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THE EMERGENCE AND FUNCTIONING OF NEOLOGISMS IN POLITICAL DISCOURSE

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Neologisms are newly coined terms, words, or phrases, that may be commonly used in everyday life but have yet to be formally accepted as constituting mainstream language. Neologisms represent the evolving nature of the English language. Nearly all political terms were political neologisms at some point.

Key words: neologism, word formation, concept, political discourse.

Over time people create new words that express concepts or ideas that were previously expressed using other words or use words that may not have existed at all. Neologisms can be completely new words, new meanings for existing words or new senses in existing words.

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).

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 [1];
- 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 [2].

Word formation is a very important process because it is focused on communication and the transfer of existing knowledge about the world. Most neologisms are derivatives [2], i.e. derivatives of words, formed on the basis of existing ones. Absolutely new words are extremely rare.

In the analysis of lexical units-neologisms in the sphere of policy the following models of word formation have been identified:

1 Affixed model. This method actually prevails in the formation of neologisms.

The original word is characterized by fragmentation and the presence of internal predication. In English common suffixes are as follows: *-ism*: *Obamunism, Bushism, Americentrism, Eurocentrism* [3].

2 Compounding.

In English there are two-component and one-component political neologisms formation via compounding: *Checkbook diplomacy, Homeland security* [5].

3 Abbreviations. Among abbreviations in the English language we have found the following ones: *RINO (Republican In Name Only), DINO (Democrat In Name Only)* [4].

4 Semantic neologisms. Semantic neologisms are one of the most common ways of creating political neologisms. In English, the following examples of semantic neologisms have been found: *kidnap (start up constituencies so that the area where they support a certain political candidate, become a part of an area where they support a political candidate from the same party, in order that they compete against each other)* [6].

In understanding the neology as lexical renovation of the national language by borrowing new formations and new meanings, it should be noted the importance of this process for the phenomenon

of politically discourse because the native speaker's consciousness is formed by means of the language.

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