

физической природы человека, но и существующих контактов между народами, а также единой информационной базы человека. Большое число языков, существующих в мире, – это различные пути, способы духовного освоения действительности, в основе которых лежат одинаковые принципы человеческого мышления. Они и ведут к адекватному достижению реального мира. В нашем случае цвет и форма, отражаемые в русских, английских и немецких фразеологизмах, подтверждают мнение о наличии универсального в индивидуальном сознании человека.

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TOWARDS THE EXISTENCE OF BUZZWORDS IN THE LANGUAGE

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Abstract. Using the data of the Oxford Dictionary the author reveals the modern buzzwords in the English language. Buzzwords in Russian are also considered in the present article. The analysis of the factual material is made with the help of a descriptive and comparative methods. The signs of the buzzwords are defined. The examples of buzzwords that reveal the peculiarities of the mental picture of the informants of the language and culture in a definite period of time are given.

Keywords: language fashion, lexicon, buzzwords, movement, updating, Oxford dictionary

К ВОПРОСУ О СУЩЕСТВОВАНИИ ЯЗЫКОВОЙ МОДЫ

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Аннотация. На примере лексикографической фиксации слов в Оксфордском словаре рассматриваются модные слова в современном английском языке в XXI веке. Исследуются модные слова в русском языке. Анализ фактического материала осуществляется с помощью описательного и сравнительного методов. Определяются признаки модных слов. Приводятся примеры модных слов, отражающих особенности ментальной картины мира носителей того или иного языка и культуры в определенный период времени.

Ключевые слова: языковая мода, лексика, модные слова, динамика, обновление, Оксфордский словарь

INTRODUCTION. Language is a dynamic phenomenon at all its levels and in all its subsystems. Having emerged simultaneously with the emergence of society and representing an adaptive system, the language develops together with society, constantly adapting to changes in it. The most evident intensive changes are observed in the lexical system of the language, as the vocabulary is closely related to the extra-linguistic reality, reflecting it and its changes in it. Changes in the vocabulary of the language are characterized by two multidirectional processes. On the one hand, the language is enriched with new words – neologisms, and on the other hand, it loses the words that for some reasons are outdated and no longer meet the needs of society – historicisms and archaisms. Obsolescence leads to the withdrawal of the units in the passive vocabulary, even beyond the lexical system, and the process of appearing neologisms is carried out either on the basis of internal resources of the language or on the basis of borrowings from other languages. The use of internal resources of the language leads to quantitative and qualitative changes. Qualitative changes are a modification of the semantic contour units in varying degrees. It involves the transformation of monosemantic words into polysemantic ones including the volume of all meanings of the polysemantic words that is its epidigma. In other words, loan-shift or narrowing of the semantic range of the word takes place. (Klimkova, 2018). Over time, the volume and nature of the meaning of the word presented in dictionaries and reference books may change.

A flexible layer of vocabulary are buzzwords that reflect the features of the linguistic world view of the native speakers of this or that language and culture in a certain period of time. As a matter of fact, the issue of language fashion goes somewhat beyond linguistics and touches upon the problems of society. For example, in the late 70-ties of XX century in the United States a well-known political scandal *Watergate*, associated with the violation of the law by the Executive authority (power), gave rise to the fashion component-*gate* in a number of words: *Hollywoodgate* ‘scandal with Hollywood stars’, *Bushgate* ‘trouble with President Bush’ and others. In the late 80’s buzzword was the word *absolutely* in the sense of consent to anything. Another buzzword *gridlock* ‘traffic jam’ replaced the usual *traffic jam* (Vlasova, Titova, 2015).

LITERATURE REVIEW. Linguists’ attention to the lexical level of the language has not weakened recently. There are classical and modern works devoted to the problem of language fashion. Thus, in the work of V.G. Kostomarov the concept of language mode is considered as «a changing idea of the correct and effective use of language, sometimes brought to the point of absurdity...» (Kostomarov, 1999: 34). E.V. Klepach examines the basic concepts related to language fashion and its internal organization. She emphasizes that fashion – a holistic and universal phenomenon – penetrates into a variety of areas of human life: economic, psychological, aesthetic, linguistic and others (Klepach, 2000). N.D. Zhuravleva analyzes the phenomenon of the «fashionable» word on the example of the Russian language and highlights the fundamental features of the «fashionable» word: modernity, relevance, relative novelty and frequency. The principles of lexicographical description of «fashionable» words are formulated in the paper (Zhuravleva, 2010). «New Dictionary of Buzzwords» contains the words that differ in origin, style and scope of use. For example, we can find some slang words: *dibs* (Russian ‘babki’, money), *loot* (Russian ‘bablo’, money), *fiasco* or *failure* (Russian *oblom*), *hardcore* (Russian ‘zhest’), borrowings (*brand*, *boutique*, *drive*, *creative*, *mainstream*, *mentality*), neologisms (to *voice*, *positioning*, *self-sufficient*), etc. (Novikov 2008).

The analysis of the research papers devoted to the consideration of buzzwords in the language showed that the category of buzzwords words includes: borrowings from the English language, slang vocabulary, neologisms and generalized words.

METHOD OF RESEARCH. In this work the descriptive method of research for generalization and interpretation of the analyzed units was used, the interdisciplinary approach to the actual material allowed to consider the linguistic facts in close connection with the data of cultural studies, sociolinguistics and ethnolinguistics. Contextual linguistics and pragmatic analysis involving the consideration of the content and semantic space of a particular text was used.

RESULTS AND DISCUSSION. Buzzword is a special kind of new words and sentence pattern frequently used in commerce promotion, propaganda and professional activities to provide the awareness of the speaker, and to show importance, uniqueness, or novelty: a buzzword is usually a relatively new word, in which contains some kind of subtle aura, the attractiveness of the relevance and novelty" (Krongauz, 2008). A buzzword is a word that is relevant at a certain time. It is fresh and relevant either by its novelty (more often by the novelty of the plan of expression) or by the

fact that it denotes a significant problem or phenomenon for society. A buzzword is characterized by mass use. I can be either corporate in nature or limited to the scope of use by a broader society. Besides, a buzzword possesses relative frequency. According to Zhuravleva N.D. we distinguish the following criteria of a buzzword:

- relative novelty, "freshness" of the word,
- its relevance, contemporaneity,
- frequency,
- correspondence with aesthetic tastes and needs of a certain part of society.

A buzzword is characterized by the expansion of syntagmatic relations, the consequence of which is the ambivalence of the pragmatics of a buzzword (Zhuravleva 2010).

Buzzwords are differently presented in the English linguistics: vogue words or catch phrases. The term buzzwords appeared in the middle of the last century and meant words from the slang vocabulary of students. Currently, this term is used for all the most "fashionable" or popular words that arise with the advent of new technologies and phenomena. Often a buzzword coincides with a neologism – a word or a phrase recently appeared in the language (newly formed, previously absent in the language). Freshness and singularity of such a word, or a phrase or a figure of speech is clearly felt by native speakers. Fashionable words present a dynamic category. Being once popular and prestigious, such words become ordinary after a time, they lose their novelty.

New conditions of communication (electronic technologies, mobile phone technology) form new pragmatic conditions of communication and new lexical priorities. In English new words appear faster than in the Russian language. It is generally accepted that the English language of the last two to three decades differs greatly from the former English language. As far as changes are concerned, first of all, they occur in the most active level of the language system – vocabulary, and in it – in its pragmatic component. This is due not only to the rapidly developing information environment, but also to changes in the social environment. Often these words appear in the language due to some interesting, original meaning. As it becomes new, it begins to be used in broad contexts. The vocabulary of the English language is thus increased by thousands or even tens of thousands of words per year.

Oxford dictionary contains more than 600 thousand words. Despite such a huge volume, the dictionary continues to be constantly updated with new words. Updates on the Oxford dictionary occur every few months. Besides, every year, dictionary compilers choose «a word of the year». It is a word that best reflects the mood and trends in modern society. The Oxford dictionary section «Words of the Year», which presents «word of the year» and other the most popular words, attracts attention. For example, over the past few years the following words received the nomination «word of the year»: *selfie* (2013), *vape* (2014), *emoji* (2015), *post-truth* (2016), *youthquake* (2017) and *toxic* (2018). The «word of the year» reflects its specificity, embodies its spirit. In addition, «word of the year» reflects the novelty, originality and historical meaning of the current time.

Now we will show important manifestations of the language fashion in 2018. For example, in 2018 «word of the year» was *toxic*. For the first time the word *toxic* appeared in English in the 1660s. It was borrowed from the French language *toxique* and Latin *toxicus*. The Latin word *toxicum* 'poison' was borrowed from the Greek language. The ancient Greeks had a widespread expression of *toxikon Pharmakon* – the so-called lethal poison, with which the ancient Greeks smeared the arrowheads before the battle (Etymological dictionary).

In modern English, collocations with this lexeme are diverse. Moreover, it should be considered as a term that characterizes the whole cultural phenomenon. The rating of the compatibility of the adjective *toxic* is represented by the following lexical units: *a toxic chemical, toxic masculinity, toxic substance, toxic gas, toxic environment, toxic relationship, toxic situation, toxic culture, toxic waste, toxic algae, toxic air*. In its usual sense, the word *toxic* is equivalent to the adjective 'poisonous'. According to the dictionary direct value *toxic* 'toxic, poisonous' got a different meaning 'unpleasant', 'destructive' – about the relationship between people in 2018. The adjective *toxic* is used when talking about a bad situation at work, the feminist movement #metoo, which became popular last year. The term *toxic masculinity* 'unhealthy male dominance' is used. The analysis of multiple contexts shows that *toxic* token is generally associated with events, processes, and states that are perceived as negative.

Now we consider other popular words, also nominated for the word of the year:

Cakeism is belief that it is possible to use two incompatible versions simultaneously. The word is borrowed from the proverb *you can't have your cake and eat it too*, which literally interprets as «you won't have a cake if you eat it». Compare: and the sheep are safe and wolves are fed in the Russian language: «и овцы целы и волки сыты».

Gammon. *Gammon* is a pork ham. In 2018 this word has acquired another meaning: the British use this speaking about the men of the middle class over forty, whose face get bright red when they are expressing their political views.

Gaslighting is a kind of psychological manipulation: a person is forced to doubt his mental health. The term is taken from the title of Patrick Hamilton's play «Gas Light». The content is the following: the husband often leaves his wife alone. Poor woman seems to be dying of the light of gas jets and the steps of the boarded up attic. These were the signs that the woman was becoming crazy. In fact, all this was done by the woman's husband. In 2018, *gaslighting* began to be discussed again when human rights organizations began to notice such behavior for the heroes of British TV programs – the reality show *Love Island* and the dance show *Strictly Come Dancing* or *Orbiting*. The word came from social networks and denotes the behavior of someone who suddenly stops communicating with someone, but continues to follow this person on social networks and sometimes even respond to his or her new posts and photos.

Overtourism. This word is used to denote too many tourists who spoil the monuments of architecture and disturb the peace of the locals. After widespread use of low-cost airlines (cheap air carriers) and platforms for rental housing such as Airbnb, the number of tourists has greatly increased and they irritate the natives. Hence, two more terms appeared – *anti-tourism* and *tourism-phobia*. In 2018 the governments of different countries began to fight these

phenomena. For example, in Madrid restrictions on rental housing have been imposed, and in Venice – fines for sitting in the wrong places were imposed.

Teclash. The word *teclash* is derived from the fusion of the two words *technology* and *backlash* ‘powerful backlash of a group of people’. The term denotes a negative reaction to the growing influence of technology companies, especially from Silicon Valley. Many people working with technology in San Francisco protect their children from gadgets and buy them paper books. And young people are increasingly abandoning social networks for a time or forever.

According to other dictionaries, the most popular words in 2018 were:

Single-use ‘disposable’. This word has become popular against the background of increasing environmental problems: the amount of garbage is increasing and soon we will drown in it, if we do not take any action. Many supermarkets began to refuse to use plastic bags, and the European Parliament banned the sale of plastic goods – no more picnic with disposable plates and glasses. *Plogging*. The Scandinavian word *plogging* means *jogging*, which is carried out with benefit, simultaneously collecting garbage. *Plogging* was formed by combining the Scandinavian phrase *plocka upp* = *to pick up* and the English word *jogging*.

VAR.VAR (*video assistant referee*) ‘video assistance system for arbitrators’. The technology allows judges of football matches to make decisions in disputable situations thanks to video replays. The word was inscribed in the rules of the game of the International Council of football associations and became popular.

Floss. Dance *floss* became popular thanks to the video game *Fortnite*. The movements are very simple, so many bloggers and entertainers started to record their own versions of this dance (Collins Dictionary).

Nomophobia. This word denotes the fear of being without a phone or not being able to use it. *Nomophobia* comes from the combination of the words *no-mobile-phone phobia*. According to statistics, 53% of Britons experience anxiety when the phone is not at hand.

Gender gap implies a difference in the attitude of society to men and women or a difference between the actions of the sexes and their achievements.

No-platforming means to refuse the chance to publicize someone’s ideas or beliefs because they seem to be either dangerous or unacceptable.

Ecocide means complete destruction of the natural environment or causing serious damage to it (Cambridge Dictionary).

Most of the presented English words have no equivalents in Russian and are translated descriptively.

Buzzword words penetrate into all spheres of human life and activity, for example, in the field of tourism, the following words have appeared:

architourist – a tourist who visits other countries and cities in order to study architecture;

agritourist – tourist who follows or participates in agricultural activities;

weather tourist – the one who spends the weekend in pursuit of tornadoes, hurricanes or other terrible natural phenomena.

Methods of formation of buzzword words are quite diverse:

- by means of reduction: *apols* from apologies, *grats* from congratulations, *guac* from the guacamole, *srsly* from seriously, *a noob* from a newbie;
- by means of abbreviation – *A/W* ‘autumn/winter’, *BYOD* ‘bring your own device’, *FIL* ‘father-in-law’, *FOMO* ‘fear of missing out’, *LDR* ‘long distance relationship’, *MOOC* ‘massive open online course’;
- by means of addition: *bitcoin*, *buzzworthy*, *fauxhawk*, *flatfarm*;
- by means of combining the words: *cake pop*, *chandelier earring*, *click and collect*, *digital detox*, *double denim*, *geek chic*, *pixie cut*, *space tourism*.

Elections of the word of the year are held in many countries, including Russia. During the analyzed period the following words were defined in the Russian language: *Gosdura* (2013), *Krymnash* (2014), *refugees* (2015), *Brexit* (2016), *renovation* (2017), *Novichoc* (2018). Popular words of 2018 were the words *toxic*, *pension*, *pensioner*, *highly likely*, *harassment*, *the Mundial*, *sanctions*, *repost*, *digitalization*.

The linguistic facts given in the article show that, despite the significant differences between the two languages – Russian and English – the buzzwords in these languages and the words of the year have more similarities than differences.

CONCLUSION. Buzzword illustrate the dynamics of the lexical system of the language, demonstrate not only the obsolete words but the appearance of new words and meanings as well as the changes of their individual semantic components, in particular, the volume of encyclopedic meanings, connotations, including emotional, evaluative, stylistic meanings – ideological, political, social and others. The study of individual language units on the material of lexicographic sources allows us to solve a variety of research problems, such as how to track the etymology and frequency of the use of a particular language unit, its lexical compatibility, semantic prosody and other parameters.

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