

COGNITIVE AND PRAGMATIC FACTORS IN THE FORMATION OF
NEW WORDS IN THE ENGLISH LANGUAGE

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Annotation

This article discusses the study of new English vocabulary based on dictionaries in 2017-2018. Analysis of the cognitive and pragmatic factors that contribute to the creation of new words is the aim of the work. Neoconcepts and neologisms that objectively reconsider well-known concepts are among the categories of neologisms that novelty research aims to identify. The results show that the production of new units is the prevailing trend, fixing a more precise and thorough comprehension of reality's known items. It was discovered that word fusion and word formation are the most effective processes for creating neologisms.

Key words: vocabulary, cognitive factor, composition, neologism, pragmatic factor, neoconcept, semantic derivation, contamination.

The vocabulary of modern English is in a state of continuous change and development. One of the most convincing manifestations of this process is the replenishment of the language with new lexical units - words and phrases. Over the past decades, there has been a significant the number of neologisms generated by the rapid development of science and technology, changes in the socio-political, economic, cultural life of society. A relatively new branch of linguistics, neology, deals with the analysis of the causes of the appearance of neoplasms, their registration in lexicographic sources, and the study of ways to create them. However, the study of the cognitive and pragmatic mechanisms underlying the creative activity of a linguistic personality to create new linguistic signs, insufficient attention was paid, which justifies the relevance of this work.

The purpose of this article is to identify pragmatic and cognitive factors in the creation of new words in the English language for the period 2017-2018. The implementation of this goal is carried out by solving the following tasks:

- 1) analyze the pragmatic-cognitive conditioning of the formation of new words;
- 2) identify the most productive ways to create neoplasms;
- 3) determine the thematic relevance of the new vocabulary.

The novelty of the study lies in the fact that for the first time an attempt is made to analyze and classify neologisms based on the correlation of various cognitive motives for their formation and the pragmatic attitude that is realized in the process of

word creation. In addition, the latest material is analyzed - words recorded in English dictionaries over the past two years. The material for the analysis was 308 neologisms recorded in the following electronic dictionaries: Cambridge Dictionary, Macmillan Dictionary, Oxford Advanced Learner's Dictionary, Word Spy.

The following research methods were used in the work: selections from lexicographic sources and analysis of dictionary definitions, semantic and word-formation analysis, method of quantitative calculation.

As you know, neologisms are words and phrases that have appeared in the language to name new phenomena, concepts, objects, facts. As a rule, these units are formed according to the current ones in a particular language. word-formation models or are borrowed from other languages. Neologisms demonstrate "conditions, causes, motives and specific ways of the appearance of new signs of the language, all the features of their modeling" [5, p. 7].

All new units are created by man as a result of his cognitive activity and penetration into the essence of everything that happens in the world around us and the need to express this experience of knowledge in a linguistic form. Neologism is "the result of the creative work of human consciousness, which is determined by intellectual, subject-practical activity of human consciousness" [6, p. 150-151].

According to I. A. Gavrilova, the appearance of neologisms is due to certain factors: "... the appearance in the process of cognition of the reality of new concepts and their term formation; clarification, rethinking and in-depth knowledge of the fragments of the conceptual pictures of the world; cognitive and communicative factors" [1, p. 236].

New knowledge, as well as a deeper and more complete understanding of what is already known, are being comprehended and correlation with the conceptual picture of human consciousness. These new fragments of knowledge, the so-called "flickering concepts" [7, p. 123], on the one hand, they have a referential relation to the world of reality, and on the other hand, they correlate with the cognitive experience of a person. In the mind of a person there is a comprehension and identification of new information, its categorization, subcategorization.

At the next stage of the formation of a new word, a pragmatic factor comes into play - the search for a new word. names, since, according to V. I. Zabotkina, "the appearance of new units is caused by the need give a name to something that has not yet been named, by striving for greater expressiveness and beauty" [3, p. 17].

Thus, recognizing the equal importance of both pragmatic and cognitive factors, one should recognize the primacy of cognitive processes that generate the pragmatic need to create a new nominative unit to fix a new meaning. Each linguistic sign has a moment of its birth, the moment of its primary appearance in the language. And, according to E. S. Kubryakova, for most signs of modern languages, "these moments

are not subject to restoration, and how the process of objectification of a special structure of knowledge into a single word takes place, We do not know. Neologisms show us exactly this: the conditions, causes, motives and specific ways of the emergence of new signs of the language, all the features of their modeling" [5, p. 6-7].

A study of 308 neologisms revealed two leading cognitive factors their education. The first factor is the emergence of new concepts or neo-concepts. "Neoconcept - it is always new information, which is a criterion for identifying an object of the surrounding reality, carrier of a certain conceptual system" [4, p. 134]. The main criterion for identifying neoconcepts is the absence of lexical units that actualize the corresponding concept. The status of a neoconcept is confirmed by the absence of its definition in lexicographic sources, the absence of its possible actualization in another language form, the absence of synonymous words that objectify this concept. For example, the following neologisms name new phenomena of our life. Microlattice – a very light, thin structure made from strips of metal that cross each other with spaces in between [8]. / Design, which is intertwined strips of ultralight and thin metal (hereinafter translation made by the authors of the article. - I. Z., I. I.). Another example: Rovable – a very small robot that can be worn on your body and carry out a number of different tasks [Ibidem]. / Small size robot that can be on the human body and perform various tasks. These words are a linguistic representation of the latest scientific and technical inventions and, accordingly, new concepts.

New facts and phenomena from other spheres find objectification in language, the emergence of which is largely caused by the rapid pace of modern life and scientific and technological progress:

Supertasker - someone who is very good at doing more than one thing at the same time [Ibidem]. / A person who successfully manages several tasks at the same time. Nap bar - a place where you can pay money to sleep for a short time during the day [Ibidem]. / Establishment where, for a fee, the possibility of short-term daytime sleep is provided.

Another cognitive factor is a deeper and more detailed understanding or rethinking of already known and fixed in the conceptual and linguistic picture of the world of concepts. The need for their rethinking can be caused by the identification of new properties, qualities, characteristics. So, the new nomination can be the result of awareness of some signs of already known realities, but at the same time they did not have items. This, as a rule, is reflected in a new linguistic unit, which reinforces the figurative perception of an object in a semantic transformation, often metaphorical. For example: Fatberg - a massive, hardened agglomeration of fatty substances, particularly found in a sewer and caused by homeowners pouring fats down drains [11]. / A large hard lump of fat that forms in the sewer system as a result of draining fatty waste into it. Next example: Sun pillar – a narrow column of light that extends upwards or

downwards from the Sun [8]. / Rays of light coming from the sun vertically, creating the effect of a light pillar. It cannot be said that these neologisms objectify absolutely new concepts, these concepts and the phenomena were fairly well known to native English speakers. Probably, there was a conscious need to highlight and identify certain facts as a result of a deeper perception, understanding and expression of attitude towards them, awareness of their relevance, which was reflected in a new language form.

A quantitative analysis of neologisms revealed that out of 308 selected units, 79 (26%) are neologisms-neoconcepts. On the basis of clarification and in-depth knowledge of already known concepts, 229 new words and combinations (74%) were formed. Consequently, this cognitive factor is more conducive to the emergence of neoplasms in the language, reflects the constant cognitive activity our brain. Indeed, the frequency of the appearance of a new one in our life is not so great, despite to a high rate of progress in all areas. But all modern achievements contribute to a better understanding and awareness of existing phenomena, objects, facts.

The pragmatic aspect is manifested in the need to create a new language form for new content, which is realized, as a rule, through regular or semantic word formation. The analyzed corpus of identified neologisms confirmed this trend. No cases of so-called neologisms proper, that is, such units in which the novelty of the sign form is combined with the novelty of the content, have been identified. The novelty of a linguistic form in this work is understood as an absolutely innovative, a unique form, which is more characteristic of occasional formations. Neoplasms recorded in lexicographic sources are also marked with the connotation of novelty, but since they are more context-independent, their linguistic form is structurally and semantically motivated. Most of the new units update the new content based on the usual word-formation models. This pragmatic parameter of creating a name based on analogy is natural and justified, because the new sign addressed to the recipient, who should have no difficulty in receiving and interpreting it.

The most productive way of forming neologisms is compounding (160 units). Among Composite neologisms are dominated by two-component compound words. For example: Click-rate – the proportion of visitors who follow a link from a page on one website to another website [10]. / Number of website visitors, following a link from one site to another. Digital twin – a digital representation of a product or piece of equipment [8]. / Digital version of the product or device. Sleep pod – a space, often a small room with a comfortable chair or small bed, where you can sleep for a short time during the day [Ibidem]. / small room with a comfortable chair or small bed for short naps during the day. There are examples of three-component composites: Computer vision syndrome – a condition of the eye caused by spending a large amount of time looking at a computer screen [Ibidem]. / Discomfort in the eyes as a result of a long

stay at the computer. Gameboy disease – a spinal condition in children caused by looking down at hand-held devices [Ibidem]. / Incorrect position of the spine in children with prolonged use of a smartphone or other devices.

A characteristic feature of modern word formation are multicomponent formations - a special kind of compound words, which include the basics of not only significant parts of speech, but also official ones (prepositions, conjunctions, etc.). Some of them are complete units formed by the contraction of syntactic constructions. For example: Mom-as-a-service – software and online tools that provide services similar to the tasks performed by a mother [11]. / Computer programs and devices capable of performing some of the activities typical of moms. Pay-what-you-can – relating to a way of selling goods that allows the shopper to pay only what they can afford [8]. / Sales organization goods, allowing the buyer to pay the amount that he has. Such multicomponent constructions in a compact form convey a voluminous cognitive content and realize a pragmatic effect due to figurativeness and expressiveness. With the help of the word fusion, 55 units were formed: Beditate (bed + meditate) - to meditate in bed [Ibidem]. / Meditate in bed. Finsta (fake + Instagram) – a second account on the social media site Instagram, to which a limited number of people have access [Ibidem]. / Additional account on the Instagram network, which is available to a limited number of people. “An important difference between the words of ingots is their ability to maximize the compression of meaning, which occurs when fragments of generating bases are combined. Unlike word formation, the meanings of the original stems do not just complement each other, but are melted into a new value, not reducible to the sum of the values of the components” [2, p. 79].

The prevalence of these two ways of word formation (composition and word fusion) is explained pragmatic need to express in a concise, but at the same time expressive and expressive form complex concepts that are the embodiment of a new experience of knowing the world. New derived units are formed on the basis of affixal word-building models using productive morphemes (32 units). Reliance on regular patterns and knowledge of derivational elements contribute to an accurate interpretation of the meaning they convey. For example: Clicker- a device that allows you to operate a television, etc. from a distance[10]. / TV remote control. Brexiteer- a person who supports Brexit [Ibidem]. / A supporter of the UK's exit from the European Union. Of the total number of neoplasms, 30 units represent the result of reduction. Different kinds abbreviations (abbreviations, acronyms, truncations) contribute to the implementation of a pragmatic attitude to express new content in a capacious but informative language form: EDM - electronic dance music (a type of popular music with a strong beat that people dance to in clubs) [8]. / Electronic dance music. MINT (Mexico, India, Nigeria, Turkey (used to refer to these countries as a group in the context of how fast their economies are growing)) [10]. / Mexico, India, Nigeria and

Turkey as a group of countries with rapidly developing economies. A group of truncations should be distinguished, that is, words in which part of the stem is reduced: Fam (family) [Ibidem]. / A family. Comms (communications) [Ibidem]. / Communication, types of communication. Carny (carnival) [Ibidem]. / Carnival. They differ from all groups of neoplasms described in that the semantics truncated unit does not differ significantly from the semantics of the motivating basis, the truncated unit not filled with new conceptual content. Nevertheless, the neoplasm status is justified not only a new, abbreviated form of the word, but also an acquired pragmatic marking. As a result of the reduction of part of the stem, the lexical unit receives a stylistic connotation that limits its use in a colloquial communicative situation.

Semantic derivation (12 neologisms) also helps to save language resources due to the expansion of the semantic structure of a lexical unit that already exists in the language. At the same time, the appearance new, derived from the main meaning due to the associative connection with it, established as a result of the cognitive activity of identification and correlation of two concepts. So, the word wall is based on semantic features of the nominative non-derivative meaning "wall", a new one is formed: A space on a social networking website where you can share messages, photos, etc. with other users [Ibidem]. / Place on the site social network where you can share messages, photos, etc. with other users.

The mechanism of semantic derivation is implemented due to the common feature of the two meanings of this word: You can post messages, ads, photos, etc. on both real and virtual walls.

Borrowings are also a source of replenishment and enrichment of the lexical composition of English language. Thanks to the processes of globalization, rapprochement and interpenetration of different cultures and traditions foreign signs are also borrowed along with the phenomena of the material or spiritual cultures of other peoples and countries. 19 borrowed units from different languages were identified: Arabic, Japanese, Dutch, Danish, Swedish, Filipino and more. For example: Hygge – a lifestyle focusing on simple pleasures such as comfort and coziness in the home, and spending time with friends and family [9].

A lifestyle based on a sense of comfort and coziness, communication with loved ones. This word is borrowed from the Danish language, along with the concept of a similar lifestyle, which has become popular not only in Scandinavia, but also in English-speaking countries. An example of a borrowing from Japanese is the word seitan: Seitan – a substance made of wheat that is used in cooking instead of meat

[8]. A food product made from wheat protein and used in cooking as a substitute for meat. An analysis of the identified neoplasms according to their belonging to thematic groups showed that a significant part of the new words reflects changes in the “everyday life of a person” sphere (98 words), which includes various names of a

person according to his social status, professional activity, lifestyle, views, etc. For example: Manfant (man + infant) – an adult male who behaves like a young child [Ibidem]. / An adult male who behaves like a child. Hypebeast – a young person who is obsessed with buying the latest expensive designer clothes [Ibidem]. /A young man who buys expensive clothes of famous brands. The second in terms of the number of units was the sphere of "science and technology" (60 words), which is quite understandable by the appearance of inventions, various devices and devices that facilitate our life. Other groups that were replenished with neologisms are: "food" (37 units), "economy" (28), "entertainment" (27), "medicine and health" (24), "politics" (20), "natural phenomena " (fourteen).

Summing up, it should be emphasized that the new vocabulary is a linguistic representation of the result of human cognitive activity in mastering a changing reality, reflects new phenomena, realities, concepts, and also captures in new words a deeper perception and awareness of already known concepts. As it was found, much less neologisms-neoconcepts are formed (79) than words reflecting the rethinking of known concepts (229). The theoretical and practical experience accumulated by a person contributes to a more accurate and adequate understanding of the known. Pragmatic aspect neologisms are manifested in the motives for choosing language means of verbalization of new concepts. The dominant trend in the formation of new units was the desire to embody in a fully-formed unit complex, integrated concepts. Therefore, the most productive ways of replenishing the lexical composition are word composition and word fusion. The study revealed the enrichment of various conceptual spheres with new vocabulary, but most neologisms were recorded in thematic groups. "every day human life" and "science and technology".

The results and materials of this article can find practical application in teaching the course lexicology of the English language, as well as in studies on the problems of neology. The subject appears promising, since the development and improvement of our world will inevitably be reflected in the language, and, perhaps, new trends in this interaction will be revealed.

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