

SUMMARIES

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THE CONCEPT OF «OCCASIONALISM» IN THE LINGUISTIC LITERATURE AND ITS LINGUISTIC IMPLEMENTATION IN UKRAINIAN PERIODICALS OF THE LATE 20TH CENTURY

Modern Language Studies comprehensively exploring new nominative units lexical level of the late twentieth century. In particular, it concerns the structural and semantic nature and functional-stylistic characteristics of occasional elements – speech exogenous events that illustrate the ways and forms of language

specific period, reflecting the interaction between language and speech, as well as update derivational and imaginative possibility Ukrainian language.

Over the past half-century views on the nature and essence of occasionalism changed significantly, but still in linguistics among tumors is traditionally divided into three types: neologisms, occasionalism and potential words.

Before introduced the term «occasionalism» and found heterogeneous composition of new lexical items, all neoplasms in linguistic science defined as neologisms. However, the emergence of neologisms in speech due to the primary nomination and occasionalism – the creative activities of the individual in a context that allows for random items. Examples of occasionalism in the Ukrainian language press of the late twentieth century is the word *salorodeo, politbol, avtopirnannya, show nightingale, mini soccer, costumed-amorous role* and more.

Potential words are as occasionalism, speech patterns, that do not belong to the language, but, unlike occasionalism, they are regulatory, created productive word-formation models, such *avalivets, berkutivets, pryvatbankivets, velosypanyzatsiya, myeshkovschyna, lukashenkivschyna* more.

So today in linguistic literature there is no single view on terminology and definitions occasionalism, neologisms and potential words. This is due to the fact that the problem of neoplasms characterized by extremely difficult.