Analysis of Urbanistic Neologisms in English Mass-Media Discourse from National-Cultural Aspect

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Abstract: The article analyzes English urbanistic neologisms in mass-media discourse. It is in this sphere that the word should have expressiveness, attract the attention of the audience for which lexical units are often constructed to perform a certain communicative task. At the same time, it is the mass media that turns out to be the distributor of the neologisms, a means of their popularization. Linguists study national character, emphasizing the importance of vocabulary first. Being national-specific, neologisms through their space realize the categories that people of a particular culture think, and the boundaries in which they are set for the purpose of perception and analysis of the surrounding world. The article emphasizes that the analysis of English new vocabulary helps to identify the vision of the language personality of the typical and specific characteristics of its people.

1. Introduction

Language development proceeds under the sign of its continuous improvement and enrichment of its functional capabilities which is especially intensively and clearly implemented at the lexical level in the constant two-way process of archaization and the renewal of the language vocabulary. A vivid evidence of the dynamics of language is the process of the emergence of new words driven by changes in objective reality since any society always seeks to find funds for the nomination of new realities.

With the help of lexical units of nomination, a person represents the objects of the real world. In words, as nominative units of language, certain knowledge of reality is stored which is sufficient to identify real or ideal entities denoted by words. Objectification by the person of the objective world connected with all stages of the public experience and labor activity, with the selection and synthesis of the necessary and essential in the subject of knowledge takes place [1].

The formation of new words as well as the emergence of new meanings in them is connected with the constantly creative work of human consciousness, the tireless process of cognition, which is determined by the concrete-practical and intellectual human activity. The emergence of neologisms is an important step in the concession of objective reality and the discursive development of replicated items and realities, and their recognition necessary for a person's life.

The analysis of English new words contributes to the understanding of typical and specific peculiarities of a people by a language personality, and as a result of a description of cultural interpretation of a basis of the analysed units conceptual values of the people based on their mentality, typical traits of an ethnos can be singled out.

2. Methods

The method of describing the most active word-building models used to create new vocabulary has made it possible to determine their functional capabilities and characterize the tendencies of adaptation and stabilization of new words in the English mass-media discourse.

In the process of describing the functioning of new words there was an interpretation of their non-systematic lexical meanings actualized in speech on the basis of concrete realizations and contextual situations.

For achievement of a goal of research, we use the linguocultural approach to the study of the role neologisms play in the language. The modern approach to the study of the language, and in particular of its vocabulary, involves the analysis of lexical units as elements of a linguistic space in the conditions of a culturological space, which gives a new dimension to the study of language. The interaction of the linguistic and cultural aspects is most clearly traced in the new vocabulary, since new words reflect the changing needs, interests, opportunities of people, and the integration of old linguistic forms with new concepts.

3. Findings and Discussion

3.1 The formation features of urbanistic neologisms in English mass-media discourse

Modeling in a language is a powerful tool for studying and describing the process of the emergence of new units. Each word has a word-building potential that is the ability to create new words according to word-formation models existing in the language. If a word-building activity is an existing linguistic fact and a real ability to form derivatives, then word-building potential is not a real, unrealized property (ability) of a word, which, under appropriate circumstances, can be realized.

The replenishment of the language is a natural process: in each language there is a potential for its improvement and enrichment. Being a means of displaying objective reality, the language is in a state of constant change and development since reality itself is dynamic and the lexical level is the most mobile sphere of the language system.

Word formation is the main way to create neologisms. At the same time, word formation is associated not only with the constant emergence of the number of new names necessary for the society but also with the maintenance of a sufficient number of derived units in the language system and with the ensuring of their normal functioning from both the formal and semantic points of view.

In this article we will consider English neologisms characterizing the architectural appearance of the present and future city on the material of electronic dictionaries (Wordspy, Macmillan Buzzword Dictionary, Urban Dictionary, Cambridge Dictionaries Online Blog) and mass media texts from morphological, semantic and linguocultural points of view.

Many neologisms of this group are formed with the help of compounding: *pound town – a town whose high street is full of pound shops and other discount stores; hedge city – a safe, stable city with extremely high real estate values caused by foreign investors buying properties as a hedge against instability in their own countries; forest city – a city with a very large number of plants and trees that absorb substances causing pollution and create a healthy atmosphere; sliver building – an extremely tall, narrow skyscraper; vertical sprawl – the unplanned addition of a large number of high-rise buildings in a relatively small area, leading to problems with traffic, parking, and infrastructure; sky pool – a swimming pool suspended in the air between two buildings; vertical farm – a place where plants and livestock are raised in multi-floored skyscraper buildings* and many others.

This way of word formation is one of the most productive means in the modern English language.

The formation of different types of compound words is very active in the media which reflects the tendency not only to differentiate phenomena, concepts but also to integrate interdisciplinary knowledge, to seek integrity in understanding the world.

The most frequent models in our material are the following ones:

Noun + Noun (*pound town; hedge city; forest city; sliver building; sky pool)* and Adjective + Noun (*vertical sprawl; vertical farm; hostile architecture; defensive architecture).*

One more way of word-formation typical for the analysed group is blending: *furnitecture (furniture + architecture); plyscraper (ply + skyscraper); treescraper (tree+ skyscraper).*

Blending is an independent model of the formation of new words: brevity in the transfer of information, the conciseness of information itself, the ability to participate in inflectional paradigmatic relationships and the construction of speech works – blend words satisfy these all these requirements while preserving unpredictability which contributes to their use in order to attract attention and create expression of speech behavior.

3.2 Influence of urbanistic neologisms on English mass-media discourse

New lexemes in the media are of particular interest to researchers since it is in this area that the word should have expressiveness, attract the attention of the audience, for which lexical units are often constructed to perform a certain communicative task. At the same time, it is the mass media that turns out to be the distributor of the neologisms, a means of their popularization.

Mass media serves to replenish the vocabulary of the language since neologisms, at least for a short or longer period, are included in the active vocabulary of a given language [2]. Moreover, according to A.V. Stramnoy, mass media is "the most productive source of vocabulary replenishment" [4], because mass media are particularly sensitive to changes in the spheres of public life [3], with which one cannot but agree because the task of mass media is to inform the audience about changes in society and the world.

First of all, it is necessary to single out a group of neologisms nominating types of cities: *pound town – a town whose high street is full of pound shops and other discount stores; hedge city – a safe, stable city with extremely high real estate values caused by foreign investors buying properties as a hedge against instability in their own countries* and *forest city – a city with a very large number of plants and trees that absorb substances causing pollution and create a healthy atmosphere.* They all have their own characteristic features.

So, *pound town* is a city in which there are shops on the main street, where you can buy goods for just one pound, as well as there are shops that sell discounts. The leading component in this unit is the "pound".

Neologism *hedge city* means a safe, stable city for living. Real estate in it is very expensive which is caused by the desire of investors to buy property as an attempt to protect themselves from instability in their countries. In this new lexical unit the keyword *hedge*– something you do to minimize loss – appears both in the unit itself and in its definition.

A completely different is the "thematic" content of the neologism *forest city*. It is a city with a lot of trees creating a favorable and healthy atmosphere for life.

Plans for a green 'forest city' that will help to fight pollution are about to become a reality as construction begins on an innovative new project in southern China. The Liuzhou Forest City ... is the first ever city of its kind as it will produce 900 tonnes of oxygen and help absorb almost 10,000 tonnes of carbon dioxide and 57 tonnes of pollutants every year. [10].

The main component of the city is the building which is reflected in the English neology by the following units:

1. plyscraper – a skyscraper made mainly from wood.

The development of engineered timber could herald a new era of eco-friendly 'plyscrapers'. Christchurch welcomed its first multistorey timber structure this year, there are plans for Vancouver, and the talk is China could follow [14].

2. treescraper – a tall building that resembles a tree or has tree-like characteristics.

3. sliver building – an extremely tall, narrow skyscraper.

The city of the present and the future is impossible without skyscrapers, so the fact that the new lexemes *plyscraper* and *treescraper* have the seme *skyscraper*is not accidental (cf. plyscraper = plywood + skyscraper; treescraper = tree + skyscraper).

Plyscraper is a tall building costructed mostly of wood and treescraper in appearance resembles a tree.

But very tall and narrow skyscrapers are also nominated, e.g. sliver building.

It seems that we are seeing more super-tall buildings, including those sliver buildings on fifty-seventh street in midtown [18].

One should also highlight two new units nominating a house that owners refuse to sell when new buildings are constructed (nail house – a house that the owners refused to sell to a developer and that still stands when the area around it is developed):

One 'nail house' in Wenling, Zhejiang province, had a main road built around it when the owner refused to move [8].

The lexical unit *vertical sprawl – the unplanned addition of a large number of high-rise buildings in a relatively small area, leading to problems with traffic, parking, and infrastructure* also draws attention of the reader.

In this regard, it is not surprising that there are units that characterize the architectural design of the city, buildings and public places

Units *hostile architecture – the design of buildings or public spaces in a way which discourages people from touching, climbing or sitting on them, with the intention of avoiding damage or use for a different purpose* and *defensive architecture – architectural designs and features that aim to deter unsanctioned uses of public or private spaces or buildings* with components *hostile – behaving in a very unfriendly or threatening way toward someone* and *defensive – showing that you are angry or offended when you think that someone is criticizing you* indicate the desire of the authorities to protect these buildings from the negative effects.

While not as obvious as the stainless steel anti-homeless spikes that appeared outside a London apartment block recently, the benches are part of a recent generation of urban architecture designed to influence public behaviour, known as hostile architecture [13].

New technologies penetrate into the architecture aimed at creating experiments (nanotecture – small-scale, experimental architecture):

Take a look at 11 other examples of 'nanotecture' – from the small, to the not-so-small [5].

By nanoarchitecture the following constructions can be included:

• "sky pools" (sky pool – a swimming pool suspended in the air between two buildings):

The developers say the transparent 'sky pool' will be the first of its kind in the world, giving swimmers the ability to look 35 metres down to the world below, with only 20cm of glass between them and the outside world [7].

• "vertical farm" – (vertical farm – a place where plants and livestock are raised in multi-floored skyscraper buildings);

• "furnitecture" (furnitecture – furniture that is part of the structure of a house or other building).

The property ... contains some fantastic examples of "furnitecture" – furniture that's integrated into the architecture. Murphy has only four pieces of furniture because everything else – seating, beds, bookshelves, wardrobes – is part of the fabric [15].

The streets and roads of future cities are nominated as follows:

1. complete street – a street designed to accommodate various forms of transportation, including cars, public transit, bicycles, and pedestrians;

2. quietway – a backstreet, cycle-dedicated road which cars are not allowed on;

3. woonerf – a road in which drivers, pedestrians, cyclists, and local residents share the same space, and where measures designed to slow traffic have been implemented;

4. pork-chop island – a triangle-shaped area at an intersection between two roads.

Woonerf originated in Holland as a term to describe areas where walking, cycling, playing, and socializing occurred between houses and traffic oriented streets. Woonerfs have since been adapted to more commercialized settings in North America [17].

Mayor Boris Johnson's Vision for Cycling document also proposes the introduction of so-called Quietways on 'low-traffic back streets' for cyclists to use [6].

The idea behind the design is to allow pedestrians to use the north-, south-, and east-leg crosswalks without interrupting traffic making a westbound right turn. Once pedestrians reach the pork-chop island, they will be able to press a light signal that will make incoming traffic stop for a set amount of time [11].

4. Conclusion

The vocabulary of the language is most sensitive to the life of the people who are the bearers and creators of the language. Language is directly related to a variety of human activities. Constant and intensive enrichment of its lexical composition through new words is one of the most important processes in the development of a language.

The national-cultural approach confirms the need to take into account the various parameters of the relationship, interaction and interaction of language and culture.

In the process of word formation changes in the vocabulary of the language associated with the development of society are clearly reflected; indisputable, of course, is the fact that the productivity of certain word-formation types is organically linked to the "social order" for certain varieties of names. The connection between word formation and nomination is also indicated by the base of word-formation processes – lexical units already existing in the language. On the other hand, updating the vocabulary of a language is realized mainly through word-formation: it is thanks to word-formation processes in the vocabulary that a huge number of new words of various structures and semantics constantly appear. Without word-building, language could not have a vocabulary that would correspond to the development of society. It determines the enormous importance of word formation in the general system of the language

The analysis of English urbanistic neologisms in the mass-media discourse made it possible to single out compounding and blending as the most productive and frequent word-formation models which serve to save space and enhance the visual impact on the recipient.

The semantics of the units being analyzed demonstrate neutral, positive and negative types of evaluation. Functioning in the mass-media discourse, neologisms possessing this evaluative component have the desired effect on the recipient due to the rich emotional potential.

The analysis and interpretation of English urbanistic neologisms revealed a cultural connotation reflecting the elements of a people's culture, their values.

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