PECULIARITIES OF USING ENGLISH NEOLOGISMS IN PUBLICISTIC STYLE

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Abstract

The article focuses on examining neologisms within the texts published by the prominent British newspaper "The Guardian", specifically spanning the period between 2022 and 2023. It explores the concept of neologism and elucidates its defining characteristics.

One of the primary objectives of the paper lies in delving into the complex realm of neologisms, that is terms that are freshly coined or introduced into a language. By unfolding the defining characteristics of neologisms, the study aims to provide a comprehensive understanding of these linguistic phenomena.

The article employs linguistic research methods in order to analyze contemporary landscape of media discourse at a lexical level. These methods play an important role in pinpointing particular instances of neologisms that have recently emerged in both written and spoken language. Moreover, the study investigates the way these newly coined terms function within media texts and uncovers their specific nuances and usage patterns. The paper highlights that the diverse origins demonstrate the influence exerted by both intralinguistic factors within the language system itself as well as extra-linguistic factors on the genesis and dissemination of these novel lexical units.

The study analyzes the identified newly coined terms and classifies them into separate lexical and semantic. This classification enables a comprehensive study that reveals a deeper understanding of their nuanced semantics and complex connections with contemporary social and political processes. By contributing to the differentiation of neologisms into specific groups, this paper enriches the understanding and contextualization of new terms in the media environment.

Key words: neologisms, lexical innovation, media text, media discourse, publicistic style, semantic and lexical classification.

Introduction

The 21ˢᵗ century stands as an important epoch in human history, marked by the onset, establishment and development of the information society, a phenomenon that deserves comprehensive study and discussion. The evolution of the era to an information-oriented society is inseparably intertwined with simultaneous globalization trends, forming a complex and interdependent tapestry of social progress.

The rise of the information society is more than just a transitional period, as it signifies a paradigm shift in the way humanity accesses, shares and processes information. It embraces the spread of digital technologies, democratization of access to information as well as transformative impact on various spheres of human existence on a global scale.

Thus, the modern world is characterized by the rapid development of mass media. The continuous growth of traditional media: television, press and radio, as well as the development and widespread use of Internet communication have led to the emergence and formation of a special media environment, a unified information space characterized by a large number of media streams.

The spread of media platforms in the unified information space has had an indelible impact on the evolution of modern languages, that function as open and dynamic systems. Languages, like living entities, are constantly evolving and adapting under the influence of internal mechanisms and external stimuli. The complex influences caused by social, technological, cultural and global dynamics contribute to constant quantitative and qualitative changes in languages that reflect and demonstrate the changing nature of the world they describe.

The symbiotic relationship between media evolution and linguistic innovation is evident, as the dynamic nature of modern media shapes and facilitates the development of new linguistic forms and expressions in modern English-language media texts. Neologisms, in particular, appear as linguistic phenomena stimulated by this interaction between the media landscape and evolving language systems.

This implies that the press, advertising and online media frequently serve as a litmus test or catalyst for neologisms and function as important trend setters in the evolution of contemporary language. They perform the role of conduits that provide native speakers with insights into the changes of lexical composition caused by emergence of new realities. Their expansive reach facilitates the prompt response to the latest domestic and global events, spread of scientific knowledge, advocacy of political ideologies as well as shaping and articulation of public opinion.

This substantiates the claim that media language not only act as an abundant resource for investigating and uncovering trends in the development of modern literary language but also serves as evidence of its multifunctionality, showcasing its intellectualization.

Nowadays, media texts are among the most actively developed forms of the modern language, their current number far exceeds the total volume of language use in other areas of activity (Kuzmina, 2011). Hence, contemporary lexical innovations are predominantly in the field of mass communication. This is particularly evident in the emergence of new newspapers and magazines that cater to the diverse interests of different age, professional and social groups. A remarkable swift in printing activity is observed within the sphere of youth press, characterized by the rapid expansion of fresh publications and the simultaneous emergence of electronic

versions of conventional print media. Additionally, there is a notable increase in the establishment of digital platforms dedicated to youth-centric content promotion across the Internet.

The idea of a unified information space highlights the paramount importance of mass media for understanding the mechanism of language change. This concept allows us to see the complex inner workings of mass media as a cohesive system that has a great impact on the course of linguistic and cultural processes.

In the digital world, marked by a vast variety of communication channels, media texts are the main means of transmitting and spreading information. They have substantial influence in the creation and development of other genres within the media landscape. Therefore, the interconnection that is developing in a unified information space emphasizes the significant role played by the media in steering the evolution of the language. This interconnected space integrates diverse media formats, offering a comprehensive view of their collective impact on language patterns and cultural transformations. Thus, a thorough examination of these texts becomes essential due to their influential role in shaping broader communication horizon.

Understanding the main characteristics of media texts

According to Y. Horot (Horot, 2016:451), a media text is a complex dynamic formation of a higher order, the structure of which includes not only verbal units. It may include a graphic image, video sequence, audio material and subsequently influences the formation of the image of the human world, being presented in various media 'manifestations', for example, in the printed press, on the Internet and in various media genres, such as interviews or advertising texts (Kuzmina, 2011: 52).

A media text is a kind of generic concept for a number of terms: publicistic text, newspaper text, television and radio text, advertising text, etc. The press and various forms of media have an unprecedented impact on the dissemination of news and knowledge. Covering a wide range of forms, such as articles, reports, broadcasts, and digital content, media texts serve as the primary means of communicating information to a global audience. Their universal distribution, facilitated by technological advances and the widespread availability of digital platforms, emphasizes their key role in spreading diverse content on various topics and in various fields.

The distinct characteristics of modern media texts cover several facets, including corporate-based production, ideological diversity, dynamic nature, specific creation methods, adaptability, diverse content and an extensive interpretation of verbal elements. A media text combines both media and verbal components, connecting the intricate aspects of language (as creative material), individual linguistic preferences of the creator, as well as interests and capacities of various publications, television channels or radio stations (Kuzmina, 2011).

Media texts are often created as products of corporate culture, reflecting all the peculiarities of the world and self-perception of a modern individual: intertextuality, emotionality, multiplicity and personification. In the language of the media, neologisms are used to construct linguistic imagery, achieve certain

communicative goals and influence the audience. Employing neologisms enhances the emotional depth, expressiveness, vibrancy and diverse connotations within the author's statements.

Media texts show socio-cultural changes and are therefore considered relevant material for the study, since transformations in society and culture are quite controversial and heterogeneous (Kuzmina, 2011).

An important factor in the effectiveness of media texts is the continuous process of neologization within the language used, particularly in journalism. Neologisms play an important role as they allow journalistic content to be expressed through contemporary linguistic means. The language utilized in media texts operates as a dynamic system capable of ongoing development, guided by internal linguistic processes and adapting to social changes.

Hence, deliberate integration of new linguistic elements through neologization within media texts is fundamental to ensuring their effectiveness, resonance and relevance in attracting different kinds of audience within an ever-evolving linguistic and cultural environment.

The concept of a neologism and its key attributes

Neology can be viewed as a scientific field at the intersection of two disciplines, namely lexicology and coinage. The Great Explanatory Dictionary of the Ukrainian Language defines a neologism (from the Greek "new" and "speech, utterance") and a new word as a newly coined term, authentic word or phrase of an author that is in the process of entering general use and is not yet included in the state and common language (Batsevych, 2004: 632). The Encyclopedia of the Ukrainian Language (Rusanivskyi, 2004) characterizes a neologism as a word, as well as its separate meaning, that appears within the language during a specific phase of its evolution (known as common language neologisms) or is exclusively employed in a particular speech, written text or the language style of a specific author (referred to as stylistic or individual author's neologisms).

According to K. Herman (Herman, 2023), neologisms cover a broad spectrum, comprising newly formed or borrowed words from other languages, previously existing words used in limited contexts or not used for some period of time, that have now gained widespread usage and derivatives that seem to have existed potentially in the language but were only recently formed based on established word patterns. The formation of new words stands as an integral aspect of a historical and cultural evolution of a language, signifying its progression through time.

The emergence of neologisms is driven by society's need for lexical nominations of new objects, phenomena, and concepts. The genesis of anything new frequently stems from a comprehensive reevaluation of reality, the discovery of previously unknown attributes and features within familiar entities. Therefore, recognizing the fresh insights embedded in neologisms and comprehending the specific information they encapsulate holds profound importance.

Every important political, economic or social process in a country is reflected in the creation of new words. In other words, neologisms are linguistic artifacts that reflect the dynamic nature of society and the ongoing processes of

socio-cultural and geopolitical changes. By tracking the emergence and usage of these new words, it is possible to gain insights into the evolving concerns, debates and transformations that define the directions of social change.

As modern society is developing rapidly, the flow of new words is constantly increasing, making the language more enriched and diverse. Thus, it is believed that neologisms of every language are a kind of indicator of a certain stage in the evolution of society.

Nevertheless, it is important to highlight that when a once-perceived new phenomenon becomes familiar within society, the corresponding term eventually transitions into common usage, integrated into the speech of many individuals, and consequently ceases to be regarded as a neologism (Kuzmina, 2011).

Hence, the primary challenge in defining the concept of neologisms lies in determining the specific timeframe during which a word qualifies as a neologism. A newly coined word is considered a neologism temporarily, relevant only within the period of time of the generation that adopts it. Subsequently, the succeeding generation may regard this lexical unit as part of standard vocabulary or even as an obsolete term.

The emergence of neologisms, especially in the initial period of their existence, is determined by the sphere of usage, giving rise to two distinct trends: the inclination toward language preservation and the drive for language evolution. Nevertheless, the existence of each language is determined by a strong tendency to preserve the literary norm in a state of communicative validity (intralinguistic reasons).

On the other hand, while aiming to adequately reflect and reproduce contemporary ideas and concepts, the lexical system of a language undergoes active restructuring, adaptation and the creation of fresh nominal units. The lexical composition of a language realizes the ability to directly reflect non-linguistic phenomena and facts. Accordingly, the development of new lexical units is shaped by the current societal demands, prominently manifested within the lexical structure of modern English-language media texts.

The development of the modern English language at this historical stage is characterized by the emergence of a significant number of neologisms, which, on the one hand, is the result of the technical and economic development of society, the emergence of new phenomena and concepts that need to be named, and, on the other hand, is the consequence of certain intralinguistic factors, such as the desire for linguistic economy, the need to express emotional and expressive meanings and the necessity of stylistic distinction of words.

In the context of media usage, neologisms tend to adopt evaluative connotations influenced by the context of real societal events and situations. This evolution often leads to the development of new words that carry a distinct evaluative quality, allowing them to eventually align with categories characterized by clearly positive or negative connotations.

Elements of the evaluative connotation of neologisms can be included in their denotative meaning (neologisms containing components with already formed negative or positive meanings). However, for the majority of neologisms, the evaluative connotations are not explicitly embedded in their denotative meaning. Instead, these connotations function as supplementary pragmatic information supported by the context (Yanutyk, 2013: 80).

The formation of such evaluative elements in modern neologisms is largely determined by the public perception of a language. This influence stems from the current democratic principles and social traditions that empower individuals to assess and interpret new realities and unfolding events from their own perspectives.

For a number of political, economic and socio-cultural reasons, English has become the language of international communication, and the influence of the English-language press is increasingly growing. As a result, the boundaries of the Anglo-American linguistic and cultural space have extended far beyond the borders of English-speaking countries. It is clear that such intensive integration and globalization of their press primarily affects the course of language processes, the movement of language norms towards a qualitative direction of language use.

At the same time, the rapid emergence of new words in recent years can be attributed not just to the numerous changes and events occurring in society, but also to a significant demand for expressive language within media texts. Neologisms, characterized by their unique and unexpected form and meaning, serve to captivate the reader's attention and fulfill diverse expressive functions. The choice of neologisms depends on the peculiarities of genres; the same neologism can perform different functions in certain genres of media texts. Neologisms that perform expressive and euphemistic functions are mainly observed in analytical, artistic and especially publicistic genres, where the author's personality and attitude to what is being reported are more evident (Radetska, 2022).

Linguistic features of the publicistic style

The publicistic style is a type of speech that is most frequently used in political, social, educational and mass agitation. Additionally, S. Radetska (Radetska, 2022) argues that it is characterized by accuracy, consistent presentation of main ideas along with their emotional coloring.

The publicistic style is characterized by two main functions that merge into each other, namely informational and expressive. The interaction of these two functions determines the use of words in publicistic writing. In publicistic texts, there is a considerable emphasis on employing various methods and techniques to achieve expressiveness. It is noteworthy that the characterization of the journalistic style often focuses solely on describing these expressive methods. The function of influence (expressive function), which is the most important for the newspaper and publicistic style, determines the acute need for expressive means in journalism. That is why publicistic borrows almost all means of expression from the artistic style. According to S. Radetska (Radetska, 2022), the imagery of language, and especially the emotional elements of language, are very typical of the publicistic style. The most important linguistic feature of the publicistic style is the fact the the close interaction and interpenetration of expressive and emotional along with standard linguistic means are widely used in this style of language.

The distinct lexical and stylistic features of publicistic texts, setting them apart from other functional styles, encompass several key aspects (Radetska, 2022). These features include an increased utilization of standardized expressions, such as journalistic clichés, metaphors and terms, contributing to a higher level of language standardization. Moreover, there is a deliberate emphasis on linguistic

expressiveness within journalistic texts. The most typical sources of expression in the language of the press are the reference to foreign language vocabulary, actualization of common language units, metaphorization, etc. This emphasis serves multiple purposes, namely to hold the attention, convey attitudes toward the information presented, highlight evaluative aspects and incorporate evaluative epithets and direct appeals to the reader.

A noticeable trend in media text language is the growing inclusion of colloquial elements within periodicals. This trend signifies the democratization of media style, they way press distantiates from strict literary norms observed by numerous researchers. Colloquial language and slang are used to convey a sense of immediacy and authenticity. Moreover, extensive use of figurative phraseology and idiomatic vocabulary that cover various elements such as modified idioms, play upon words, puns, proverbs and sayings contributes to the unique texture of journalistic language.

An additional indication of this shift is the occasional use of vulgar language in journalistic materials, which, in fact, lacks a specific stylistic purpose and undermines the meaning, style and overall tone of publications.

Thus, a traditional means of expression in mass communication is the figurative use of words, in particular metaphor. It has a number of functions in publicistics, including the function of transmitting information, nomination, influencing the recipient's emotions, activation and some aesthetic functions. Metaphors are also capable of smoothing out dangerous political statements on controversial issues, which minimizes the authors's responsibility for the addressee's interpretation of their words. Usually, metaphor is a secondary nomination that creates conditions for expressing various expressive shades with its help.

Lastly, a distinct characteristic that is specific to written media texts involves the creation of newspaper and magazine headlines using wordplay, puns, quotations, allusions and modified idioms. This distinct feature not only enhances the appeal but also poses a unique challenge in translation and interpretation.

Results and discussion

The analysis of the media texts of the British newspaper "The Guardian" indicates that the modern English-language media show a significant tendency to create and use neologisms. Journalists commonly employ these newly coined terms to accurately and efficiently convey emerging ideas, concepts, and trends in political and public discourse (Andrusiak, 2003: 10).

A newspaper text decorated with neologisms is quickly perceived by the audience and has an emotional impact on the reader. Neologisms are linguistic means that are believed to attract the addressee's interest due to their originality and difference from commonly used lexical items. This increases the degree of influence of the text on the reader and helps it to be perceived faster and more effectively (Hrytsai, 2014). Neologisms create the impression of innovation and urgency of information, and can also evoke an emotional response due to their novelty and non-standard use, as, for example, in extracts from a newspaper article: "*A temporary ceasefire risks creating a country permanently divided between Russian-occupied territory and a Ukrainian rump state*".

The author of the article has endowed the neologism *rump state* (держава-обрубок) with a high level of expressiveness, conveying his emotions and attitude to what he is informing the readers about and imposing his own perception of the situation on them. Therefore, the audience's attitude can be characterized as one that is likely to adopt the author's emotions and assessments, and the information will encourage certain actions and intensify the fight against the enemy.

In their article writing process, media professionals strategically consider and select neologisms with the intention of crafting a specific tone that appeals directly to a particular target audience (Hrytsai, 2014). This linguistic approach emphasizes the importance of precise communication and adaptation of speech to the specific needs and expectations of readers. At the same time, the authors take into account not only direct but also indirect recipients of the message, since the impact of the text can develop at different levels of perception and understanding. The use of lexical neologisms and specific vocabulary helps to establish effective contact with the target audience, enhancing the readers' engagement with the material and ensuring their in-depth perception of information. This can be clearly seen in newspaper pieces: "*Anxiety and even panic characterise many people's response to the permacrisis, but none of this emotion seeps into these pages*", as well as "*Some may grumble – or at least wonder – at a publication based in post-Brexit Britain launching itself so decisively into the Eurosphere*" and "*The central bank was blamed in some quarters for a small rise in interest rates the day before the mini-budget, disappointing investors who had bet on a bigger move*" and

"*As the cost of living crisis has put pressure on household budgets, shoppers have turned to cheaper proteins including processed meat and traditional vegan or vegetarian options such as chickpeas, lentils and beans*".

Neologisms often help to resolve the contradictions that arise between the existing lexical composition of a language and the growing communicative needs of speakers. Neologisms allow the language to adapt to changes in society and embody the needs and aspirations of speakers for accuracy and efficiency in communication. This can be illustrated briefly by these extracts: "*There is always a climate emergency; an emergency we can close our ears and eyes to*", as well as "*The super-rich largely seem immune to flight-shaming, although they are more sensitive to privacy issues*". Neologisms go through different stages of socialization and lexicalization, including their acceptance in society, use in public sources and even their inclusion in the vocabulary of the language: "*We don't have to be overwhelmed by climate anxiety. Feel the pain, then act*", as well as in the example:

"*Sue Gray is putting the final touches to her report on lockdown-busting parties in Downing Street, after a deadline passed for the individuals she plans to name to raise objections*".

Journalists often incorporate neologisms in their writings when these words possess a greater semantic depth and imagery than lexical items already available in the lexical reserve of a language. It is also obvious that many neologisms are marked with an evaluative and emotional shades of meaning, which reflects the author's subjective attitude to the overall statement. Here is an example of what is meant by this:

"I don't think it would serve any purpose to spell out the depressing roll-call of reasons why the world has been so in need of <u>dopamine dressing</u> over the past few years, suffice to say that there are times when Good Vibes Only is a necessary wardrobe prescription".

Here, the term *dopamine dressing* (*одяг для гарного настрою*) describes the way clothing choices aim to evoke immediate pleasure and happiness, similar to the effects of dopamine. The author utilizes this neologism to describe how certain styles or clothing selections intentionally trigger positive emotions.

Periphrases are a vivid and effective means of achieving expression in publicistic writing. As a rule, periphrastic constructions are based on emphasizing a characteristic feature, a bright highlighted sign of a person, phenomenon or object, aiming to facilitate better comprehension.

Periphrases predominantly function as distinctive stylistic expressions created by individual authors. They serve the purpose of characterizing and evaluating language in media contexts. Furthermore, periphrases play a crucial role in establishing synonymous expressions.

Another important literary tool that journalists use is epithets. They often utilize epithets strategically to achieve particular communicative goals in their work. Within journalism, epithets carry a distinct quality due to their evaluative nature. These carefully chosen descriptions serve a significant purpose in shaping the intended image or impression the communicator aims to convey.

Epithets in journalism are not merely descriptive but hold an evaluative function. They are selectively employed to add depth, color and emphasis to the portrayal of events, individuals or phenomena. By employing specific epithets, journalists can frame or depict a subject in a manner that aligns with their perspective or the narrative they aim to convey. These descriptions are intended to evoke certain emotions, opinions or attitudes in the audience, influencing their perception and understanding of the reported information. Epithets aid in shaping the intended image and desired impression by the communicator. For instance, in the following extract from the article:

"Not only was Kwasi Kwarteng's <u>not-so-mini</u> plan the trigger for a domestic financial crisis and higher mortgage costs for millions, it lit the blue touchpaper for his political downfall and that of his close friend, Liz Truss".

Thus, the usage of epithets in journalism serves as a deliberate rhetorical tool. Through their choice of language, journalists can emphasize certain aspects of a story, person or situation, guiding readers or viewers toward a particular interpretation. These epithets function as persuasive devices, enabling journalists to effectively communicate their viewpoint and shape the narrative in line with their objectives.

The positive aspects of the active use of neologisms include the fact that they are able to more accurately convey the necessary nuances and shades of meaning, which is especially important in media texts, where accuracy and conciseness of speech play a key role in conveying information. As in the article excerpts: *"We want to speak to people in the UK who work in the <u>gig economy</u> and on zero-hours contracts"* or *"It's baking hot in New York, which can only mean one thing for the city's small mammal population: it's <u>splooting season</u>"*, where the

author uses the expression *splooting season* to refer to the hot period of the year when animals lie on their stomachs to cool their bodies.

Political vocabulary is experiencing a kind of rapid expansion associated with recent political events in the UK. Political neologisms are an integral part of political discourse, which is steadily evolving and improving, being in constant dynamics along with the language. New words reflect the political reality and promote new ideas through their active use in the media.

Politicians are frequently the creators of socio-political neologisms. Such socio-political neologisms are new linguistic and speech units that arise when it is necessary to nominate new phenomena and concepts and show distinctive features both in form and content (Herman, 2023).

For instance, by analyzing the statements of politicians that "The Guardian" uses in its articles, a certain picture of the political culture and consciousness of modern Britain is formed. This is evident in the cases of "*The central bank was blamed in some quarters for a small rise in interest rates the day before the <u>mini-budget</u>, disappointing investors who had bet on a bigger move*" and

"*Rarely has a budget caused such political and economic damage. Not even George Osborne's "<u>omnishambles</u>" budget, when he was forced in 2012 to back down from the pasty tax, comes close*".

Politicians play a significant role in both generating and spreading neologisms. This occurs because politicians are constantly in the center of attention of both the media and the recipients. Consequently, these neologisms become deeply integrated into the paradigmatic and syntagmatic relations within language usage. As a result, they potentially become part of the general corpus of English words faster (Luhova, 2023).

Initially, the neologisms undergo a period of normalization and acceptance among native speakers before being officially recognized in lexical sources and thus entering the stage of lexicalization.

In the course of our study aimed at analyzing neologisms in the English publicistic style, we have noted that the identified neologisms cover three main categories: political, social and economic processes. We have come to the conclusion that it would be more appropriate to classify the identified neologisms by lexical and semantic groups for a more detailed study and description of neologisms in the publicistic style.

These groups take into account common aspects that unite these neologisms into logical categories as well as possible semantic features. This differentiation of neologisms into specific groups enabled a deeper study of their semantics and their connection to social and political processes. This analysis contributes to a better understanding and contextualization of new terms in the media environment, as well as to the development and advancement of research in the field of language and communication.

Therefore, in the process of the analysis, we have organized the new lexical words and expressions into the following categories:

1) **Crisis and negative phenomena** (covers important terms that characterize negative patterns and problems in society), that includes the following neologisms: *rump state, permacrisis, climate emergency, omnishambles.*

These terms reflect the complex and problematic aspects that describe current negative scenarios and problems in society.

The term *rump state* refers to a political situation in which a part of a country secedes or remains similar after partition or conflict. *Permacrisis* conveys the idea of a persistent or protracted crisis that lasts for a long time. The term *Climate emergency* refers to an emergency or crisis related to climate change. The word *Omnishambles* is used to describe a situation of general chaos or mismanagement, when events do not go as planned and, as a result, all aspects are problematic.

These neologisms indicate the importance and relevance of problems that have a great impact on modern society and its functioning. They reflect the instability across various spheres, including politics, ecology and social relationships, among others. Furthermore, they show numerous aspects of the challenges that society faces in the contemporary global landscape.

2) **Social phenomena and public reaction** (this category includes terms that reflect social transformations and public response to them): *flight-shaming, lockdown-busting, dopamine dressing, gig economy.*

The term *flight-shaming* refers to the tendency to condemn or criticize people for frequent airplane travel, as it has a large negative impact on the environment. *Lockdown-busting* describes the actions or behavior of people who violate or avoid the rules and restrictions imposed during quarantine or lockdown. The expression *dopamine dressing* reflects the tendency to choose clothes that evoke pleasant emotions and enjoyment, similar to the effects of dopamine in the brain. *Gig economy* describes an economic system where work is performed on the basis of temporary or short-term contracts, often through platforms and applications.

This group of neologisms reflects the social and economic changes occurring in modern society. They reflect attention to environmental issues, social transformations, reactions to changes in living conditions and adaptation to new economic models. These terms reflect urgent topics and demonstrate the ways people respond to contemporary challenges and trends.

3) **Economic concepts** (which covers terms related to economic processes and concepts): *mini-budget, not-so-mini plan, cost-of-living crisis.*

This group of neologisms reflects important aspects of economic processes and is important for understanding modern economic realities.

The neologism *mini-budget* is usually used to refer to a budget with limited expenditures that can be focused on certain aspects or projects. The neologism *not-so-mini plan* describes plans or strategies that, despite being called *mini*, may have a significant scope or impact in certain areas. The term *cost-of-living crisis* refers to a situation where rising prices for everyday goods and services are becoming a problem for consumers, creating financial pressure and costs for citizens.

These neologisms reflect current economic trends. For example, *cost-of-living crisis* may reflect problems with rising prices for essential goods and services, which is becoming an important topic of discussion in the current economic discourse. In addition, neologisms *mini-budget* and *not-so-mini plan* indicate unique approaches to budget management and strategic planning that are becoming relevant in a rapidly changing economic environment.

The use of these terms in publicistic texts indicates that they have become an integral part of discussions and analysis of current economic challenges. They are also used to present, analyze and explain economic events to the general public.

4) **Geopolitical aspects** (includes terms related to political and geopolitical issues in Europe and the world): *Euroshpere, climate anxiety.*

This group of neologisms demonstrates the importance of geopolitical issues and the European political sphere in the modern world. The presence of these neologisms in the publicistic style indicates the relevance and significance of the topics and concepts discussed for modern reality. These terms are new or relatively new in mass use, they reflect the evolution of speech and are part of the lexicon used to explain complex and relevant phenomena.

Euroshpere is used to describe the sphere of influence, interests, and political processes that characterize European political activity and its relations with the rest of the world. It is an important term for understanding the dynamics of European politics and European geopolitical influence in the world.

Climate anxiety describes the psychological aspects associated with the growing anxiety and stress arising from climate change. This term reflects a general state of anxiety and uncertainty about the future due to environmental issues that are becoming urgent in the modern world.

Such neologisms also reflect the trend toward creating succinct and precise terms to express complex concepts that arise from changes in society and world politics. This helps not only to improve the quality and effectiveness of information transmission through the media, but also to foster a deeper understanding and discussion of current issues among the population.

Conclusions

The study has revealed that media text functions as a complex and dynamic construct that significantly affects the construction of an individual's cognitive picture of the world. The constant introduction of new concepts and phenomena into various spheres of human activity necessitates the creation of lexical innovations. These neologisms are specially created in order to correspond to the changing information environment of modern society and enrich the existing vocabulary of the language.

The paper has described the concept of neologisms in the linguistic and cultural aspect and the peculiarities of their functioning in media texts. It is revealed that a neologism is a newly coined term that is in the process of assimilation into widespread usage and has not yet been formally recognized or incorporated into the established lexicon of the language.

The process of enriching the vocabulary of a language with new words is necessary for the language to remain alive and adapted to the requirements of the modern information and communication environment. In such a way, neologisms play an important role not only in resolving lexical inconsistencies but also in sustaining the vibrancy of the language during an era that is characterized by perpetual transformations.

The study has revealed that the publicistic style serves as a written form aimed at both informing and convincing the audience. Its fundamental characteristics are defined by a series of significant elements. Initially, it prioritizes being informative, covering not only the reporting of actual events but also their comprehensive analysis. Another important element is the infusion of emotional nuances. Within publicistic discourse, a journalist has the opportunity to express his

or her own feelings, beliefs, and views on the issues under discussion. This feature gives the text an expressive personal essence, helping to establish emotional contact with the reader.

The article has shown that argumentation is extremely important in publicistic style as well. The use of logical arguments, facts and examples to support and substantiate the author's opinions gives the text credibility and importance. Finally, the aesthetics of language plays a significant role in the publicistic style, since the text can be expressive and reflect the beauty of the language, but at the same time maintain clarity, conciseness and accessibility to the audience.

The paper focused on specific neologisms found in contemporary British periodicals. This allowed to explore their connections with prevailing social, political and economic processes. Analyzing these new words and expressions in the context of contemporary media offered an important opportunity to understand the current trends, problems and priorities of modern society.

Having examined the usage of the new lexical units and categorizing them into specific lexical and semantic groups, dominant themes reflecting contemporary issues have been identified. These included linguistic reflection of technological progress, social change and political dynamics that are highly relevant in the modern English-speaking society, as evidenced by a variety of formed neologisms.

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