

POLITICAL NEOLOGISMS AS AN IMPORTANT COMPONENT OF MODERN POLITICAL LANGUAGE

In this research the analysis of the neologisms in modern political language in 2013–2014 is suggested by the author. The subject of the research is neologisms as an important part of modern language. The object of the paper is modern Ukrainian political language. The main purpose is to identify the causes of the formation of neologisms and to compile the typology. The relevance of the chosen theme can be explained because of the socio-political and economic situation that directly affects the lives and activities of our citizens. Last years in Ukraine there are significant changes in the social and political life of society, and this fact influences the nature of the communication process between the government and society. This theme with its undoubted importance of the research attracts the attention of the scientific community. So neologisms are newly formed words or phrases that have acquired a new meaning through social, economic, political or cultural changes in society. They now are used by the various segments of the population that actively participate in the social and political life of society. Political neologisms allow focusing on those concepts, objects and phenomena that were previously not identified. This fact indicates the relationship of social and political transformation with the emergence of neologisms in politics. Neologisms in the political space of the state arise because of some political or social changes and crises; as a reaction to policies, political course, reforms, that are not supported by the part of society.

Keywords: *neologism; political language; political communication; political linguistic; hash tag.*

Modern Ukrainian political language is an effective tool that not only provides the development and transfer of political information, but also becomes the main expression of political ideas. Such language features like neologisms and metaphors are the source of knowledge of the political world. Political information is available; you just have to choose the source. Metaphors simplify understanding of political actions and processes while neologisms give the name of the new phenomena and processes taking place in the political life of the society.

The relevance of the chosen theme can be explained because of the socio-political and economic situation that directly affects the lives and activities of our citizens. Last years in Ukraine there are significant changes in the social and political life of society, and this fact influences the nature of the communication process between the government and society. Activation of citizens to important national issues and problems occurs through using political language, including metaphors and neologisms.

This theme with its undoubted importance of the research attracts the attention of the scientific community. Today a large team of the authors have implemented the project of the compiling the dictionary of neologisms that have appeared in Ukrainian lexicon from the end of 2013. Especially worth noting that in the spring of 2015 academic encyclopedic Dictionaries «Сучасна політична лексика» [9] and «Новітня політична лексика (неологізми, okazіоналізми та інші новотвори)» [6] are published.

Neologisms arise in the process of actualization of some events and processes in the social consciousness in connection with certain changes in the political, economic and other spheres.

Modern Ukrainian lexicon displays the dynamic processes which occur in the socio-political sphere. The formation of new words and phrases which are called neologisms in the political lexicon is the result of Ukrainian dialogue between government and society.

This term is used in the history of the language to describe the enriching of the vocabulary in certain historical periods. So we can talk about neologisms of the period of World War II, period of «perestroika» (rebuilding), period of so called Orange Revolution etc.

In developed languages thousands of neologisms appears each year. But very few of them are fixed in the language for a long time and become an integral part of the literature.

In «The Linguistic Dictionary» of N. Kotelova, neologism is defined as a word, meaning of a word or phrase that have recently appeared in the language (newly formed) [4].

Political neologisms that reflect the issues which are relevant in a certain period for the members of the political elite and ordinary citizens can be classified according to:

- the area of functioning and use (for example, internal political and foreign political);
- the method of their creation;
- technology of their spread;
- the assessments that they contain.

The political neologism should be conceptual and have to carry a certain idea laid down in a rich symbolic form.

The paradox of political neologism lies in the fact that, despite the newness of the idea, it should be easily recognized. This may explain the fact that the most successful political neologisms are formed:

- from the components of already existing political neologisms or political terms;
- by combining the actual words of the national language;
- by reconsideration of meaning and changing the polarity of estimation of the popular words [5].

The condition for the creation of effective political neologism is the harmonization of its external form, internal form and the semantics. Only in this case it can become a real message.

Obviously, some neologisms are carrying a symbolic function out and affect the collective subconscious. So they directly influence on our deeds that could cause either collective heroism or total psychosis (paranoia).

Such kind of neologisms serves as a cultural marker that reflects the polarization between the groups «we – the others» that exists in Ukraine. Variety of labels to indicate the enemy is a necessary component of any confrontation or conflict.

Modern transformation processes taking place in Ukraine caused the emergence of a large number of neologisms. This group of new words – the names of people identifying themselves with a certain party, stream, formation – is now an open issue promising for research.

The most effective method of neologisms' formation in politics is the application of suffix. If you pay attention to word formation you'll find that the most commonly used suffix is -ist. This suffix has to form words with a general meaning of a person who is characterized by certain views and ideological direction [1, p. 65]: separatist, federalist, extremist.

For the formation of new words to indicate the persons who are the members of the organization, party, political group is used suffix -ець/-івець (-ets, -ivets) [1, p. 67] (banderivets – бандерівець, regionalovets – регіоналовець, maydanivets – майданівець, avtomaydanivets – автомайданівець). There are also new words with a general meaning as «a follower» of certain ideas or certain persons. As a rule, these words are formed from the basics of proper names, or abbreviations, «Euromaidan» – «evromaydanivets» («Євромайдан» – «євромайданівець»), battalion «Aidar» – «aydarivets» (батальйон «Айдар» – «айдарівець»), regiment «Azov» – «azovets» (полк «Азов» – «азовець»), etc.

It should be noted that lately the exotic lexemes are intensified. These lexemes are related with the designation of certain types of processes, actions, proper names. So in Ukrainian political discourse some new words have appeared: «AutoMaidan» – «автомайдан», «the annexation of the Crimea» – «анексія Криму», «Antymaidan» – «антимайдан», battalions «Aidar» – «Айдар», «Donbass» – «Донбас», «Crimea» – «Крим», «Sich» – «Січ», «vatnik (quilted jacket)» – «ватник», «Euromaidan» – «євромайдан», «green men» – «зелені чоловічки», «the cyborgs» – «кіборги», «potato bug (kolorady)» – «колараді», «leninopad» – «ленінопад», «sofa hundred» – «диванна сотня», «The Heavenly hundred» – «Небесна сотня», «revolution of dignity» – «Революція гідності», «separatist (separ)» – «сепар», «dill («ukrop»)» – «укроп» etc. [2; 3].

In 2013 the Russian resource «Public.ru: monitoring and analysis of media, review of Press» has summarized the results of 2013–2014 for the Russian media and has published the rating «Press-words – 2013» and «Press-word – 2014». The frequency measurements of mentioning the words and phrases were based on materials of

federal and regional socio-political and business publications, online media, news agencies, broadcasts of central TV and radio channels and from the own funds of Public.Ru (more than 12 000 publications). The monitoring period of lexical items' mentioning is January–December 2013 and January–December 2014. With the help of their own system of media search and analysis the analysts have recorded neologisms, the authorial creative lexicon words, terms and expressions which came back into active use. Thus, according to statistics, in 2013 the most popular neologisms in mass media were words like «Euromaidan» (the first place in the rating) and «Titushky» (the second place). In addition to leaders of the rating, the Russian media have fixed the next ones: «maydanivtsi», «maydanobaykery» and «maydanofil» [7].

The absolute leader in 2014, according to this research resource, became the word «sanctions» and the word «Olympiad» and «militias» («opolchentsi»). Thus, the three leaders identified three key vectors – the economic crisis, athletic achievement and the situation in Ukraine [8].

Undoubtedly, the most notable media theme in 2014 was the situation in Ukraine and the most popular neologisms have become DNR (Donetsk People's Republic) and LNR (Luhansk People's Republic), «ukr» («the ukrainian») and «dill» – «укроп», «hurray-patriots» – «ура-патріоти» and «pravoseky» (the members of political party «The Right Sector») – «правосеки», «vatnik (quilted jacket)» – «ватник» and «potato bug (kolorady)» – «колараді».

In a separate block we can identify the words that have first appeared in political discourse in 2014, so-called «Newspeak – 2014» (such as «polite people», «#TheCrimeaIsOurs» (#Крымнаш), «vatnik (quilted jacket)», «potato bug (kolorady)»). Particularly interesting is the return to active use of some terms with complete or partial change of meaning (such as the annexation, «New Russia» («Novorossiya» – «Новоросія»), etc.).

In particular, the term «Novorossiya» historically referred to the Northern coast of Black Sea, which was joined to the Russian Empire after the Russian-Turkish wars in the second half of the XVIII century. This term was used until the early XX century, but since that time it went out of active use. Since 2014 this word again was returned to active use to indicate the territories of Donetsk and Lugansk regions of Ukraine (the so-called Donetsk People's Republic and Luhansk People's Republic).

Considering characteristics and specific features of neologisms which were discussed above, we can suggest the following typology of neologisms by origin:

- The real neologisms:
 - ✓ Formed by compiling bases of words for a shorter or more expressive notation: leninopad, Euromaidan, knopkodav, Avtomaydan;
 - ✓ formed from the proper names and names of persons: titushky, azirivka, kyselovschyna;
 - ✓ Proper names for the newly created objects, phenomena and concepts that did not exist previously and appeared with the related realities: the Heavenly Hundred, sofa hundred, DNR (DPR), LNR (LPR), revolution of dignity, the green men.
- Words that have acquired a new symbolic meaning (to achieve the artistic effect and to strengthen the emotional impact): «ukrop» (the dill), «vatnik (quilted jacket)», «potato bug (kolorady)», «blockpost» (the checkpoint).
- Phrases which acquired a new symbolic meaning: House of Trade Unions, visiting card of Yarosh, ATO (the anti-terrorist operation), humanitarian convoy.

– Individually authors political neologisms, taken from the citations of public people: «Nyash-Myash» («Няш-Мяш»), the Prosecutor of the Crimea Natalia Polonskaya), «the country – Petrol station» (American politician Republican John McCain), «polite people» (Russian President Vladimir Putin).

– A separate group can be considered the special hash tags that are actively used in the networks Twitter, Google+, Facebook, Instagram etc. The most popular hash tags in Ukrainian political life in 2014 were #euromaidan, #TheCrimeaIsOurs (#крымнаш, #Крымнаш), #TheCrimeaIsNotOurs (#крымненаш, #Крымненаш), #russiainvadedukraine, #savedonbasspeople and others.

In the presidential and parliamentary electoral campaigns in 2014 in Ukraine hash tags were actively used in social networks by a number of candidates and political parties. Hash tags also help the participants of different events (including political actions, rallies, flash mobs, etc.) to find each other.

An important feature of hash tags is a plurality of their semantic meanings. For example, one of the most popular hash tags in 2014 #TheCrimeaIsOurs (#крымнаш, #Крымнаш, #затокрымнаш) can be defined in two interpretations:

1) as a unit of cultural information which is used by pro-Russian Internet users to justify different problems and to express the readiness to suffer of certain discomfort for the welfare of Russia and its great future (#zatokrymnash, #затокрымнаш);

2) in a sarcastic version – the ironical meme that is used to the Russians, who expressed the admiration by the annexation of the Crimea. It can be found in several variants: pictures of homeless, drug users and others signed «The Crimea Is Ours!» or with a text: «In the city of N the breakthrough of heating main has occurred. The half of the city flooded with boiling water. #zatokrymnash (#затокрымнаш)». In the last sense is used together with the hash tags #Putynnashvse (#Путиннашевсе), #spasyboputynuzaeto (#спасибопутинузаэто) and others. This word formation has appeared at the end of March 2014 as a result of the annexation by the Russian Federation of the Autonomous Republic of Crimea after the illegal referendum (16.03.2014). It became extremely popular in social networks Facebook and Twitter, and continues to be one of the most popular socio-political markers of 2014.

So, it is obvious that in the process of society development there are lots of new concepts that are caused by social and political changes in society. The appearance in the modern language a great number of neologisms is quite a natural phenomenon for modern Ukraine. An important role in the language representation of neologisms belongs to socio-political (political science) lexicon and terminology. Today the researches in this area should be continued. It's very important to study the nature and the role of neologisms, their impact on human understanding of the political situation and the political process.

Nowadays the Ukrainian state is at the stage of construction a new system of communication between society and government. Political language is not only a tool for describing the events and processes that take place in the country. It is an important tool of influence the political situation by forming values and behavioral stereotypes. Such language phenomena as metaphors and neologisms in politics are the reflection of events and people's ideas about the state and the world.

So, the political language is a set of verbal structures that are used in politics and carry out influence on the

political consciousness of individuals and their part in political processes. Language of policy is a terminology and rhetoric of political activity where politicians act in their professional roles. The issues of language of policy and political language are connected with such concept as political discourse. The political discourse is a kind of discourse whose purpose is the winning, saving and realization of political power. Political discourse is always on the same level as the society and it is a representation of the discourse of power and its policy.

The purpose of political discourse is to convince the recipient, to induce him to action. And political discourse specifies the aims and ideals of society, offers the desired model of political and social values. And an integral part of modern political discourse with high coefficient of efficiency becomes the neologisms of modern language. The study of neologisms is primarily the research of the influence of various factors on individual and the state as a whole. Such factors could become the socio-cultural changes, economic and political factors, military threat.

So neologisms are newly formed words or phrases that have acquired a new meaning through social, economic, political or cultural changes in society. They now are used by the various segments of the population that actively participate in the social and political life of society.

Political neologisms allow focusing on those concepts, objects and phenomena that were previously not identified. This fact indicates the relationship of social and political transformation with the emergence of neologisms in politics.

Analyzing of neologisms in politics we should identify the following regularities:

1. Neologisms in the political space of the state arise because of some political or social changes and crises; as a reaction to policies, political course, reforms, that are not supported by the part of society.

2. The peculiarity of use of political neologisms is that they carry specific emotional and cultural value. Today, such of neologisms as #TheCrimeaIsOurs (#крымнаш, #Крымнаш), «titushky», «ukrop» (the dill), «banderivtsy», «potato bug (kolorady)» are used as shortcuts that are typical cultural markers of the region where they are used (East-West). The result of the use of neologisms in a phase of sharp social and political transformation is a creation of shortcuts, substitution of concepts, division into «we – the others» that leads to the aggravation of contradictions and division of the society.

3. The period of existence and development of political neologisms can be represented as cycle: the periods of high growth followed by periods of relative stability. In Ukraine, such cyclicity can be seen in the period from 2004 to 2014. Thus 2004 is remembered to Ukrainian by election victory of Victor Yushchenko, and the events on the Maidan during the period from 22 November to 26 December were named as the «Orange Revolution». By 2010, there was relative stability concerning the formation of neologisms in Ukraine. The appearance in 2010 of neologisms «titushky», «button-pusher», «predecessors» («paperednyky») and others was connected with the victory of Viktor Yanukovich in the presidential elections in Ukraine. In 2013-2014 the majority of neologisms («AutoMaidan», «vatnik (quilted jacket)», «dictatorial laws», «Euromaidan», «green men», «potato bug (kolorady)», «The Heavenly hundred», «revolution of dignity», «separatist (syepar)», «dill» («ukrop») and others) have appeared because of the great protests and during the antiterrorist operation in eastern Ukraine.

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ПОЛІТИЧНІ НЕОЛОГІЗМИ ЯК ВАЖЛИВИЙ КОМПОНЕНТ СУЧАСНОЇ ПОЛІТИЧНОЇ МОВИ

У цьому дослідженні автором запропоновано розгляд специфічних новотворів у сучасній політичній мові – неологізмів періоду 2013–2014 років утворення; особливий акцент зроблено на виявленні причин їхньої появи та наданні типології. Актуальність обраної теми полягає в тому, що суспільно-політична та економічна ситуація в країні напряму впливає на життя та діяльність її громадян. В останні роки в Україні виникають значні зміни в громадському та політичному житті суспільства, це впливає на характер комунікативного процесу між владою та суспільством. Актуалізація громадян до важливих питань та проблем державного масштабу відбувається шляхом використання мовних засобів, зокрема метафор та неологізмів. Політичні неологізми дозволяють сконцентрувати увагу на тих поняттях, предметах та явищах, які раніше не були визначені.

Ключові слова: *неологізм; новотвір; політична мова; політична комунікація; політична лінгвістика; хештег.*

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ПОЛИТИЧЕСКИЕ НЕОЛОГИЗМЫ КАК ВАЖНЫЙ КОМПОНЕНТ СОВРЕМЕННОГО ПОЛИТИЧЕСКОГО ЯЗЫКА

В данном исследовании автором предложено рассмотрение специфических новообразований в современном политическом языке – неологизмов периода 2013–2014 годов образования; особый акцент делается на выявлении причин их появления и составлении типологии. Актуальность выбранной темы заключается в том, что общественно-политическая и экономическая ситуация в стране напрямую влияет на жизнь и деятельность ее граждан. В последние годы в Украине возникают значительные изменения в общественной и политической жизни общества, это влияет на характер коммуникативного процесса между властью и обществом. Актуализация граждан к важным вопросам и проблемам государственного масштаба происходит путем использования языковых средств, в частности метафор и неологизмов. Политические неологизмы позволяют сконцентрировать внимание на тех понятиях, предметах и явлениях, которые ранее не были определены.

Ключевые слова: *неологизм; новообразование; политический язык; политическая коммуникация; политическая лингвистика; хештег*

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