of evaluation they belong to and to examine word-formation models of neologisms.

Materials and methods. As a material for the research, we have selected vocabulary entries from the dictionary by J. Ayto, which records new words of Modern English. In the group of neologisms, we single out those that are axiologically marked. In the study the following methods are used: structural and logical analysis; methods of deduction and induction, lexicographical analysis, component method, quantitative analysis.

Results and discussion. The analysis of dictionary entries allows us to conclude that among the neologisms of axiological vocabulary, which are registered in the J. Ayto's dictionary the first place is occupied by nouns, which is quite evident, because the need for nomination of new subjects and phenomena arise more often than the need for nomination of new qualities and peculiarities. The second place in quantity is occupied by adjectives, the third – by verbs. A significant group of new axiological vocabulary is represented by word-combination patterns N+N, A+N.

Among the axiological neologisms the units with the negative evaluation obviously predominate. Nouns with negative evaluation semantics make up 94.7% of all evaluative nouns. Among the adjectives presented, 53.8% have a positive evaluation, 46.2% have a negative evaluation. Evaluative verbs have an extremely negative connotation.

Among word-combinations substantive ones with a negative evaluation account for 83.3%, while the remaining 16.7% have a positive connotation. The evaluative adjective, verbal word-combinations identified in the dictionary have an extremely negative evaluation.

The analysis of word-formation models of neologisms allow us to single out a

number of models. Nouns with the negative evaluation semantics are formed by the following word-building types:

- affixation: *plonker* „an idiot”, *gloomster* „a pessimist”, “a bore”, *bufferism* “an extreme conservativity”; “nonacceptance of new”; “discrimination of unabled to work citizens”;

-word composition: *scuzzball* (Amer.) “an unpleasant, disgusting chap”; *toy-boy* “a young man who is having a sexual relationship with an older woman”; *dickhead*, *airhead*, *rubblehead* “a stupid annoying person”; *bratpack* “a group of youngsters engaged in hooliganism”;

-different kinds of shortenings (including backformation, telescoping, clippings combined with affixation): *grebo* / < (gre/aser/+ -bo) ”a supporter of aggressively rough style in rock music”; *tack* / <tackiness/ “dirty, untidy conditions”; *technobabble* / < technologists’ babble / “technicians’ jargon”; *flake* / < flaky / “an unreliable person”; *vidkid* / < video + kid / “a child that does not tear from a TV screen”, etc.

A number of nouns with the negative evaluation are the units of the secondary nomination: *carbuncle* “a house that breaks the aesthetics of an architectural ensemble,” *dink*, *dork* “a fool”, *lombard* “a good-for-nothing rich man,” *parachutist* “an incompetent person, who occupies a post owing to patronage”.

Some separate examples of borrowings are found: *patsy* / <It. pazzo/ “a fool,” *bimbo* / < It. bimbo / ”a woman who has sexual relations with a high-ranking statesman with the aim of his next compromise”.

Only two examples of nouns with the positive evaluation semantics are registered in the J. Ayto’s dictionary: *shit* (Amer.) “something wonderful,” (ameliorative change of meaning), *spunk* (Austr.) “a beautiful unsurpassed young man”.

The greater part of axiological adjectives-neologisms with the negative evaluation semantics is formed with the help of affixation: *disadaptive* “not able to adjust, adapt oneself to something,” *dorkish*, *dorky* (Amer.) “stupid”, *laddish* “rude”, “boorish”, etc. The some way some adjectives-neologisms with the positive evaluation semantics are formed: *oatsy* (Amer.) ”full of energy, cheerful”,

picturesome “beautiful”, “photogenic”.

Some adjective of the positive evaluation semantic are represented by shortenings (clippings, clippings combined with affixation): *boffo* /< Amer. *boffola* / “wonderful”, *fabby* /< *fabulous* /+ -y (Amer.) “wonderful”, “fantastic”.

Axiological neologisms *sexy* and *tasty* are the units of the secondary nomination with the meaning “attractive”, “prestigious”, “fashionable.”

Axiological verbs (all with the negative evaluation semantics) are formed by the following word-building types:

-affixation: *awfulize*, *catastrophize* (Amer.) “to make a mountain out of a molehill”.

-back-formation and clipping: *arm-twist* /< *arm-twisting*. (Amer.) / “to compel somebody to do something by force”, *diss* /< *dismiss*. (Amer.) / “to put somebody in his place with contempt, to wave somebody away, to turn one’s back on somebody.”

-phrasal verbs: *veg out* (Austr.) “to lead a monotonous, dull, “vegetable” way of life.”

The units of word-combination patterns N+N, A+N may be both of the positive and negative evaluation semantics (the latter dominates):

/” + “/ - *golden goose* “a source of flourishing, prosperity”, *new man* “an ideal husband, who is not fastidious, squeamish about “woman’s” housework”.

/” – “/ - *ambulance chaser* “a person, who is eager to derive benefit from somebody’s misfortune”, *dead parrot* “something absolutely stuffy, out of fate, that lost its importance”, *trick roll* “a street walker who tries to decoy her client with the aim if robbing him”, *champagne socialist* “a politician who propagates the ideas of socialism but lives in luxury”.

Conclusions. Thus, the neologisms recorded in the J. Ayto’s dictionary are formed as a result of affixation, word-composition, shortenings. Investigating a number of derivational models we single out affixation common to all three parts of speech. Back-formation is common for nouns and verbs. Common to nouns and adjectives is clippings combined with affixation as well as secondary nomination. Only nouns are characterized by the use of word composition and borrowings. The

verb is characterized by the use of phrasal verbs. The predominance of negative connotations of neologisms indicates a greater need for a native speaker to express a negative evaluation, which is recorded in the dictionary.

The topicality of the axiological vocabulary investigation predetermines the perspectives for further research. The national-cultural and sociolinguistic specific nature of axiological nominations, as well as the change in evaluative stereotypes in Modern English-speaking communities, primarily British and American, deserves a detailed analysis.

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