

in the semantic structure of words and as the processes of semantic derivation, associated with the emergence of new lexical-semantic variants of known words in the language.

Thus, the changes in the lexical system of the French language, have both quantitative and qualitative character. Quantitative changes are associated with expansion of lexical composition due to the formation of neologisms of their own language resources and replenishment of French loan-words. Qualitative changes involve changes in the content of lexical units.

The processes of redistribution between active and passive vocabulary, between the limited use of vocabulary and common vocabulary can not be clearly assigned to the class of qualitative or quantitative changes. Words in such cases remain within the lexical structure of the French language and only change the structure or semantics of certain stylistic characteristics, which confirms the thesis about the attribution of these processes to the class of quality and quantity.

### **2.3. Neologization as a reflection of general language's evolution**

Today's society requires continuously the vocabulary updating, and in order to understand the reasons for these changes, it has to go beyond the language itself, to enter into the very history of society, culture history, science, art and etc. The new paradigm of a language personality [Karaulov 1997, p. 23–56] defines the main freedom of a repertoire set of expression means, which are associated with looseness of speaking, and even some negligence.

Dynamics of language, its ability to innovate, to create neologisms makes it possible to perform more complex cognitive-discursive functions, contributing to the reflection in the linguistic consciousness of the phenomena that are nominated. Gradually along with the transformation and changes in society, spiritual life, transformation of the language image, which has already happened earlier, and the conceptosphere of the language is renovating. In this regard, neologic researches acquire relevance focused on the occurrence of interactions between well-established and accepted usage of the system of the French language, and of its links are

renovated. This interaction reflects the process of harmonisation of language system and conceptsphere of modern society that is changing rapidly.

Despite the diversity of ways and forms of vocabulary as the main process in the development of vocabulary linguists name the neologization's process as such that reflects the general linguistic evolution. The intensity of the neologization's process is closely linked with the incentives of innovation. This social nature is not only the appearance of the category in response to the request of the society (with the emergence of new realities, of the concept), but actually intralinguistic processes, since all speech is a social practice, including the improvement of expression's means.

Neologization is associated with external processes in society, which are understood as the totality of the various impulses coming from the environment, and associated with the peculiarities of historical development of society; so with the internal laws of the language – the law of analogy, the law of language economy, the tendency to regularity (uniformity) of intralinguistic relations, the striving for generalization, the tendency to differentiation, the tendency to use more expressive symbols for already known phenomena [Valgina 2003, p. 123–132]. New words that appear in the result of external factors of language development, name the realities that occur in one area or another area of society is *a requirement of relevance*. New words that appear in the result of the action of internal factors of language development, reflect underlying tendencies in language development [Valgina 2003, p. 78–90] – democratization, the formation of analytics, striving for accuracy – distinctness, economy of speech efforts.

We have to note that today such extremal factors are most active as ideology and social structure, allowing a major amount of neologisms in the modern French language relates to socio-political life. These words, expressing the relationship in the community, as well as words related to the activity of the state [Krjuchkova 1989, p. 13].

Structural-semantic and stylistic diversity of innovations is explained by the reasons of neologization. In general we can say that neologization of the vocabulary

comes under the influence of various driving forces, some of which are associated with reflection in the language of the world's modern image, others are associated with appointment of language as mean of communication. The first ones serve to the nomination of new objects that appear in objective reality, the second ones serve to the needs to improve language technology. Enrichment of vocabulary is one of the important factors in language's development. Languages can not be changed for the reason that the basis of acts of communication, a means of practical implementation of which is language, is a reflection of reality, which itself is constantly changing.

According to N. Kotelova's comment, «the scientists focus on high-level content of vocabulary in general and in particular extralinguistic informative changes...» [Kotelova 1978]. An intensive influence of extralinguistic factors, primarily social factors on the lexical system of the languages in recent times is not in doubt. However, «the seizure to underline the high degree of such influence sometimes leads to a lack of specifics of its manifestation at different stages of language development, in different forms of existence of public speeches in different subsystems that are members of the lexical systems» [Barannikova 1989].

Regarding the system of literary language we can speak about the combination of objective and subjective factors, first, and of extralinguistic and linguistic (structural), second. The influence of objective extralinguistic factors (change in social reality, the development of science and technology, strengthening of international relations etc.) contributes to the changes, especially, to the replenishment of the lexical systems by the units of different types as loan-words and by lexical units created from own material by semantic or derivational nature. However, the role of extralinguistic factors is so significant that changes in the lexical system occur continuously and manifest themselves quite clearly and accurately.

In modern neology, in our opinion, so important concepts as factors and neologization's branches are not clearly demarcated and differentiated. So, A. Senko believes that, «in the role of extralinguistic causes of the neologization's process in modern language are:

– ideology and social structure (*antibioterrorisme* – measures to struggle against bioterrorism, *anti-fanatisme* – genuine and sincere hatred of celebrities, famous things, phenomena, etc., *politicide* – political murder, *francosphère* – France and other French-speaking countries);

– social factors of scientific and educational values (*cyber argent* – «electronic money», the system of payments through the Internet, *vidéo blogue* – online magazine with video content)» [Senko 2000].

It seems obvious to us that «reasons» and «factors» refer clearly to what we name neologization's branches. Unfortunately, non-distinguishing of the two concepts has acquired the typical and traditional character. Henceforward, we consistently distinguish between these concepts.

External factors of language's evolution, which should include the development of various sectors of society, demonstrate social character of language's system. New words that their appearance is caused by the action of the factor of language development, name new realities, which appear in one or another field of social activities. Today the most active neologization's processes are observed in the following branches:

1. Branches that refer to the socio-political structure of society: *Cressonisation* – the policy of the government of Prime Minister Edith Cresson, *Merkozy* – the political tandem of Angela Merkel and Nicolas Sarkozy, *Raffarinade* – the statements of the Prime Minister (2002–2005) J.-P. Raffarin, *SARKOFRANCE* – political blog N. Sarkozy, *Balladurette* – allowance for the purchase of the car provided by the government of E. Balladure. The following examples of innovations demonstrate a such characteristic feature of modern linguistic development, as the strengthening of personal characteristics of a political leader: *sarkoholisme*, *Merkhollande*, *Méprisance*, *Lepénisation*, *Juppettes*, *Bravitude*, *sarkozyste*, *sarkoholique* etc. For example: «Un bel effort. Sortir du *Sarkoholisme*, surtout pour un newsmagazine, c'est un combat de chaque semaine. Mais avec du temps, de la volonté et l'aide des *sarkoholiques* anonymes, on peut y arriver. Si» [LE 2007]; «François Hollande, désormais dispensé de surenchérir à gauche, est un homme libre, ce qui n'a pas

*échappé aux marchés. Ce n'est plus le cas de Nicolas Sarkozy. «Merkozy», c'est fini?» [LE2 2012].*

2. Economic system: **buzz marketing** – «clandestine marketing» (provides the advertising of goods or services by professional actors and the scenes of real life when actors are posing as ordinary people), **clic et mortier** – trading company, which uses both ordinary and «virtual» forms of commercial activities, **cyberentrepreneur** – an entrepreneur who creates an Internet campaign, **import-export** – «import-export operations», **offshore** – «free trade zone», **dumping** – «sale of goods at the lowest prices with the aim to gain a foothold in the market». For example: «Le **buzz marketing** utilise en effet les technologies du marketing viral, encore un terme barbare qui regroupe tout simplement les techniques du marketing se servant de la participation des consommateurs comme socle de diffusion» [PDP 2010]; «La bonne pioche d'un **cyberentrepreneur**. Pépinière d'entreprises. Cependant, pour une petite entreprise telle qu'Omnivision, louer des locaux plus grands signifie aussi un coût plus important» [LP 2000].

3. Science and technology: **andrologiste** – a specialist in the field of medicine dealing with problems of men's health, especially their reproductive system, **bioéthique** – the science that studies the problems of ethical aspects of human intervention in biological processes, **bio-informatique** – bioinformatics is the science that deals mainly with data processing associated with decryption of the human genome (in particular, for the development of new drugs) etc. Researchers identify sub-languages of science and technology: language of mathematics, sports and etc. There are new names of science, of machines, equipment and mechanisms: **absorbeur-neutralisateur** – «apparatus for absorbing and neutralizing the fumes», **spatiologie** – astr. group of science and space technics. We have to note especially the neologisms from computer science: **mentaille** – software, **mémorette** – USB flash drive; **clavardage** – chat: «...en introduisant un nouveau fureteur, Safari, et surtout, une application de présentatiqu à la PowerPoint, Keynote, Jobs envoie un message très clair aux investisseurs et à Tonton Billou: nous sommes maintenant capables de nous passer de Microsoft» [LD 2003].

4. The language of science: **biohacking** – «biohacking», *particular interest is the genetic code*, **bio-ordinateur** – «biocomputer», *unit to calculate at the DNA level*, **modem** (modulateur-démodulateur) – modem, **micro-informatique** – *microinformatics* etc. For example: «Le **modem** (modulateur-démodulateur) est un périphérique servant à communiquer avec des utilisateurs distants. Il permet d'échanger (envoi/réception) des fichiers, des fax, de se connecter à Internet, de recevoir et d'émettre des e-mails. Il peut également être défini comme un acronyme» [CSA 2008].

5. Culture's branch: **chick-lit** – *fiction, artwork, written by women, and it is a story about the life of a young aggressive heroine*, **rappeur consciencieux** – *rap musician, which promotes lyrical rap music, which is imbued with high morale and promotes a sense of responsibility*, **célébritologie** – *the study of the characteristics and preferences of famous people*, **célébutant** – *young heir of a celebrity, who produces his own dubious glory at formal balls, dinners etc.* For example: «La célébrité mise en pièces» est un cours d'université dispensé par le Professeur Connu, qui a fondé la **célébritologie**, discipline basée sur les travaux d'Edgar Morin et les aventures de Britney Spears...» [TDBN 2011]; «Le **chick-lit** challenge... C'est fini? Voilà nous sommes arrivés à la fin de ce challenge, qui à ma grande surprise, a eu son petit succès. Le chick-lit challenge, c'est terminé pour l'année 2011. Alors concrètement ce challenge, ça a donné quoi en un peu plus d'un an?» [BLLD 2012].

6. Sports branch: **canyoning** – *an extreme sport that combines climbing and boating, raft negotiating the rapids, waterfalls etc.*, **Zlataner** – *to dominate on the football field* etc.

The interaction of internal and external factors was stressed by V. Vinogradov: «Do not think that the laws of language development arising from its public entity, and the laws that derive from the structure of the language are different, not mutually associated patterns will be different plans for the functioning of language. In fact, they are interdependent and indivisible» [Vinogradov 1977].

Adding to the lexical stock of the language, neologization is associated with word's formation, phraseology, morphology, syntax, which makes it interlevel



process. Neologization's process in language is constantly growing, a kind of «neology boom» [Gak 1978] has led to a natural selection in modern linguistics of a special section of lexicology neology and the appearance of numerous publications on innovation of speech and language. New words' appearing in the language is of great scientific and practical interest. «Neology has a direct access not only to different fields of linguistics, but in the perspective of the general theory of language, giving new linguistic material, and telescoping the actual problems of his descriptions, putting the question to discuss the problems of the social aspects of language, nature and types of nominations, statics and dynamics of language, relationship between language and speech, system and usage, study of the problem of generating linguistic units, terminology and terminotics, concepts of the literary language» [Kotelova 1988]. Today the attention to the neology is pointed, and the learning of new words has become more intense. This is probably due to the fact that linguistics became aware of the crucial role of neologisms in the knowledge of the language's system, its potential capabilities and features of functioning in different spheres of communication. The relevance of such studies, according to scientists, is amplified by the necessity of the solution of applied linguistics's tasks, lexicography, linguistics, computer modeling.

There are many classifications of neologic typologies, which differ from the point of view of structure and terminology. We must firstly distinguish between the word's configuration (analysis of its components) from a lexical matrix on the basis of which it was produced, the language mechanism, which made possible its introduction. On the one hand we have morphological analysis in morphemes, on other hand – methods of lexical transformation.

The question about the reasons of new words' appearance, meanings and phrases relates to the major issues of neology as a special branch of lexicology. «The emergence of new categories as a response to social demand, as a result of the progressive development of the world is the main driving force of neologization in all languages and at all stages of their development» [Kotelova 1982]. This trend is active today. Lexical changes in the language system are caused, as noted, primarily

by extralinguistic factors. «Nominations brought to life by the external linguistic reasons are the most visible and numerous. Denotation of new objects, events, concepts, realities, new words, new meanings of known words, new phrases are therefore the main characteristic feature in determining the nature of neologisms, new words. Categories of this type are considered by most researchers of neologisms» [Alatorceva 1998; Sablayrolles 2000].

Neologisms formed as a result of these processes, do not represent new objects and concepts, and are used for names of words that are already existing. In his work V. Gak noticed that the emergence of new words and meanings are determined by two main needs: nominative (the need to define a new concept) and expressive (creating of expressive or a short designation of the subject, a phenomenon that already has a name). Secondary nomination caused by expressive need, clearly presented among the new words and phrases of the literary language: a colloquial, dialectal vocabulary, emotionally expressive vocabulary and phraseology etc.

A growing tendency to economy language's means is pointed out by researchers [Martinet 2003; Sablayrolles 2000], which is realized in the use of one-word nominations instead of descriptive designations, in abbreviation, condensation of usual combinations of words, in words shortening, in the formation of different types of abbreviations.

This group also includes foreign words and phrases that enrich the arsenal of language's means of language that takes them. The intralinguistic processes that cause the formation of stable word's combinations of different types as a result of their multiple realization in speech are of great importance. Intralinguistic changes associated with the completion of the literary language's words, meanings, combinations of oral speech, special languages, jargons, dialects and etc. The words associated with the actualization of concepts, certain sectors of life, etc. also belong to this group. Thus, it is clear that without taking into account the intralinguistic reasons influencing the development of the vocabulary, the process of changes in the composition of the lexico-phraseological innovations of speech can not be analyzed objectively. Without the second (except social) factor in language development



certain valid linguistic laws and rules for the formation of new categories are not considered. In this sense, the researchers note certain language trends that prevail. So, in modern lexicology it is recognized that a variety of linguistic processes is due to two of the most common internal factors. This trend towards regularity on the one hand, and the trend that it is opposed to the tendency of expressivity on the other hand. «The dialectic of existence of language as means of communication and the natural living of the sign's system is manifested in the fact that the emergence of new words is the result of a struggle between two trends – trends in the preservation of language as a communicative suitability and tendency to constant development and change. In order to reflect new concepts most adequately, most correctly and most efficiently (i.e., most fully correspond to their functions – communicative and reflection of reality), the lexical system is forced constantly to readjust, to differentiate, to create a new units» [Alatorceva 1998].

In connection with the orientation of modern linguistics to the study of the processes of language development, a profound, thorough, comprehensive study of neologisms is of an implicit interest.

The language is a well-organized and systematized object, and its subsystems are interrelated and interdependent, therefore, the neologization process occurs not only at the level of the lexical subsystem of the French language, but also at the level of the other subsystems. In this case the language's neologisms are one of the subsystems that is the product of the relationship of the elements of the language's system that are involved in the neologization's process for the development as its lexical structure and language's system in general.

Therefore, a dynamic change of language is a natural movement in the language. The social structure of society, science, technology, contacts of peoples, and human consciousness are these external forces that cause the renovating of the dictionary. Although the influence of external factors plays an important role in the development of vocabulary, however, not always innovations can be the consequence of extralinguistic reasons.

Transformations in language that don't have a direct relationship to the reflection of the world picture are less visible. The neologisms that are caused by them do not denote new objects and concepts; rather, they are used for items of already existing realities that were previously affected either in description form or by a separate word already known in the language. So they are less visible, the expression of novelty in them is not so expressed.

In addition, as it was already indicated, as a defining characteristic of the concept of neologism a number of linguists put forward an extremal deterministic lexical enrichment. A large number of innovations is «potentially presented» in the language, although is not frequently used (*souricette*, *mignonette*, *grenouillette*, *grandette*). These innovations that are arising for transnomination (renaming) of already known concepts, is the result of actions of the generating function of the language system. Modern realities brought to life in the French language, a number of derivative words form previously known stems, for example: *photophoner* – *taking pictures on a mobile phone*: «*Je me suis fait photophoner hier*» [LMPLF 2012]. Comp. also: *aguichage*, *ballottement*, *animalisation*, *curialisation*, *gentrification*, *sociologisme*, *bienvenuter*, *bien-pensisme*, *automagiquement*.

An important mechanism for generating speech is analogy, which makes possible the transition from the existing form to its logical continuation and repetition.

One way of implementing of the analogy is a constant tendency to the expressiveness in the linguistic system. Thus, analogy helps to unify within a homogeneous lexical group and eliminates the ambiguity that arises as a result of the emergence of homonymous names.

Powerful stimulus to the development of speech is a tendency, which was called «*language economy*» or «the law of economy of language efforts» [Martinet 2003]. According to L. Skrelina, «the principle of economy possesses an explanatory power for the interpretation of intrasystem relations and changes through its analog in speech (trend towards the smallest effort), it binds intrasystem causes of changes with the extralinguistic effects» [Skrelina 1973]. The specified stimulus finds

its expression in the replacement of expressions that have, as a rule, the sustainable nature of language nomination, by one-words names, as a more economical by form: *eurogner* – to do savings (in countries with Euro currency); *aigriculteur* – the farmer who is tired of his farming life; *textoter* – to write sms. Compound words are compact by their form, and at the same time their semantics is easily perceived, the inner form is transparent enough, and that causes their advantage in front of the phrase.

Another source of «economical» innovations is abbreviation. This phenomenon in the language reduces greatly the «area» of words signs: *EO* <édition originale, *EOF* <édition originale française, *HT* < hors taxes, *N.S.J.-C.* <Notre-Seigneur Jésus-Christ. We can observe the use of such language's units in the following context:

*«Ma boutique est paramétrée en HT et TTC. J'ai des produits avec des prix spéciaux. Dans le flux je retrouve le prix de vente TTC mais le prix barré est HT».*

*J'ai aussi une gamme de produit gérée par une «règle de prix catalogue» qui n'est pas prise en compte lors de l'export du flux».*

The economy of linguistic resources may manifest itself not only in the appearance of innovations, but also in borrowing in the French language of words from other languages. The process of borrowing is not the purpose of a nomination for a new reality, realities, and for a more rational designations of already known concepts: *brushing* – pulling hair with a hair dryer so that they become straight; *shooting* – photosession; *vintage* – retro; *prime-time* – prime-time.

The concentration of meaning in a number of cases is provided by semantic transformations of existing words in the language. We confirm this thesis by the examples: *cacique* – the chief of the tribe/fig. an important person, «big wheel»); *musclé* – muscular/fig., polit. authoritarian, rigid; *barbouze* – beard/spy, secret agent.

As another reason, which causes the appearance of neologisms, let's name the desire to generalize, the need to give a common name for one-typical concepts: *marinistique* – different types of art and literature devoted to the sea theme; *vidéothèque* – various apparatus and devices for images recording and sound on

*magnetic tape (camcorder, VCR , etc.)*. Therefore, the appearance of the above items is caused not only by the need to give generic name of subject or other realities or the desire of monosemanticity at the level of relations of species and generic concepts within a semantic field, but also a permanent desire of the language for enrichment.

Along with a tendency to generalization in the French language the tendency to differentiation is functioning, reflecting the attraction to a certain hierarchy within the semantic field. For example: **bioaccumulable** – *qui est susceptible de s'accumuler dans la chaîne alimentaire*, **court-termisme** – *stratégie du court terme, dont les délais sont courts*, **carburoculture** – *culture de produits végétaux susceptibles de produire du carburant*.

So, the main trends in the development of the category are: differentiation of new objects names, estimated rethinking of existing language nominations; the manifestation of trends in the economy (a truncation, compressive word formation, etc.); the trend towards semantic precision; the strengthening of personal component in the nomination.

Thus, the analysis of internal and external factors of language's development showed that the neology processes occurring within the lexical subsystem of the language, are mediated by external factors. External factors resort to the language the mechanisms that seek to give to already well-known concept a convenient one for a given state of language system, or find a new one.