

The role of neologisms in the modern literary language

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Abstract. *The article deals with the issue of neologisms, their place and functioning in the modern Russian literary language, the classification of neologisms is given, an attempt is made to clarify the appearance of neologisms in the language and their distribution.*

Key words: *neologism, Russian language, modern literary language, functioning, stylistic coloring, vocabulary, culture of speech, borrowings, semantic neologisms, lexical neologisms, occasionalisms, potential words.*

INTRODUCTION: Russian is one of the most complex, beautiful and powerful languages in the world. It has a very ancient and rich history. Nowadays, the vocabulary of the Russian language is experiencing a new period, a kind of linguistic flourishing. Due to the rapid development of various fields of science, new words appear in the vocabulary of every native speaker. They can be borrowed from other languages to appear as a result of merging certain words. Modern scientists have given such words a special name - "neologisms".

The systematic study of neologisms began relatively recently. New words have been most actively studied in Russian linguistics since the 60s. XX century, as evidenced by monographs, dissertation research, numerous articles in which neoplasms are considered in various aspects: word-formation, lexicological, sociolinguistic, normative, stylistic, onomasiological (works by E. A. Zemsкая, V. V. Lopatin, A. G. Lykov, N. Z. Kotelova, L. P. Krysin, I. S. Ulukhanov)[1].

So, what is a neologism? According to N. M. Shansky, neologisms are "new lexical formations that arise due to social necessity to designate a new subject or phenomenon, retain a sense of novelty for native speakers and that have not yet entered or have not entered into general literary use" [2].

Neologisms are a concept that appeared quite recently. But in the XXI century it has become very common and used in modern Russian. The problem of the use and meaning of neologisms in modern speech is very relevant and deserves a detailed study.

A word is a neologism as long as it feels fresh and commonly used. At one time, the word "cosmodrome" was a neologism, and now it is part of the lexical composition of the modern Russian language [3].

New words or neologisms (from the Greek neos- new, logos – word) appear hourly, every minute, but not all words are stored in human memory, are fixed in various reference books.

For each generation, some words were new at one time. People of the older generation felt well a few decades ago the novelty of such words as tape recorder, department store, TV. Those who were born in the 50s remember the origin of the words sputnik, lunokhod, space shuttle. Now we are already used to such words as computer, mobile communication, mixer. But there are still many new words that will either gain a foothold or disappear.

Here are examples of neologisms that arose in different periods of the 20th century.
20-30-ies.: subbotnik, udarnik, gosplan, five-year plan.

50s. 6 virgin land, lunokhod.

60-70s.: airbus, foam rubber, transistor, astronaut, to land.

80s: disco, aerobics, Afghan.

90s.6 teleconference, voucher, TV star, Internet.

A modern, unique linguistic neologism of the era of social networks is the word selfie, which means photographing oneself.

In modern Russian , neologisms are divided into:

- language,
- lexical,
- semantic
- author's (individual stylistic)

When it comes to neologisms, the issue of borrowings should also be mentioned here, since they also play an important role in the emergence and spread of new words in the language. The Russian language has always been open to borrowings. Since the era of Peter I, the vocabulary has been enriched with words from Western European languages. Especially a lot of words came from the French language. These are political words (avant-garde, asset, dilettante, minister, despot, officer, president, reform), art criticism (announcement, ballet, fashion, masterpiece, conductor, decoration, masterpiece, orchestra, piano, waltz, session), names of household items, clothing, products (vest, hood, tulle, briefcase, subway, sofa, vanilla, broth, puree, dessert, jelly, terrace). Borrowed from the Polish language (bottle, screw, guitar, colander, turkey, jam, pate, jacket, shawl, vacation, comedy, figure, cheat sheet, distance, apartment, carriage, factory). Italian origin (cello, opera, libretto, vermicelli, tomato). From Dutch came the words (pilot, shipyard, umbrella, saucepan, flag) into the Russian language.

In recent years, most of the new words have been borrowed from English using calculus.

Reasons for borrowing:

* borrowing a word together with borrowing a thing or concept (shaker, bowling, poster, manager),

* the tendency to replace the descriptive name with a one-word one (a realtor is a real estate sales specialist, a promoter is a sales representative, barter is a commodity exchange without the participation of money),

* borrowing is due to the influence of foreign culture, dictated by the fashion for foreign words (security guard, image - image).

With the development of technology, science, culture, and industry, new words and phrases appear that serve as names of new objects, phenomena, and concepts. Neologisms that have become units of the language eventually enter dictionaries reflecting the current state of vocabulary, and neological lexicography, which has been formed in recent decades, opens up opportunities for understanding the modern history of Russian vocabulary [5].

Of course, in the world and language, in the end, only the most successful neologisms will be fixed, the rest will remain outside the normalized language.

Russian writer Ivan Sergeyevich Turgenev's words should always be remembered: "Take care of our language, our beautiful Russian language, this is our heritage, handed down to us by our predecessors."

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