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УДК 81.161.2.

THE LINGUAL AND STYLISTIC ESSENCE OF BORROWED ANGLICISMS

There is a certain contradiction between the influx of structurally and stylistically diverse English neologisms (new words and meanings) of the 1990s and 2010s to the Ukrainian language and the lack of their due registration even in the latest lexicographical sources. Meanwhile, it is natural that translation has served as initial stage of borrowing new Anglicisms to the modern Ukrainian literary language, frequently through the Ukrainian informative and analytical media. It is also natural that new words and meanings usually appear and get borrowed for a specific purpose: to term new phenomena with attention to their associative similarities with already known ones, to name new phenomena in a figurative expressive way, to diversify synonymous expressive means, to renovate the expressive means, and to unify new terms at the international level [2; p. 4].

Linguists have devoted much attention to various aspects of neologisms. Translation of new lexical and phraseological items on their way to borrowing and adaptation are studied by S. P. Denisova, V. V. Ovsyannikov, V. D. Radchuk, and O. A. Yasinetskaya. The word-building adaptation of borrowings in Ukrainian are analysed by I. M. Kamynin, I. M. Kochan, D. V. Mazuryk, O. A. Styshov, and N. O. Popova. The lexical and semantic adaptation of foreign borrowings in Ukrainian are studied by L. M. Arkhipenko, S. P. Denisova, N.O. Popova, V.P. Simonok, and O.A. Styshov [5, p. 5]. In our turn, we have focused on stylistic peculiarities of borrowed Anglicisms, their paradigmatic relations, and stylistic devices inherent in the new borrowings.

The classifications and descriptions of the lingual-stylistic features expose the stylistic devices, cognitive peculiarities, and paradigmatic relations in the new borrowings from the English language. The paradigmatic relations observed in such neologisms are synonymic (mostly), antonymic, homonymic, polysemantic, and paronymic.

The lexical and semantic categories of innovations can be classified into four main types: (1) neologism proper (a new meaning is expressed by a new form: *netiquette* (*Net* + *etiquette*) – *нетикет* «the rules of conduct on the Internet»), (2) transnomination (an existing meaning is expressed by a new form: *brain gain* – *припливмізків* «an increasing number of proficient employees»), (3) semantic innovation (a new meaning is expressed by an existing form: *flame* – *флейм* «an emotionally charged or even rude electronic message»),

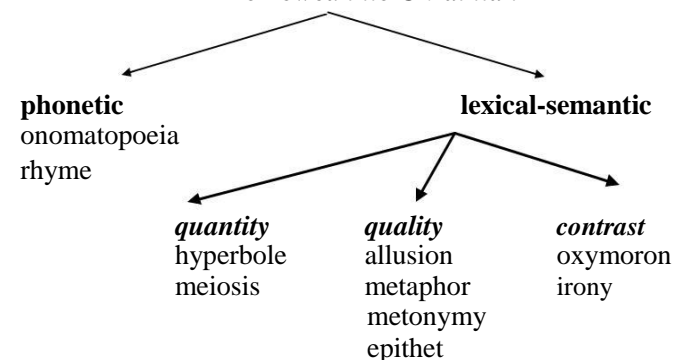
and (4) semantic reconsideration (an existing form expresses a meaning which used to be expressed by another existing form: *yestertech* (*yesterday* + *technology*) – *вчорашня техніка* (earlier – *стара техніка, застаріле обладнання*) [5, p. 16]. There can also be paronymic neologisms in which a new meaning is expressed by a new form on the basis of pun: *phishing* – *фішинг* «wheedling of personal data through electronic sources» (paronymy to *fishing* – *рибальство*).

Table 1. Paradigmatic Relations

synonymy	antonymy	homonymy	polysemy	paronymy
<i>cybermania</i> , <i>cyberaddiction</i> , <i>cybersickness</i> , <i>Internet-mania</i> – <i>кіберманія</i> , <i>кіберзалеж-</i> <i>ність</i> , <i>інтернет-</i> <i>хвороба</i> , <i>інтернетоманія</i> «excessive dependence on the Internet»	<i>soft power</i> – <i>м'яка влада</i> , <i>hard power</i> – <i>тверда влада</i> «indirect vs direct influence»; <i>soft money</i> – <i>«м'які» гроші</i> , <i>hard currency</i> – <i>тверда</i> <i>валюта</i> «fluctuating vs stable currency»	<i>carfast</i> – «їжа на колесах» «a meal for eating in a car» ≠ <i>meals-on-</i> <i>wheels</i> «a meal delivered by a car»	<i>електронне</i> <i>сміття</i> – <i>e-waste</i> «worn out and thrown away electronic devices» ≠ <i>junk e-mail</i> «e-mail spam»	<i>phishing</i> – <i>фішинг</i> «wheedling of personal data through electronic sources» (paronymy to <i>fishing</i> – <i>рибальство</i>)

The borrowed lexical and phraseological items are often based on stylistic devices, such as onomatopoeia and alliteration, rhyme and assonance, hyperbole, meiosis, allusion, metaphor, metonymy, epithet, oxymoron, and irony.

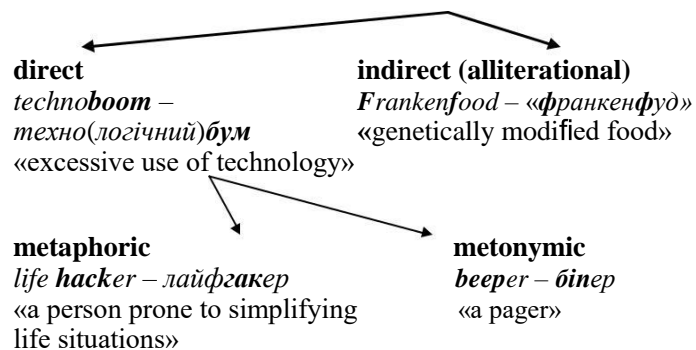
Table 2. Stylistic Devices in the English Neologisms
Borrowed into Ukrainian



The main topics of the phonostylistic neologisms (such as **onomatopoeia** and **rhyme**) have been as follows: an intensive development of electronic technology, intellectual work (especially in the context of the Internet), as well as the current age position of baby boomers—people born during the demographic post-World War II baby boom between the years 1946 and 1964.

The major components of the onomatopoeic Anglicisms and their Ukrainian counterparts are: *bang* – *вибух*, *beep* – *бін*, *boom* – *бум/вибух*, *burst* – *вибух*, and *hack* – *зак/хак*. They all indicate drastic changes or their effects, and their onomatopoeia is typically combined either with metaphor (*lifehacker* – *лайфзакер* «a person prone to simplifying life situations») or metonymy (*beeper* – *бінер* «a pager»). The importance of the subjects and the interlingual sound analogy facilitate the adaptation of onomatopoeic neologisms in the Ukrainian language. Rhyming, however, remains preserved in lexical borrowings very rarely (e.g., in *smart card* – *смарт-картка* «any pocket-sized card with embedded integrated circuits», but not in *cyberscriber* – *кібер-письменник* «the one who writes on or about the Internet»).

Table 3. Types of Onomatopoeia



Quantitatively charged neologisms usually entail evaluation—they help express approval or disapproval, recognition or negligence, value or insignificance of the realities which they name and characterize. **Hyperbole** (1) and **meiosis** (2) are intertwined with both metaphor (slightly more frequently) and metonymy. The main topics of the quantitative neologisms (among which hyperbole is about seven times as frequent as meiosis) have been as follows: the distribution of power in a globalized society, the benefits or drawbacks of scientific and technological progress, the methods and indicators of achieving a certain level of economic prosperity, and extremity in everyday life.

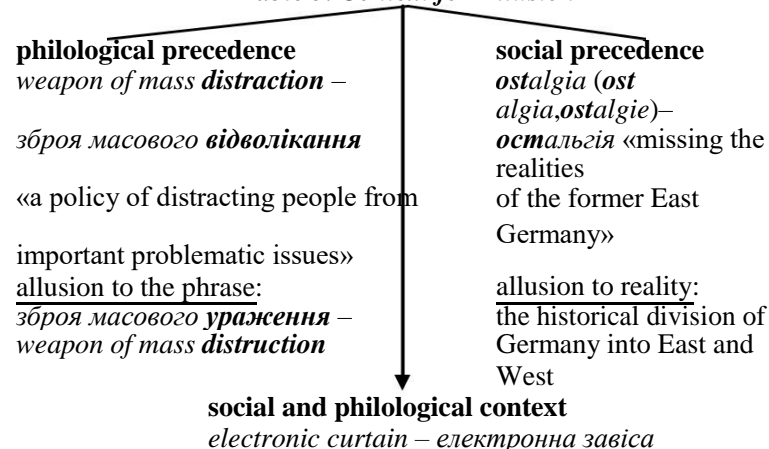
Table 4. Cognitive Basis of Hyperbole (1) and Meiosis (2)

size		scope	
(1)	(2)	(1)	(2)
metaphor <i>skyscraper</i> <i>ad</i> – рекламний <i>хмарочос</i> «a long vertical advertisement on a building or a webpage»	Metonymy <i>universal release</i> – світовий реліз «a global-scale release of audio or video»	metaphor <i>information super-highway</i> – інформаційна супер-магістраль «electronic / Internet connection»	Metonymy <i>cyberaddiction</i> – кіберзалежність «excessive dependence on the Internet»
(2) <i>microblog (micro + web + log)</i> – мікроблог «a small site of chronological entries»	<i>nanoworld</i> – наносвіт «the use of tiny devices»	(2) <i>lipstick indicator</i> – індекс зубної помади «a tendency / ability to buy small low-priced things»	<i>vestertech</i> – вчорашня техніка «outdated machinery and technology»

As a rhetoric strategy in creating new words and meanings, **allusion** reflects an interrelation between historical and modern phenomena that are known in a particular society or universally. In the process of cross-language borrowing, such neologisms promote some global mentality in which allusions become commonly understood.

Allusions can refer to both philological information and social notions. In either case, these neologisms that spread with the help of the mass media do not exist in the philological context only, for they are anyway related to the social (including historical) realities on the basis or in the context of which they are used.

Table 5. Context for Allusion



«the limits of spreading information in the electronic network» (an allusion to the ideological and territorial demarcation *iron curtain* – залізна завіса).

In the system of lexical and semantic stylistic devices, **metaphor** stands out as a well-established mechanism of language economy by means of semantic derivation and the most productive creative pattern of expressive language development [3, p. 15]. New metaphors arise through the interaction between old and new meanings in lexical and idiomatic expressions that reflects social and cultural experience as well as its associative reconsideration. The cross-language borrowing of a metaphor depends on how this experience and the cognitive-semantic associations underlying the metaphor in the source language are understandable and motivated to the speakers of the target language [6, p. 36].

The main topics of the English metaphoric neologisms that become adapted in the Ukrainian language have been: geopolitical and economic demarcations, scientific effects on social realities, events and participants of the worldwide web, fraudulent electronic activities, economic programs, and lifestyle preferences. The major conceptual areas of such neologisms are: space, benefit, and damage.

According to the degree of expressiveness, metaphoric neologisms can be of three types: nominative (used as terminological names), cognitive (functioning as analogies), and imaginative (applied as figurative nicknames) [1, p. 54–55]. A clear correlation between this figure and its ground predetermines adequate understanding, translation, usage, and borrowing of certain metaphoric neologisms.

Table 6. Expressive Types of Metaphor

nominative	cognitive	imaginative
<i>spam</i> – <i>спам</i> «e-mail ad(s)», <i>cassette</i> – «кассета» <i>генів</i> «a group of genes»	<i>kangaroo care</i> – метод кенгуру «a method of infant nursing»	<i>desert storm</i> – буря в пустелі «a military operation in Iraq in 1991»

Metonymy is transference of the name of one object or phenomenon onto another upon the principle of contiguity between the two objects or phenomena. The cognitive models of the new English borrowings to Ukrainian can be classified into 11 types: (1) place – action mode: *cyberhospital* – *віртуальна лікарня*, *cyberclinic* – *віртуальна клініка* «a medical center that provides consultations online, via electronic devices»; (2) purpose – consequence: *fertility tourism* – *репродуктивний туризм* «an overseas trip to cure one's reproduction system»; (3) instrument – consequence: *animatronics* (*animation* + *electronics*) – *анімаатроніка* «production of robots that can imitate

people»; (4) place – consequence: *electronic cash* – *електронна готівка* «a digital equivalent of cash used for online payments»;

form – contents: *brain gain* – *приплив мізків* «an increasing number of proficient employees»; (6) whole – part / constituents: BRICs (*Brazil, Russia, India and China economics*) – (*група*) *БРІК*, *Брік*, *економіка Бразилії, Росії, Індії та Кумаяю*; (7) contents – consequence: *freegan, Freegan* (*free* + *vegan*) – *фріган* «a person who prefers to eat (not to waste) food that has been discarded by restaurants or stores»; (8) reason – consequence: *famine theft* – «голодна» *крадіжка* «a theft caused by poverty and hunger»;

name – social phenomenon: *-gate* – *-гейт* (*Монікагейт*, *Горгейт* *ТОЩО*) «a scandal, usually political, like the Watergate scandal in the U.S.A. in the 1970s»; (10) name – product: *Bushism* – *бушизм* «a language or policy error made by George H. W. Bush, the former U. S. President»; (11) reason – instrument: *AIDS line* – *телефон довіри з ВІЛ / СНІДу*, «гаряча лінія» з питань ВІЛ / СНІДу.

The major issues raised by metonymic items are where, for what purpose, by what means, and with what consequences modern communities function amidst political and economic ambitions, scientific and technological innovations, as well as the freedom to choose one's own lifestyle.

An **epithet**, which can be metaphoric or metonymic, is an attribute or an adverbial modifier that describes the object of attention in an evaluative or/and figurative way.

Table 7. Stylistic Types of Epithet

Metaphoric	metonymic
<i>golden rice</i> – <i>золотий рис</i>	<i>crony capitalism</i> – <i>клановий капіталізм</i>
«a genetically modified type of rice with a high content of vitamin A»	«an economy in which success in business depends on close relationships between business and government»

The conceptual properties of epithets in the neologisms can be classified into five main groups: (1) color (black, brown, gray, and dark denote unfortunate phenomena; red, blue, and purple – geopolitical distinction; gold – social and economic opportunities; green – environmental awareness; and white – both positive and negative facts),

space (both constraints and lack thereof), (3) tactility (temperature, hardness, and material), (4) consciousness (both intellectual and moral), and (5) supernatural (mythological and illusory).

Table 8. Conceptual Features of Epithet

colour	space	tactility	consciousness	supernatural
<i>brown field</i> – <i>cipa zona</i> «an abandoned industrial site»	<i>asymmetric conflict</i> – <i>асиметричний конфлікт</i> «a conflict in which the counterparts have unequal opportunities»	<i>soft money</i> – «м'які» <i>гроші</i> «an unstable currency»	<i>patriot(ic) hacker</i> – <i>гакер-патріот</i> «a computer hacker working for the benefit of his / her country»	<i>vampire state</i> – <i>держава-вампір</i> «a corrupt autocratic country»

The literal meaning of an expression is not necessarily equal to its communicative truth. Evaluation can both cause and affect the emergence of positive or negative connotations being frequently intertwined together. Used ironically, even euphemisms can sound pejorative while highlighting lexical and semantic contradictions. In the stylistic sense, new social and political oddities are frequently expressed by **oxymoronic** and **ironic** neologisms.

In journalistic neologisms, oxymoron and irony may function separately and in concordance, as well as in combination with metaphor, metonymy, hyperbole, or pun. Unlike oxymoron, which is equally often combined with metaphor and metonymy, irony is three times more frequently based on metonymy, for irony tends to be concealed in a seemingly positive realistic naming of the state of things under the mask of contiguity.

Table 9. Typical Stylistic Models of Oxymoron

oxymoron	oxymoron + metaphor	oxymoron + metonymy	oxymoron + metaphor + metonymy
<i>electronic paper</i> – <i>електронний папір</i> «electronic replica of paper»	<i>golden handcuffs</i> – <i>золоті кайдан(к)и</i> «benefits that can be lost upon retirement»	<i>blood diamonds</i> – <i>криваві діаманти</i> «diamonds mined during and for war»	<i>soft power</i> – <i>м'яка влада</i> «ideological, rather than clearly reinforced, influence»

Table 10. Typical Stylistic Models of Irony

metaphor	metonymy	oxymoron	pun
<i>pizza parliament</i> – <i>парламентський піріг</i> «many parties and factions»	<i>teledemocracy</i> – <i>теледемократія</i> «a form of government at a distance, through electronic resources»	<i>glamping</i> (<i>glamour</i> + <i>camping</i>) – «wheedling of personal data» «camping in luxury»	<i>phishing</i> – <i>фішинг</i>

The main reasons why objects of attention acquire oxymoronic and ironic names are: revelation of contradictions in political or economic programs, disclosure of environmental problems, juxtaposition of incompatible preferences and traditions, and exposure of inconsistencies between appearance or status and behavior. Not only names of phenomena but also phenomena themselves can be oxymoronic and ironic.

The borrowed neologisms exemplify their common metaphoric or metonymic background as well as frequent coalescences between the stylistic devices revealed in them. The examples of this symbiosis can be observed in the neologisms that refer to genetic threats as a result of modern scientific developments: *Frankenstein food* – «їжа Франкенштейна», *pharmageddon* (*pharmaceutical* + *armageddon*) and *farmageddon* (*farming* + *armageddon*) – *фармагедон*.

The first neologism shows the presence of a hyperbole (an exaggeration of food awfulness), an allusion (a reference to the creation of a monster as a result of a scientific experiment by a young scientist Henry Frankenstein from the classic 1931 sci-fi horror movie directed by James Whale), a metaphor (an association of the genetic modifications with the named monster), a metaphoric epithet (*Frankenstein*) and even an indirect onomatopoeia (a phonological expression of disgust and irritation), which can be heard in *Frankenstein food* (alliteration) and *їжа Франкенштейна*.

The neologisms *pharmageddon* and *farmageddon* – *фармагедон* also contain a hyperbole (an exaggerated fear of the end of the world under the influence of genetic modifications of food), an allusion (according to the Book of Revelation, Armageddon will be the site of gathering of armies for a decisive battle during the end times), a metaphor (an association of the GMO threats with the biblical end of the world), and a certain oxymoron (the neologism incompatibly unites pharmaceutical / farming advantage and its possible fatal damage).

The exposed typical stylistic devices are onomatopoeia, rhyme, hyperbole, meiosis, allusion, metaphor, metonymy, epithet, oxymoron, and irony. The observed paradigmatic relations are synonymic (mostly), antonymic, homonymic, polysemantic, and paronymic. The borrowed neologisms exemplify their common metaphoric or, less often, metonymic background, as well as frequent coalescences between the stylistic devices revealed in them, which facilitates the use of such language items by the media in view of their expressive potential.

Stylistic devices in neologisms are employed so that new terms could be more than pure names of objects and phenomena that occur as a result of cultural, scientific, social, political, and household changes. They are involved to assess contemporary realities while pointing out their similarities, interdependence, inconsistencies, and effects. This facilitates the use of such language items by the media in view of their expressive potential.

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АННОТАЦИЯ

Ясинецкая Н. А. Языковая и стилистическая сущность заимствованных англицизмов

Статья представляет исследование новых заимствованных англицизмов в плане их парадигматических отношений (синонимия, антонимия, омонимия, полисемия и паронимия), а также стилистические (фонетические и лексико-семантические) приёмы в составе новых заимствований, такие как: звукоподражание

аллитерация, рифма и ассонанс, гипербола, мейоз, аллюзия, метафора, метонимия, эпитет, оксюморон и ирония. Отдельное внимание уделяется сочетанию вышеуказанных стилистических приёмов в составе заимствований.

Ключевые слова: англицизм, неологизм, заимствование, языковые и внеязыковые факторы, парадигматические отношения, стилистический приём.

SUMMARY

Yasinetskaya N. A. The lingual and stylistic essence of borrowed Anglicisms

The article presents a study of new borrowed Anglicisms in terms of their paradigmatic relations (synonymy, antonymy, homonymy, polysemy, and paronymy) and stylistic (phonetic and lexical-semantic) devices inherent in the borrowings, such as onomatopoeia and alliteration, rhyme and assonance, hyperbole, meiosis, allusion, metaphor, metonymy, epithet, oxymoron, and irony. Special attention is paid to coalescences of the above mentioned stylistic devices in the borrowings.

Key words: Anglicism, neologism, borrowing, lingual and extra-lingual factors, paradigmatic relations, stylistic device.

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УДК 81'366.58

ГЛАГОЛЬНЫЕ КАТЕГОРИИ В КОНЦЕПЦИИ ФУНКЦИОНАЛЬНОЙ ГРАММАТИКИ

А. В. БОНДАРКО

Задача изучения творческого наследия прошлого всегда актуально для науки. Исследования в лингвистической историографии имеют огромное значение для современного языкознания. Они позволяют проследить возникновение, становление и развитие определенной системы теоретических взглядов лингвистов, влияние их концепций на современную науку о языке.

Период 70-х – 90-х годов XX столетия отмечен большим интересом к теоретическим вопросам языкознания и появлением