

ОСОБЕННОСТИ ПЕРЕВОДА АНГЛИЙСКИХ НЕОЛОГИЗМОВ В ТЕКСТАХ СОВРЕМЕННЫХ СМИ

Аннотация. Данное исследование посвящено определению понятия 'неологизм'. В статье раскрываются особенности перевода английских неологизмов на русский язык. Тема исследования является актуальной, поскольку касается вопросов межкультурной коммуникации. Каждый из способов репрезентации неологизмов связан с определенными трудностями перевода. Это в первую очередь обусловлено различиями между национальными концептосферами носителей языка, на которые оказывают влияние особенности национального менталитета. Процесс глобализации в некоторой степени влияет на нивелирование этих различий, но, тем не менее, каждый народ старается сохранить свою индивидуальность и особые национальные черты. Концепты различных языков могут либо совпадать полностью или частично, либо полностью отличаться. Так, в языке оригинала текста появляется безэквивалентная лексика, а в языке-реципиенте - лакуны. Чаще всего безэквивалентной лексикой становятся новейшие неологизмы, точность передачи значения которых при переводе во многом зависит от способов перевода, используемых автором-интерпретатором.

Ключевые слова: неологизм, английский язык, безэквивалентная лексика, лакуна, концепт.

PECULIARITIES OF ENGLISH NEOLOGISMS TRANSLATION IN MODERN MEDIA TEXTS

Abstract. This study is devoted to the definition of the concept of 'neologism'. The article reveals the features of English neologisms translation. The topic of translation of neologisms is relevant, since it touches upon issues of intercultural communication. Each of the ways of representing neologisms is associated with certain translation difficulties. This is primarily due to differences between the national concept spheres of native speakers. Differences in concept spheres are influenced by the peculiarities of national mentalities. The process of globalization to some extent affects the leveling of these differences in languages, but, nevertheless, each nation tries to preserve its individuality and special national features. The concepts of different languages can coincide completely or partially, or completely differ. Thus, non-equivalent vocabulary appears in the source language, and gaps appear in the recipient language. Most often, the newest neologisms become non-equivalent vocabulary. The accuracy of transferring the meaning of neologisms largely depends on the methods of translation used by the author-interpreter.

Keywords: neologism, the English language, non-equivalent vocabulary, lacuna, concept.

The peculiarities of each nation's mindset determine a certain specificity of each language. Its study takes place in direct connection with the native speakers' culture and mentality peculiarities, since, of course, the concept spheres of different languages have their own special distinctive features. Despite the fact that we live in a globalizing world, the active processes of which are becoming more and more obvious, each nation strives to preserve a certain identity, a certain national specificity. In the concept spheres of two different languages, concepts

may coincide in meaning, partially overlap in some sememes, and not coincide, since they are purely national. And if some discrepancies are not essential for the implementation of intercultural communication, then the absence of some concepts in the language can lead to communication failure.

The absence of concepts in a particular language is called *lacunae*. Vocabulary that has no exact equivalents when translated into another language is called non-equivalent vocabulary. Of particular interest to us in this study is the latest non-equivalent vocabulary. Language is an unstable system that is constantly being influenced from outside. The modern world in the era of social, economic, political changes dictates significant changes in the lexical system of modern English. Each new phenomenon or reality requires a specific naming. Thus, neologisms appear. Despite the fact that this concept is not new and the term "neologism" itself was already known in the 18th century, there are still some scientific disputes regarding this phenomenon.

The problem of neology was investigated by S. I. Alatortseva, O. S. Akhmanova, A. A. Bragina, R. A. Budagova, F. I. Buslaev, T. N. Butseva, V. G. Gak, E. A. Zemskaya, V. A. Kozyrev, V. G. Kostomarov, N. Z. Kotelova V. V. Lopatin, A. G. Lykov, R. Yu. Namitokova, M. M. Pokrovsky, E. D. Polivanov, A. A. Potebnya, I. F. Protchenko, T. G. Rodionova, E. V. Rosen, T. Yu. Sazonova, A. M. Selishchev, E. V. Senko, G. N. Sklyarevskaya, Yu. S. Sorokin, I. I. Sreznevsky, S. I. Togoeva, N. I. Feldman, N. M. Shansky, L. V. Shcherba, L. P. Yakubinsky and many others.

Let us consider different researchers' points of view on the concept of novelty of a lexical unit. For example, E.V. Senko considers the chronological aspect to be one of the essential criteria: against the background of "familiar language forms", neologisms are distinguished by a certain "freshness", "little known" from the point of view of the frequency of the word use [1, p.22]. For such researchers who adhere to the lexicographic theory, an important criterion is the fixation of the word in the dictionary. But this criterion seems doubtful to some extent, since nowadays there are many dictionaries of neologisms [2, p.69]. The representatives of the scientific structural theory put forward the opinion that only those lexical units that are non-derivative and have unique and inimitable sound combinations can be considered neologisms. Yu. K. Voloshin uses new words to designate lexical units formed according to existing word-formation models in his native language [3]. O. G. Vinokur and E. A. Zemskaya identify potential words that, in their opinion, are not fixed in speech until a certain point [4, 5].

With the development of psycholinguistics, neologization acquired a new meaning, defining neologism as a linguistic unit that was not previously recorded in the speech of native speakers. The main criterion for this direction is the "feeling of novelty". It should be noted that representatives of the psycholinguistic direction associate the development of neology with the thinking of each individual native speaker. So, for example, the representative of this direction S. I. Togoeva notes that the speech experience of one person can differ significantly from the speech experience of another person, therefore lexical units (historicisms, professionalisms, jargon, etc.) that are not acquired by a native speaker for one

reason or another are new words for an individual, but at the same time, they cannot be called neologisms, since generally accepted terms, unknown to a particular individual, have long been rooted in the language system [6, pp. 79-81].

A more detailed definition is given by the lexicographer N. Z. Kotelova, denoting neologisms as “actually new words, first formed or borrowed from other languages”, as well as words that are already known to native speakers of a given language, but used either earlier in some narrow area, or outside the literary language, or words that once came out of use and were re-introduced by new native speakers; in addition, words that were once potentially possible from the word-formation point of view can be called neologisms [7, p.8].

The English neologisms, as stated above, are non-equivalent vocabulary, the translation of which, of course, causes a number of difficulties. Our research is based on the texts of the most popular British, American, and Russian electronic Internet publications. Besides, in the process of our research, various monolingual and bilingual dictionaries, thesauri and reference books were involved. The purpose of this article is to identify ways of transferring English neologisms into Russian when translating modern media texts on a synchronous language cut. For this reason, we used the articles translated into Russian from the ИноСМИ.RU website for 2022 to compare the source text with its translation [8].

There are several basic translation devices [9,10,11]. In this study, we single out the most widely used means of neologisms translation in non-fiction:

1. Transcription and transliteration primarily involve the use of phonetic and graphic means of the language, which allow the translator to reproduce the authentic verbal form, but in this case the meaning of the statement is somewhat lost. For this reason, the translator, with this method of eliminating neologism, often resorts to contextual descriptive framing. It is in this way that many words are already part of the Russian language as neologisms. Here is an example of such a translation: „Instead, the debate about the origins of sex differences tends to get polarised into extreme positions, with straw persons being erected and toppled by each camp, while epithets of ‘*neurosexism*’ and ‘sex-difference denier’ are lobbed across the divide.“ - «Вместе с тем, споры о происхождении гендерных различий, как правило, приводят к предельной поляризации мнений, когда недостаточно убедительные доводы выдвигаются и опровергаются представителями обеих «лагерей», и представители сторон, придерживающихся противоположных мнений, продвигают такие эпитеты как «нейросексизм» и «отрицатель межполовых различий».»

2. Description or interpretation can be characterized as a method of approximate translation, often used if the lexical unit is rather difficult to translate using transcription. This technique can be called an interpretation rather than a translation of non-equivalent units. Examples can be varied: “This research has given us a window to understand how the ‘*always-on,*’ 24/7 culture and devices that promise an abundance of information and entertainment may be fixing our superficial boredom but are actually preventing us from finding more meaningful things.“ - «Результаты этого исследования позволили нам понять, как культура “*всегда в сети*” и устройства, которые обещают нам нескончаемый

поток информации и развлечений, позволяют нам справляться с поверхностной скукой, но при этом мешают нам найти более значимые вещи и занятия.» Or: „Various methods have been used, but the most consistently successful has been the ‘*sky crane*’, a disposable frame fitted with retro-rockets that burn until it’s hovering a few yards above the surface.” - “С этой целью тестировались различные методы, но лучше всего себя зарекомендовала технология “*небесный кран*” — одноразовый каркас с реактивными двигателями, которые помогают ему зависнуть в нескольких метрах над поверхностью.”

3. Another widely used way of translating neologisms is tracing. In this case, the dictionary unit is borrowed from a foreign language with the help of a literal translation. For example: “The much discussed *Great Resignation*, in which employees are now leaving their unsatisfying jobs in far greater proportions than has been seen over the past two decades, could very well have been galvanized by profound boredom during the pandemic.” - «Тот самый широко обсуждаемый тренд “*великого увольнения*”, в рамках которого сотрудники уходят с нелюбимой работы гораздо более массово, чем это было в последние пару десятилетий, вполне мог быть спровоцирован глубокой скукой, которую люди начали испытывать в период пандемии.» Or: „Without Money, it’s unlikely that trans ideology, especially the phenomenon of ‘*trans kids*’, would exist today in the way that it does” - «Вряд ли транс-идеология существовала бы без работ этого ученого, особенно феномен “*транс-детей*”» Or: „He believed, for instance, that when children are around two years old they pass through a ‘*gender-identity gate*’, which locks in their gender for the rest of their lives” - «Он, к примеру, считал, что в возрасте около двух лет ребенок проходит через так называемые ‘*ворота гендерной идентичности*’, фиксирующие их гендер на всю оставшуюся жизнь.»

4. Less effective, but at the same time widely used, method is a translation commentary. When using this method, all information is taken out, as it were, beyond the scope of the main text. Let's explore an example: “After that, the student said, he was hooked, and plans to use ChatGPT to cheat on exams instead of *Chegg*, a homework help website he’s used in the past” - «В общем, вскоре парень, по его словам, “подсел” на ChatGPT и в дальнейшем планирует применять для списывания на экзаменах именно его вместо *сервиса Chegg* (*ресурс, предоставляющий помощь при выполнении домашних заданий*), которым он пользовался раньше».

This study showed that in translation, such methods as transcription / transliteration, description / interpretation, tracing, and translation commentary are most often used. The translator sometimes faces a rather difficult task of making a choice among the methods of transferring non-equivalent vocabulary, especially in cases where a certain phenomenon or reality does not have a specific lexical equivalent in the target language. These cases allow the translator to vary, and sometimes combine translation devices. The topic of translation of neologisms is, of course, relevant, since it touches upon issues of intercultural communication.

Список использованной литературы

1. *Сенько Е. В.* Инновации в современном русском языке. М.: Айрис-Пресс, 1994.
2. *Тогоева С. И.* Психолингвистические проблемы неологии: монография. Тверь: ТГУ, 2000. - 251 с.
3. *Волошин Ю. К.* Новообразования и собственно неологизмы современного английского языка: автореф. дис. . канд. филол. наук / Ю.К. Волошин; Моск. пед. ин-т им. В.И. Ленина. М., 1971. 16 с.
4. *Винокур Г. О.* Заметки по русскому словообразованию // Избранные работы по русскому языку. М.: Наука, 1959. 451 с.
5. *Земская Е. А.* Словообразование как деятельность. М.: КомКнига, 2005. -224с.
6. *Тогоева С. И.* Психолингвистические проблемы неологии: монография. Тверь: ТГУ, 2000. - 251 с.
7. *Котелова Н. З.* Первый опыт лексикографического описания русских неологизмов / Н.З. Котелова // Новые слова и словари новых слов. Л.: Наука ЛО, 1990. С. 8-9.
8. *ИноСМИ.RU*, 2022. URL: <https://inosmi.ru/> (дата обращения: 27.01.2023).
9. *Перлова И. В.* Проблемы перевода реалий русского языка // Индустрия перевода. Пермь. 2013. №1. С. 259–264.
10. *Рудакова Н. Ю.* К вопросу о способах перевода русских реалий на английский язык в художественной литературе // Вологдинские чтения. Владивосток. 2008. № 66. С. 66–69.
11. *Украинский С. А.* Способы перевода на русский язык культурно-специфических реалий в немецких погодных поговорках // Вестник Воронежского государственного университета. Серия: Лингвистика и межкультурная коммуникация. Воронеж. 2006. №2. С. 136–142.