

## СОЦІАЛЬНО-ФІЛОСОФСЬКІ ПРОБЛЕМИ РОЗВИТКУ МОВНОГО ПРОСТОРУ

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### PECULIARITIES OF THE TRANSLATION OF NEOLOGISMS

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### ОСОБЛИВОСТІ ПЕРЕКЛАДУ НЕОЛОГІЗМІВ

**Objective.** *Outline the general features of the translation of English neologisms into Ukrainian.*

**Methods.** *The methods of analysis, synthesis, comparison, study of critical literature on the topic, work with scientific sources were used.*

**Results.** *We concluded that translation of neologisms are being one of the most difficult tasks. It requires detailed analysis and research in order to translate a neologism into Ukrainian language. The study shows that the main difficulty of translating is the transfer of the meaning to a new word. Ways to enrich the vocabulary of the English language at the expense of neologisms have been provided in this article. The conducted research gives grounds to claim that in the modern scientific literature many researchers identify the following main ways of translation of neologisms: 1. transliteration and transcription; 2. calquing 3. loan translation; 4. descriptive method; 5. direct inclusion; 6. approximate translation.*

*Transliteration is based on the disposal of a graphic image, namely the transfer of letters and is used for the transfer of proper nouns. Transcription is based on a phonetic principle, that is, the transmission of sounds of English names in Ukrainian letters (word sound). The transcription practice is much more widespread in the translation practice of the present, which is to transmit Ukrainian letters not the spelling form, but the sound of English word. Due to the significant differences in the phonetic systems of Ukrainian and English, such transfer is always somewhat conditional and reproduces only the similarity of English sound. It should bear in mind that there is always a transliteration element when using transcription. Elements of transliteration during transcription are as follows: 1) transliteration of non-communicable sounds; 2) transliteration of reduced vowels; 3) transfer of double consonants; 4) if there are several variants of pronunciation, the one closest to the graphic is usually selected. Translation of neologisms by calquing. This method is to replace the constituent parts, morphemes or words (in the case of persistent phrases), units of the original with their lexical counterparts in the language of translation. The peculiarity of calquing as a way of transmission of neologism — in maintaining the unchanged intrinsic form of the lexical unit. Calquing as a technique for creating an equivalent is similar to a literal translation — the equivalent of a whole is created by simply adding equivalents of its components. The translation of neologisms by means of loan translation is to replace the component parts of morphemes or words with the units of the original — their lexical cor-*

*respondences in the language of translation, while remaining the constant internal form of the lexical unit. Therefore, only neologisms of compound words are subject to loan translation. The advantage of this method lies in its conciseness and simplicity. The method of descriptive translation can also be carried out by means of a substitution method. Substitution translation is a method of transmitting neologism, in which a word (or phrase) that already exists in the translation language, which is not a neologism in it, but has sufficient commons of meanings with the original word, is used as its equivalent. Ideally, semantic congruence can be achieved here, that is the coincidence of denotative values (with the inevitable divergence in some connotative values).*

**Key words:** *neologism, translation, ways of translation, context*

**Statement of the problem.** Language is a living system that is constantly changing, updating and functioning as a dynamic structure. The intensive development of society, science, technology, different changes in social life cause the emergence of a large number of new realities and concepts that require naming, so neologisms appear to indicate new concepts or to give new meaning to existing ones. The appearance of such words causes considerable difficulty in translation, because such words are not yet written in the dictionary. Translation of neologisms is one of the most difficult points and requires detailed research and analysis.

**Analysis of recent researches and publications.** Speech functioning is an important subject of study for linguists as it indicates the directions of language development. The vocabulary of the language is constantly updating and replenishing with a new vocabulary dominated by neologisms. Numerous works of domestic and foreign linguists are devoted to the study of the appearance and functioning of neologisms (V. Hak, Y. Zhluktenko, V. Zabotkina, Y. Zatsnyi), as well as the problems of their translation in particular (I. Arnold, I. Halperin, A. Yankov, R. Fischer, and others).

**The objective of the article.** Outline the general features of the translation of English neologisms into Ukrainian.

**Outline of the main research material.** According to K. Mashkovtseva: “Neologisms are a special layer of vocabulary of each language, which has the status of the most unstable and changeable, which makes it impossible to make a common dictionary of neologisms” [1].

Taking into consideration different views of scientists on the concept of “neologism” itself and a number of definitions of the term, we consider, in our opinion, the most complete and volumetric definition of it, which is presented by O. Selivanova in the terminological encyclopedia “Modern Linguistics”: “Neologism is a word or a compound used by language over a period to refer to a new or existing concept in a new meaning and to be perceived as such by native speakers.” [6, p. 417]. Since the concept of “neologism” is relative and something that was a neologism a hundred or even fifty years ago is no longer now because of the development of society, science and technology, and therefore languages [7, p. 23] the term “neologism” is nothing more than a newly created lexical unit — a word or phrase that is not yet included in a common language, which is in the process of coming into common use and is new either in form or content. The peculiarity of neologisms and at the same time the difficulty of their transmission appear that they are fixed too late or not fixed at all by dictionaries [8, p. 34].

The appearance and functioning of neologisms is a testament to the life and development of language, the embodiment of human desire to express the wealth of knowledge, the performance of the progress of civilization. The appearance of new vocabulary in modern English language is the evidence of the active process of appending its vocabulary. This is conditional to the relevance of the study, since there is a need to deliver the values of English neologisms in the Ukrainian language.

The main difficulty occurred in translating neologism is the transfer of the meaning to a new word. When a translator meets neologism for the first time, he has no idea of the concept he delivers or outlines. Therefore, its meaning is often determined by the context. In translation, the context is quite informative. The scientist T. Dankevych identifies two stages of translation of neologisms of the English language into Ukrainian:

1. Finding out the meaning of neologism (when a translator either addresses the latest editions of English explanatory or encyclopedic dictionaries, or clarifies the meaning of a new word, he has to give its structure and context);

2. Actually translation (transfer) by means of the Ukrainian language, namely: transcription, transliteration, calculating, descriptive translation, direct inclusion.

When translating, it is sometimes difficult to find appropriate words in another language because the socio-cultural and historical conditions of life of people whose language is being translated does not require a specific word. This is applied, first of all, to the translation of neologisms. Neologisms are used to nominate certain subjects and concepts, for example, in fields of engineering, science, politics, or for the purpose of expressing or perusing of a message.

In modern English, these are the following basic ways of forming neologisms: 1) affixation; 2) conversion; 3) assigning another value; 4) word formation; 5) reduction; 6) borrowing; 7) by analogy.

The conducted research gives grounds to claim that in the modern scientific literature many researchers identify the following main ways of translation of neologisms: 1. transliteration and transcription; 2. calquing 3. loan translation; 4. descriptive method; 5. direct inclusion; 6. approximate translation.

Transliteration is based on the disposal of a graphic image, namely the transfer of letters and is used for the transfer of proper nouns.

Transcription is based on a phonetic principle, that is, the transmission of sounds of English names in Ukrainian letters (word sound).

The transcription practice is much more widespread in the translation practice of the present, which is to transmit Ukrainian letters not the spelling form, but the sound of English word. Due to the significant differences in the phonetic systems of Ukrainian and English, such transfer is always somewhat conditional and reproduces only the similarity of English sound. It should bear in mind that there is always a transliteration element when using transcription. Elements of transliteration during transcription are as follows: 1) transliteration of non-communicable sounds; 2) transliteration of reduced vowels; 3) transfer of double consonants; 4) If there are several variants of pronunciation, the one closest to the graphic is usually selected. Examples of this method of transmission of neologisms: chat — чат, hacker — хакер, scanner — сканер, cartridge — картридж, Nikkei — Ніккей (index of securities rates on the Tokyo Stock Exchange) etc.

Transcription and transliteration of Y. Shkulipa combine with the term “transcoding”, defining it as “the transmission of the sound or graphic form of the word of the original language using the letters of the translation language” [Y. Skulipa]. The researcher characterizes this method as a priority when translating journalism (publicism) with the terminology of technical and scientific nature or when translating names of companies, institutions, proper names, cultural objects, periodicals, etc.

Translation of neologisms by calquing. This method is to replace the constituent parts, morphemes or words (in the case of persistent phrases), units of the original with their lexical counterparts in the language of translation. The peculiarity of calquing as a way of transmission of neologism — in maintaining the unchanged intrinsic form of the lexical unit. Calquing as a technique for creating an equivalent is similar to a literal translation — the

equivalent of a whole is created by simply adding equivalents of its components. For example, the word multicurrency consists of “multi” and “currency”, both can be translated separately as “багато” and “валютний”, when drafting we get “багатовалютний”: multicurrency credit — багатовалютний кредит. Only neologisms of the compound word are calquing: workaholic — трудоголік, antihero — антигерой, Bircher — берчист. The first two examples are not difficult, as they are translated morphemically and are already fixed in spoken and written Ukrainian, although they are not listed in all dictionaries. A recent interesting example for translation analysis is the last one. The first part of the word, that is the root, remains unchanged, transcribed, and the suffix -er, which is used to denote persons, is replaced by a corresponding Ukrainian suffix -”ист”, which fully corresponds to the meaning and form of the word of the original language and is an adequate translation [ЦВИЛЛИНГ, 245]. The advantage of the method of calquing is the conciseness and simplicity of the equivalent obtained, as well as its unambiguous correlation with the original word. Although the calque equivalents suffer from literalism, the brevity and potential terminology make them attractive enough for use in newspaper and social studies [9].

The translation of neologisms by means of loan translation is to replace the component parts of morphemes or words with the units of the original — their lexical correspondences in the language of translation, while remaining the constant internal form of the lexical unit. Therefore, only neologisms of compound words are subject to loan translation. The advantage of this method lies in its conciseness and simplicity. However, although calque equivalents are not devoid of literalism, their conciseness and potential terminology make them attractive for use in periodicals and social-scientific publications. Thus, the translation method of calque demonstrates the existence of two-sided translingual correspondences in the middle of simple vocabulary units that are used as “building material” to reproduce the internal form of a borrowed word or a translation. It is often compared to the interpretation of a word. This translation has a significant disadvantage — verbiage.

The method of descriptive translation can also be carried out by means of a substitution method. Substitution translation is a method of transmitting neologism, in which a word (or phrase) that already exists in the translation language, which is not a neologism in it, but has sufficient commons of meanings with the original word, is used as its equivalent. Ideally, semantic congruence can be achieved here, that is the coincidence of denotative values (with the inevitable divergence in some connotative values). For example, exchange rate — курс обміну, literally “рівень обміну”, “order interval” — “цикл замовлення” (interval between successive orders), “managed floating rate” — “коректуючий курс”. A number of neologisms in modern English are formed by abbreviation. All of the above methods can be used to translate them. A special place among neologisms-abbreviations occupy the so-called “graphic condensates” — the result of the operation of an innovative way of producing linguistic units that contain not only initial letters (as in acronym and abbreviation) but also other graphic characters, for example: 4X (forex — foreign exchange) — “іноземна валюта”, “ринок іноземної валюти”. Often, such tumors represent a specific type of abbreviations using number “2” due to its homophonicity with the prefix “to”. Neologisms of this type will be translated by means of descriptive translation. For example: B2B (business to business) — “ділові відносини між підприємствами”; C2C (consumer to consumer) — “ділові відносини між споживачами”.

The advantage of the descriptive method is that the meaning of the English neologism is performed by a more or less widespread explanation. This method can be used to interpret meanings in dictionaries as well as to translate neologisms in a specific text. Of course, it is used when none of the above methods convey the necessary meaning of the concept being translated (iPad, iPod, Apple). It is common to use words consisting of two parts. The first

part is submitted in English, and the word retains its originality, and the second part — in Ukrainian (web-сторінка). V. Komisarov defines the approximate translation as “the use of a grammatical unit of the language of translation, which in this context partially corresponds to the non-equivalent grammatical unit of the language of the original”. Such translation retains the basic meaning of the word, but in Ukrainian the word differs from the original language by the lexical background.

Scientists E. Kush, E. Pavlova and others identify *quasiuntranslatable* methods of the neologism transmission. In the case of *quasi untranslatable* methods, translation is replaced by the act of borrowing the sound (transcription) or graphic (transliteration) form of the word, together with the meaning from the original language into the language of translation. However, the non-translatability of this technique is in fact only a seeming one: in fact, the borrowing here is done precisely for the sake of translation as a necessary prerequisite for its implementation. The borrowed word becomes a fact of the language of the translation and already acts as such as the equivalent of a foreign word identical to it.

Several key words from the Star Wars franchise have been officially added to the Oxford English Dictionary. They're incredibly important to the universe created by George Lucas more than four decades ago.

First of all, the Oxford English Dictionary has recognized the word *lightsaber*. But the English spelling, “*lightsabre*.” is used in any case, we now have a formal definition of the weapon for a more civilized age, which has the definition as follows: “***In the fictional universe of the Star Wars films: a weapon resembling a sword, but having a destructive beam of light in place of a blade. Also: a toy resembling this [2]***”.

The second word that has been added to the Oxford English Dictionary is *Jedi*. Of all the words added, this feels like the most necessary. Jedi is one of those words that goes far beyond the Star Wars franchise and is a key, recognizable word within the grand, pop culture landscape.

It is defined as follows: “***In the fictional universe of the Star Wars films: a member of an order of heroic, skilled warrior monks who are able to harness the mystical power of the Force. Also in extended and allusive use; esp. someone (humorously) credited with great skill or preternatural powers. Also more fully Jedi knight, Jedi master [2]***”.

Oxford also decided to include *padawan* in the dictionary which is, again, a key element to the myth of the *Jedi* and the *Force*.

Here's how they chose to define it: “***In the fictional universe of the Star Wars films: an apprentice Jedi. Also (often humorously) in extended and allusive use: a youthful, naive, or untrained person. Frequently in young Padawan, esp. as a form of address [2]***”.

Last one, we have a formal definition for the *Force*. The Oxford English Dictionary has definitions for the word “*Force*” but they've made the important distinction of this being the capitalized version of the word referring to the mystical energy that binds everyone in Star Wars and offers balance to the universe. Force is defined as follows: “***In the fictional universe of the Star Wars films: a mystical universal energy field which certain individuals, such as the Jedi, can harness to gain special powers or abilities. Also in extended use, and in allusions to dialogue from the Star Wars films, esp. may the Force be with you (used to wish someone good luck, courage, etc.) [2]***”.

We concluded that translation of neologisms are being one of the most difficult tasks. It requires detailed analysis and research in order to translate a neologism into Ukrainian language. The study shows that the main difficulty of translating is the transfer of the meaning to a new word. Ways to enrich the vocabulary of the English language at the expense of neologisms have been provided in this article. As an example we have shown several neologisms that have been added to the Oxford English Dictionary from the Star Wars franchise recently.

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**Мета** — описати загальні особливості перекладу англійських неологізмів українською мовою.

**Методи.** Використано методи аналізу, узагальнення, порівняння, вивчення критичної літератури за темою, роботу з науковими джерелами.

**Результати.** Дійшли до висновку, що переклад неологізмів є одним з найскладніших завдань. Дослідження показує, що основною складністю перекладу є перенесення значення в нове слово. У цій статті наведено способи збагачення словникового запасу англійської мови за рахунок неологізмів. Проведене дослідження дає підставу ствер-

джувати, що в сучасній науковій літературі багато дослідників виокремлюють такі основні способи перекладу неологізмів: 1) транслітерація і транскрипція; 2) калькування; 3) описовий переклад; 4) пряме включення; 5) приблизний переклад.

Транслітерація заснована на передаванні графічного зображення, а саме на передаванні букв, і використовується для передавання власних назв. Транскрипція заснована на фонетичному принципі, тобто передаванні звуків англійських звуків українськими літерами. Транскрипція набагато більш поширена в сучасній практиці перекладу, яка полягає в передаванні українських букв не у формі правопису, а у звучанні англійського слова. Через значні відмінності у фонетичних системах української та англійської мов такий переклад завжди дещо умовний і відтворює тільки схожість англійського звуку. Слід пам'ятати, що при використанні транскрипції завжди присутній елемент транслітерації. Переклад неологізмів шляхом калькування — метод, який полягає в заміні складових частин, морфем або слів (у випадку постійних фраз) одиницями оригіналу їх лексичними аналогами мовою перекладу. Переклад неологізмів за допомогою прямого включення полягає в заміні складових частин морфем або слів одиницями оригіналу — їх лексичними відповідниками мовою перекладу, залишаючись при цьому постійною внутрішньою формою лексичної одиниці. Перевага цього методу полягає в його стислості і простоті. Метод описового перекладу також може бути виконаний за допомогою методу заміщення. Описовий переклад — це метод передавання неологізму, в якому слово (або фраза), вже існуюче в мові перекладу, яке не є неологізмом в ньому, але має досить загальних значень з вихідним словом, використовується як його еквівалент. В ідеалі, тут можна досягти семантичної конгруентності, тобто збігу денотативних цінностей (з неминучою розбіжністю в деяких коннотативних цінностях).

**Ключові слова:** неологізм, переклад, способи перекладу, контекст.

**Цель** — описать общие особенности перевода английских неологизмов на украинский язык.

**Методы.** Используются методы анализа, обобщения, сравнения, изучения критической литературы по теме, работа с научными источниками.

**Результаты.** Пришли к выводу, что перевод неологизмов является одной из самых сложных задач. Требуется проведение подробного анализа и исследования, чтобы перевести неологизм на украинский язык. Исследование показывает, что основной трудностью перевода является перенос значения в новое слово. В этой статье приводятся способы обогащения словарного запаса английского языка за счет неологизмов. Проведенное исследование дает основание утверждать, что в современной научной литературе многие исследователи выделяют следующие основные способы перевода неологизмов: 1) транслитерация и транскрипция; 2) калькирование; 3) описательный перевод; 4) прямое включение; 5) примерный перевод.

Транслитерация основана на передаче графического изображения, а именно на передаче букв, и используется для передачи имен собственных. Транскрипция основана на фонетическом принципе, то есть передаче звуков английских звуков украинскими буквами. Транскрипция гораздо более распространена в современной практике перевода, которая заключается в передаче украинских букв не в форме правописания, а в звучании английского слова. Из-за значительных различий в фонетических системах украинского и английского языков такой перевод всегда несколько условен и воспроизводит только сходство английского звука. Следует помнить, что при использовании транскрипции всегда присутствует элемент транслитерации. Перевод неологизмов путем калькирования. Метод, который заключается в замене составных