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FEATURES OF TRANSLATION OF NEOLOGISMS IN SOCIAL NETWORKS

In recent years, the vocabulary of most languages, especially English, has undergone major changes due to the rapid innovation movement in the technical and scientific fields, culture, and society. The development of online communication in social networks has led to a need to study new terminology – neologisms.

Neologisms are new lexical items that emerge in a language as a result of the need to name new concepts or things.

Nowadays, the Internet serves as a platform for virtual communication, an essential means of maintaining social ties. It is one of the most accessible, large-scale, and personalized information communication tools that are free from time and space restrictions. As a result, the Internet, as a new means of communication, necessitates people to adapt to changes and stimulates the development of language through the creation of new words and terms, known as neologisms. Many of these neologisms have yet to be included in dictionaries but are widely used in everyday communication [2, c. 2].

There is a tendency among teenagers to create and use their own words, known as slang, and to shorten words to simplify communication and reduce writing time. For example, in 2011, the Oxford English Dictionary added new vocabulary items such as *LOL* (*laughing out loud*) and *OMG* (*oh my God*). Earlier, the dictionary added abbreviations such as *IMHO* (*in my humble opinion*), *TMI* (*too much information*), and *BFF* (*best friends forever*) [1, c. 135].

Nevertheless, every social network is an ideal place to create and spread new words and phrases, because users actively engage in the creation of new vocabulary. Since it is a creative platform with a large audience, it allows users to share their creativity and new ideas. In addition, social networks are widely used as a forum for discussing social and technological trends, which creates a favorable environment for studying the emergence of language innovations.

For the study, the language environment of the most popular social networks, especially among young people, was analyzed in order to provide examples of translations of English neologisms into Ukrainian. The following translation transformations are used:

1. Transcoding.

(1) *to flex* – флексити;

(2) *crush* – краш;

2. Literal translation.

(3) *#POTD* (*photo of the day*) – фото дня;

(4) *SMH* (*shake my head*) – хитати головою;

3. Descriptive translation.

(5) *CEO* (*chief executive officer (of smth)*) – означає, що людину про яку йдеться, вважають найкращою у своїй справі, іноді використовують для вираження іронії;

(6) *glow up* – позитивна особистісна трансформація, яка зазвичай супроводжується значними змінами в зовнішності та стилі, а також зростанням впевненості та зрілості;

4. Approximate translation.

(7) *spill the tea* – пліткувати;

(8) *#YOLO (you only live once)* – живемо лише раз;

It is clear that the Internet has become the main environment for creating and spreading neologisms. The fast-paced and dynamic nature of virtual communication has pushed people to create and learn new words and phrases. In particular, the development of social media platforms created a space for the development of new slang and conversational phrases, especially in the youth culture. However, the way English neologisms penetrate Ukrainian language is to be studied, as some terms come as they are and need no translation, some are translated or adapted, some remain overboard and fail to be actively used in Ukrainian.

References:

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