HOW TO TRANSLATE NEOLOGISMS IN ENGLISH

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ABSTRACT

Neologisms are one layer of English vocabulary that is covered in this study. The definition of neologisms, the primary causes of new word creation, and the sources of these words—such as the Cambridge Dictionary, Oxford English Dictionary, Macmillan Dictionary, and Merriam Webster Dictionary—are all covered. The article describes the characteristics of neologisms and provides a detailed classification of them according to the process by which they are formed. For example, it lists phonological neologisms, borrowings, and morphological neologisms, which are formed by affixation, composition, conversion, and contraction. Furthermore, the authors highlight the difficulty of translating neologisms and provide a list of different approaches, including transcription, transliteration, calquing, and descriptive translation, each of which is explained and supported by an example drawn from one of the aforementioned sources.

Keywords: neologisms, classification of neologisms, translation of neologisms, translation techniques

INTRODUCTION

The dynamic character of culture, technology, and society is reflected in the ongoing evolution of language. As a result of these shifts, new words and phrases known as neologisms are created, frequently referring to ideas, things, or phenomena that had not yet been given names. The task of translating neologisms into English is both difficult and exciting, requiring linguistic proficiency, ingenuity, and cultural awareness. The process of translating neologisms is as much an art as it is a science since, unlike established terms, they have no definite counterpart in the target language. This subject examines the techniques and approaches for successfully translating neologisms into English. It explores the significance of comprehending the context of the original phrase, the difficulties of preserving cultural and stylistic subtleties, and innovative strategies to guarantee that the translated term appeals to audiences who speak English. By negotiating these challenges, translators can bridge linguistic and cultural divides and add to the English language's lexicon.

FINDINGS

Progress never stops: new things and phenomena emerge, the political, social, technical, and economic domains are always changing, and new words are added to the language. Neologisms, or "words or phrases that are included in the language in connection with the growth of culture and technology, development or changes in social relations, and changes in the life and living conditions of people and are perceived as new ones," are the term used in linguistics to describe such new words [1]. There are a lot of these terms in the age of globalization and information. They are first included in specialized parts of online dictionaries, such as the Merriam-Webster, Macmillan, Oxford, and Cambridge dictionaries. They are added to the active language vocabulary and restock the supply of frequently used words following the required phases of socialization (acceptance in society) and lexicalization (consolidation in the language) [2].

The Neologism Types Newmark has divided neologisms into 12 categories, which includes the process of translating SL neologisms into TL: 1) Using New Sense to Existing Lexical Items; 2) Old words with a fresh meaning; 3) Two categories are used to classify these types: Words having a fresh meaning. This type is rarely technological since it does not typically refer to the new item or procedure. A short functional or descriptive phrase that already exists in the target language is typically used to translate an existing word with new meanings. Neologisms are categorized based on their creation process [3]

Phonological neologisms (generated from sound combinations, frequently employing onomatopoeia or even slang): the adjective yucky (disgusting), which returns to the interjection yuck, and the noun zizz (British slang), which means short sleep (imitation of sounds made by a sleeping person and frequently conveyed in comics with three letters zzz, and, returning to the interjection yuck, the adjective nasty (disgusting), which conveys a strong sense of distaste. Another example is the interjection bazinga, which emphasizes a clever comment or a good joke. It comes from the onomatopoeic word zing, which means to say swiftly. These neologisms are referred to as "strong"; their uniqueness and freshness account for the greatest amount of novelty. Phonetic borrowings, such as solidarnosc (from Polish) and perestroika (from Russian), are also included in this group. 2) Borrowings that are characterized by abnormal morphological articulation, lack of motivation, and phonetic distribution—all of which are not typical of English. Even though they comprise a lesser portion of all new words, it appears that they must be taken into account because the new vocabulary would be impossible to imagine without this layer. African and Asian languages, particularly Japanese, Russian, Arabic, and a few others, have also been borrowed. For example, the French words cinematheque (film collection) and petit dejeuner (little breakfast), the Arabic word ayatollah (Shiites supreme spiritual title), and the Russian word biogeocoenose (ecological system) are examples. Two

categories of borrowings are barbarisms and xenisms. The former are unassimilated units that are more common in recently adopted vocabulary that have equivalents in the target language, such as the Russian word lunokhod or the Italian word gonzo (mad). Even the relatively short dictionaries contain them alongside English words because of their unusual sound and visual forms.

Nonetheless, "it is rather doubtful whether they are actually part of the English vocabulary; they are used fairly similarly to how English speakers may use words of a foreign language." [4]. The Greek word gyro (a thin layer of cooked meat on a little piece of bread) and the Japanese word zazen (meditation used in Zen Buddhism) are examples of xenisms, which are borrowed units that indicate phenomena and objects that are unique to the country of the parent language. 3) Morphological neologisms are created "from the morphemes present in the language system and by samples existing in the language system." These include less regular processes like contraction and lexicalization as well as more regular ones like affixation, conversion, and composition. Phonological and morphological neologisms are not the same, and borrowings by the presence of analogy and typification as the basis of their formation. Morphological neologisms are therefore separated into: • Affixal neologisms created using the English word-formation framework, such as: -able: microwaveable (fit for microwave cooking), googlable (anything that can be found in search engines); -ize: enemize (to turn someone or something into your enemy), exponentialize (to turn a quantity into an exponential number); -ism: lookism (prejudice against someone based on their looks), ageism (discrimination against someone based on their age), schismaticism (a propensity to cause or support schism), and masculinism (promotion of the dominant role of men in society); -ic: yawnogenic (causing drowsiness), villagistic (relating to the hamlet), and pesticidic (containing or covered in pesticides); -ship: whatevership (a connection that isn't precisely described by existing terminology); -ous: rainbowlicous (bright, colorful), naturous (having a fondness for the natural world), cyber-: cybercrime (online crime), cyberfraud (online fraud), and cybercafe (internet-cafe); De-: to remove someone from a social network friend list; dis-: to exclude; dispatriatism (lack of patriotism); de-: to deconflict (to avoid conflict); mis-: mismessage (for sending a message to someone you don't mean to); un-: unfollow (to delete an account from a social media subscription); anti-: anti-habit (a behavior that one tends to avoid because they despise the result or process); auto-: autoerror (an error generated by an autocorrect program typo); re-: recommerce (online purchasing and selling of secondhand goods, including clothing and electronics), etc. Neologisms that suggest turning nouns into verbs and vice versa, such as to version (produce a new version of anything), to starbuck (drink coffee, especially Starbucks), to google (search something on Google), and to amazon (make purchases on Amazon.com).

CONCLUSION

To sum up, translating neologisms into English is a dynamic and imaginative process that necessitates striking a balance between language accuracy and cultural flexibility. While selecting a suitable approach, the translator must take into account the neologism's function, audience, and context. Depending on the context, each strategy—borrowing, calque, adaptation, and term creation—has advantages. Furthermore, neologisms frequently transcend language barriers due to growing globalization and quick technology improvements, making accurate translation even more crucial for maintaining meaning and promoting communication. Finally, neologisms that are successfully translated not only improve comprehension but also enrich the target language by adding new linguistic components that represent modern society.

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