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YURIY ZATSNYI

Doctor of Philological Sciences

*Full professor of English Translation, Theory and Practice Department
Zaporizhzhia National University*

MARGARYTA ZAITSEVA

Doctor of Philological Sciences

*Associate Professor of the Second Foreign Languages Department
Yaroslav Mudryi National Law University (Kharkiv)*

ENGLISH LANGUAGE AND SOCIAL LIFE INNOVATIONS (2010–2022)

Стаття аналізує інновації шляхом їх розподілу за сферами соціального життя англомовного суспільства. За кількісними показниками перше місце посідає сфера, яка пов'язана із сучасною інформаційною технікою, причому найбільша кількість інновацій співвідноситься із соціальними мережами, що позначають фактично новий вид соціальної комунікації.

Метою статті є аналіз інновацій шляхом їх розподілу за сферами соціального життя англомовного суспільства. У конкретні завдання входило встановлення безпосереднього зв'язку між новими одиницями і розвитком англомовного суспільства, зокрема, розгляд соціальних чинників, які зумовили введення в обіг неологізмів певної сфери, розкриття деяких лінгвальних особливостей інновацій англійської мови, зокрема, способів та засобів фразо- та словотворення. Зазначена мета зумовила використання як загальнонаукових (аналіз, синтез, систематизація, класифікація, індукція, дедукція), так і суто лінгвістичних *методів* (метод суцільної вибірки та спостереження, лексико-семантичний та контекстуальний аналіз, інтерпретація словникових дефініцій). Крім того, використано метод соціолінгвістичного аналізу зібраного матеріалу, який спрямований на вивчення зв'язку мови і суспільства.

Певна частина інновацій сфери економіки співвідноситься з різними видами та моделями економічних систем. Пандемія коронавірусу залишає дуже помітний слід в англійській мові. Кілька десятків нових слів та сталих словосполучень відбивають проблеми захисту і збереження довкілля. Найбільше вони концентруються навколо таких понять як зміна клімату та глобальне потепління. Численну групу інновацій складають лексеми та фразеологічні одиниці, що співвідносяться з різними новими видами спорту, туризму, з фізичною культурою та фітнесом. Значна кількість інновацій спричинена тенденцією до зниження вживання продуктів тваринного походження, до вегетаріанства, існуванням різних дієт, новими стравами та технологіями в кулінарії. Новотвори свідчать, що продовжується боротьба жінок проти дискримінації, сексизма. Поповнюється лексика та фразеологія, яка пов'язується з позначеннями та характеристиками поколінь людей. У нових сталих словосполученнях характеризуються родини, розкриваються певні родинні відносини. Медична сфера збагачується позначеннями різних терапій, косметичних операцій, процедур. У сфері виховання і освіти відбуваються зміни, спричинені новими підходами і методиками, що відбивається у відповідних неологізмах. Отже, інновації англійської мови останнього десятиліття відбивають зміни практично у всіх сферах соціального життя. Поряд з аналізом соціолінгвальних параметрів певну увагу приділено розкриттю активно діючих способів і механізмів, продуктивних словотворчих елементів, що беруть участь в утворенні неологізмів.

Ключові слова: комунікація, коронавірус, денотат, вираз, соціальна сфера, слово, інновація.

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Introduction. The article is written on the basis of the authors' English-Ukrainian dictionary of lexical and phraseological neologisms of the English language of the last decade. It is being prepared for publication. This dictionary contains over 1100 new English words, their lexical and semantic variants and fixed word combinations. The results of the authors' research on the problems of developing the vocabulary of the English language have been published in previous years in a number of monographs and dictionaries [Zatsnyi, 2007, 2009; Zatsnyi, Yankov, 2010, 2020; Zatsnyi, Zapolskykh, 2021; Zaitseva, Pelepeychenko, 2022].

The *aim* of the article is to analyse innovations by their distribution in the spheres of social life of the English-speaking society. The aim was reached by using both general scientific (analysis, synthesis, systematisation, classification, induction, deduction) and strictly linguistic *methods* (random sampling and observation method, lexico-semantic and contextual analysis, interpretation of dictionary definitions). In addition, the method of sociolinguistic analysis of the collected material was used. It aims to explore the relationship between language and society.

The specific *tasks* were 1) to establish a direct link between the appearance of new words and word combinations and the development of English-speaking society, including certain social factors that conditioned the introduction into circulation of neologisms of a certain sphere; 2) to reveal some lingual features of English innovations, in particular, the ways and means of word and phrase formation.

Innovations specified by modern information technology

In quantitative terms, the first place is occupied by the sphere associated with modern information technology. The distinctive feature of the 21st century is reflected in the word "*postmateriality*", i. e. this century is considered to be a time when material objects such as film and magnetic tape are no longer used to record sound and images.

Such expressions are becoming very popular as "*the internet of everything*" – "communication, interaction between people, machines, information exchange using a system of integrated technological devices"; "*the internet of me*" – "a system of objects with computer devices in them, capable of combining using the internet and exchanging personal data about the user". It is considered quite possible that in the future the Internet will be divided into many parts, due to national, commercial interests, laws, etc. Such a paradox is denoted by the innovation "*splinternet*". It is worth noting that there is another neologism that describes this phenomenon even more accurately and vividly – *cyber-balkanization or internet balkanization*. It characterises the Internet as a splintering and dividing phenomenon due to various factors, such as technology, commerce, politics, nationalism, religion, and divergent national interests. In the latter, the seme of diversity can be more clearly traced, as the Balkan Peninsula is partly or entirely comprised of Albania, Bosnia and Herzegovina, Bulgaria, Greece, North Macedonia, Montenegro, Kosovo, Serbia, Croatia, Slovenia, Romania and Turkey.

The innovation *macroscope* was modelled on the word microscope as "a system of computer programmes and mathematical instructions that allow the analysis of a very large amount of information about the world around us"; the neologism *infobesity* (information + obesity) introduces the concept of too much information, an oversaturation of information through a "cybernetic metaphor". Incidentally, the "cybernetic metaphor" was attracted in the creation of the phrase *Wood Wide Web* "an underground web of tree roots and fungus that connects forest plants" (compare with the phrase World Wide Web). Information oversaturation leads to a negative reaction from a certain part of the population to the widespread use of modern technology, which is why the new *techlash* has spread. It was created by analogy to a word that introduces a generic term for a negative reaction to something – *backlash*.

Neologisms referring to centres of production of modern technology, similar to *Silicon Valley*, continue to be created. For example, the neologism *Silicon Slopes* describes an area in Utah where a significant number of modern technology companies are located. The innovation *Silicon Gorge* refers to an area in south-west Britain, especially around the city of Bristol, where a large number of modern technology companies are concentrated. It should be noted that in the previous decade, units such as *Silicon Mountain*, *Silicon Hills*, *Silicon Republic*, *Silicon Albion* and even a common name for such centres – *Siliconia* – emerged.

Innovations related to social media

The greatest number of innovations related to modern information relate to social media. For example, one of the symbols of Twitter is the internet icon @. It can also function as a verb

“to write about someone or something on Twitter”. The word *diss tweet* denotes a post on the social network Twitter of a derogatory or insulting nature; the word *Instagirl* introduces the concept of a female model who has many fans on the social network site Instagram; the adjective *instafamous* describes a state of popularity acquired through selfies on Instagram; the innovation *BookTuber* refers to someone posting a book review video on YouTube; the neologism *kittenfishing* figuratively reflects a common practice, especially on dating sites.

Social networks represent, in fact, a new type of social communication and for many millions of people have not only become a special virtual world that replaces the genuine reality, but also an effective means of bringing people together. This is evidenced, for example, by the large-scale protests in Belarus in autumn 2020 against the rigging of presidential elections by the authoritarian Lukashenko regime and the suppression of peaceful demonstrations. This social discontent is spontaneous, the opposition in Belarus is suppressed, but due to the role of social networks, it is called the *Telegram revolution* (Telegram is one of the popular social networks in that country).

Innovations related to gadgets

There are a number of neologisms associated with the extreme popularity of smartphones, e.g., *nomophobia* “a person’s fear of losing or forgetting their mobile phone somewhere” (a joking term modelled on the word homophobia), *phast* (phone + fast) “a certain period of time when a person is not using a smartphone”.

The neologism *selfie*, “a selfie taken with a mobile phone and posted on social media”, has become an internationalism and has served as a model for a number of innovations for varieties of selfies – photos taken with a mobile phone, especially those posted on social media:

- *foodfie* “a photograph of food consumed by the author”;
- *couplie* “selfie taken by a couple, a couple”;
- *shoefie* “a self-made photograph of a shoe or other shoe”;
- *gelfie* “selfie, a self-made photograph taken at the gym”;
- *legsie* “a self-made photograph of your feet”;
- *shelfie* “self-made photograph of shelves of books and other objects”;
- *Yogi* “self-made photograph taken during yoga practice”.

It is worth noting that these innovations were created, on the one hand, by analogy with the word selfie and, on the other hand, by merging it with other words, i.e. by using a telescopic method.

Innovations related to the economy

A certain part of the innovations of the economic sphere relates to different kinds and models of economic systems, and it makes sense that the key word in this sphere, economy, continues to be a phrase:

- *attention economy* is “an economic system in which the amount of information found on the Internet means that companies must compete to capture the attention of consumers”;
- *circular economy* is “an economic model that prioritises extending the life of goods through recycling”;
- *collaborative economy* – “the practice of cooperating with other companies or people in relation to property, renting, exchanging goods and services”;
- *experience economy* – “an economic system based on the active participation of people in daily life rather than on the purchase of goods”;
- *sharing economy* – “an economy that is stimulated by mutual financial assistance between the participants in business cooperation”.

In the set phrases with the word economy, new ways of creating economic wealth are also outlined, for example:

flat white economy – “an economic system in which wealth is created by large numbers of people working with modern technology, not in offices, but in establishments such as cafés”.

blue economy – “ocean economy”, in particular the wealth, jobs created in the industries of oil production in the oceans, industrial fisheries”;

anxiety economy – “the economic wealth created by the production and sale of goods designed to reassure consumers, to relieve feelings of anxiety about their future”.

As in previous decades, new types of retail enterprises are emerging, such as:

- *community mall* – “an outdoor shopping mall with trees, plants and seating”;
- *guide shop* – “a shop where shoppers can sample food and order it home”;
- *social supermarket* – “a shop where food items are sold at a significant price reduction”.

The growing role of e-commerce is reflected in the new phrase *Amazon effect* “the rise of e-commerce and the closure of many “physical”, real-world retail businesses” (a phrase associated with the Internet trading firm Amazon, which has achieved significant success in its operations).

Innovations related to COVID-19

The coronavirus pandemic, which peaked in 2020 with tens of millions infected, has left a marked mark on the English language. The acronym COVID-19 (Coronavirus Disease 2019) has spread into many languages and has become the basis for such neologisms as:

- *covexit* (covid + exit) – “the process of relaxing quarantine requirements in a coronavirus pandemic”;
- *Covid era* – “the time when the world suffered a coronavirus pandemic”;
- *covid free* – “without being infected with coronavirus, a disease caused by a new kind of virus (e.g., about the country)”;
- *covidivorce* – “the process of marital separation caused by isolation during a pandemic”;
- *covid toe* – “rash or redness and swelling of the big toe, supposedly a symptom of covid-19 virus”;
- *blackout babies* – “babies born during the quarantine period”;
- *long covid* – “condition of patients who have had a covid virus, but still have symptoms of the disease”.

However, in English, as in many other languages, the word *coronavirus* is also used to refer to the disease. For example, children born into a pandemic era are sometimes labelled with the phrase the *coronavirus generation*, thereby emphasising the risks to that generation in the future. In the press the word is also often used in its abbreviated form, *corona*. The neologism *anti-corona*, for example, functions to mean “working against restrictions imposed during a pandemic”.

Characteristically, the word *corona* has also become the basis for lexical and phraseological innovations, e.g., *coronial* “person born during the coronavirus-19 pandemic”; *coronavirus vision* “visual impairment caused by coronavirus”; *corona corridor* so-called “quarantine corridor” – an area where traffic is allowed during a relaxation of quarantine requirements.

New words were created, for example, *quaranteen* “behaviour of a teenager during the restrictions associated with a coronavirus pandemic”; *quaranteam* “a group of people who are quarantined together by a coronavirus” (a phonetic play on the lexeme quarantine).

Related to restrictions during a pandemic is the innovation *covid marshal*, a generic term for the person responsible for citizen compliance during a coronavirus pandemic, while the phrase *space marshal* refers to the person responsible for citizen compliance and a certain distance between citizens in congregate settings.

Such limitations also reflect the neologism *homecation* “holidays spent at home in the community”. Let us note that the neologism of previous year’s *staycation* is often used as a synonym for the word *homecation*.

Negative attitudes towards people who violate quarantine requirements are reflected in new units such as:

- *anti-masker* – “a person who refuses to wear a protective mask during a coronavirus pandemic despite the danger to others”;
- *covidiot* – “a person who does not comply with the rules introduced in connection with a coronavirus outbreak”;
- *travel shaming* – “shameful, disdainful attitude towards people who allow themselves to travel during a coronavirus pandemic”.

The alleviation of quarantine is reflected in innovations such as:

- *covexit* (*covid + exit*) – “the process of easing quarantine requirements during a coronavirus pandemic”;
- *double bubble* – “people belonging to two different families who are allowed to see each other as a result of easing restrictions during a coronavirus pandemic”;

- *air bridge* – “an air link between two countries where coronavirus is well curbed and controlled, allowing travel without being subsequently quarantined”.

The coronavirus pandemic has led to dramatic changes in many areas of social life, in particular the shift to remote forms of communication. Recently, for example, the emergence of the so-called *Zoom economy*, i.e., the mass adoption of remote working via Zoom conferencing, has been reported. A forced lifestyle of living in a van and travelling around the country, *vanlife*, is becoming a reality.

The pandemic, as the British newspaper *The Guardian* points out, has also changed the dress code: working remotely from home, one can be “minimally dressed”, because one can only be in the chair in a shirt or blouse to look decent. Such clothes are called *Zoom shirts*.

It may be mentioned that scientists warn that the negative consequences of human activity will soon lead to a “*pandemic era*”, the spread of new diseases in the world. Already today, for example, there is a simultaneous outbreak of influenza and coronavirus – *twindemic*.

Innovations related to the environment

Several dozen new words and phrases reflect problems of environmental protection and conservation. Most of them concentrate around concepts such as climate change, global warming, for example:

- *Hothouse Earth* – “a situation that may develop in the future when climate change becomes impossible to control, causing large areas of the Earth to become desolate”;
- *hotumn* (hot + autumn) – “a very warm autumn as a result of global climate change”;
- *precipitation whiplash* – “a period of very dry weather that changes to a period of very wet weather” (a phenomenon thought to be caused by global climate change); climate smart “preventing climate change”;
- *warmist* (*global warmist*) – “someone who believes that global warming is caused by anthropogenic factors, i.e., human activity”;
- *climate gentrification* – “the process of turning an unfavourable climate area into a better one”.

Notably, António Guterres, UN Secretary-General, has called climate change “the defining challenge of our time”. It is no coincidence that the Oxford English Dictionary chose as the “word of 2019” the expression climate emergency: “a climate emergency, i.e., a condition requiring urgent action to contain climate change and prevent irreversible environmental damage”.

The Dictionary’s short list also includes other climate-related units: climate action “combating climate change”; climate crisis; climate denial “non-recognition of climate change”; and eco-anxiety “environmental anxiety”. The authors of the Collins English Dictionary have chosen “climate strike” as the “word of 2019”.

Other new “ecological” units reflect a desire for economical consumption, the non-use of particularly polluting materials:

- *nonsumption* (non + consumption) – “the resource-saving practice of not buying new things, but making them oneself or buying them “second hand” to minimise damage to the environment”;
- *planetary health diet* – “a frugal system of food consumption that, on the one hand, provides sufficient food for mankind but, on the other hand, does not harm the planet’s resources”;
- *plastic footprint* – “a measurement of the amount of plastic materials that a given person uses and discards” (in terms of the environmental damage caused).

The word combination *green tape*, derived from the idiom red tape “bureaucratic system”, refers to the many bureaucratic obstacles to implementing environmental protection decisions.

Innovations related to sports, tourism, physical education, fitness

A significant group of innovations of the last decade consists of lexemes and phraseological units that correlate with new kinds of sports, tourism, with physical culture, fitness. First, let us note the designations of new types of tourism and their participants:

- *api-tourism* – “tourism whose participants observe the life of bees and related phenomena”;
- *astrotourism* – “travel to those places where one can observe the starry sky or processes of outer space unobstructed”;

- *champing* (church + camping) – “a type of tourism where participants spend the night in an abandoned church where no services are held”;
- *entropy tourist* – “a person who likes to travel to places abandoned by people”;
- *philantourism* – “a holiday trip to places that still need the support of the tourism industry”;
- *tombstone tourist* – “a person who visits cemeteries for fun to view the monuments on the graves of famous people”;
- *wild cycling* – “cycling that consists of exploring, rural, especially “wild” areas, using trails rather than roads”;
- *flashpacking* – “a type of hiking in which the participant has all the necessary things in their backpack, including modern electronic devices” (an innovation created by analogy with the word backpacking);
- *last-chance tourism* – “travel to places that are threatened with destruction or extinction, so that they may not be seen in the future”.

There is also a noticeable concentration of new units around new sports, including extreme sports, and their participants around different types of sports competitions:

- *canicross* (canine + cross country) – “a sport in which the cross-country runner has a dog on a leash in front of him”;
- *slopestyle* – “a new winter sport where the athlete performs various tricks by jumping high on a snowboard”;
- *droneboarding* – “a sport where a person stands on a special board (snowboard) and moves quickly across a snowy surface thanks to an unmanned aerial vehicle (drone) to which they are tethered”;
- *flyboarding* – “a sport where the athlete “hangs” in the air over water on a special board”;
- *highlining* – “an extreme sport which involves walking on ropes attached high above the water surface”;
- *roller-skiing* – “the sport of skiing with wheels on a hard surface such as a road”;
- *swimrun* – “a sport in which participants have to swim and run a certain distance without a break between these sports”;
- *volcano boarding* – “an extreme sport of sliding down volcano slopes on a special board”.

Various forms and methods of exercise and fitness are becoming increasingly popular among English-speaking people. It concerns the latest fashionable types and forms of “yoga”:

- *acro-yoga* – “a type of exercise that combines acrobatics with yoga”;
- *Air Yoga* – “a form of yoga in which a person hangs on a rope, taking various poses”;
- *broga* – “a version of yoga exercises for men”;
- *goat yoga* – “yoga exercises performed in the presence of goats”;
- *heli-yoga* – “a hobby among members of the wealthy classes that involves taking a helicopter to a certain out-of-the-way place to do yoga”;
- *immersive yoga* – a type of yoga, the practice of which is accompanied by soothing sounds and images.

Among the so-called “selfies” – photos actually taken with a mobile phone - a distinction has also begun to be made between photos called *yogi* (yoga + selfie) “the actual photo taken during a yoga class for social media”.

There are examples of innovations for other types of physical activity, especially when exercise is interspersed with rest:

- *HIIS* (an acronym for high-intensity interval skipping) – “physical activity in which short periods of intense bouncing are interspersed with short periods of rest”;
- *fitness snacking* – the performance of repeated short periods of intense physical exercise over the course of one day;
- *napercise* (nap + exercise) – “an activity consisting of physical exercise with short periods of sleep”;
- *Bokwa* – “a type of exercise in which dance movements and aerobic elements (as a group activity) are performed”;

- *Tabata* – “a type of exercise in which short periods of intense exercise are alternated with short periods of rest”;
- *Prancercise* – “a type of exercise that imitates horse walking”.

Innovations related to different diets, new recipes, and technologies in cooking

A large number of innovations have been caused by the emergence of different diets, new foods and technologies in cooking. There are distinguished designations for a range of diets whose aim usually involves losing weight or switching to healthy foods:

- *the Buddha diet* – “a diet in which one eats only for nine hours each day with the aim of getting rid of excess weight”;
- *Cinderella diet* – “a diet whereby a person reduces their food intake so much that their body shape resembles that of a cartoon Cinderella”;
- *DASH diet* (the word DASH is an acronym for Dietary Approaches to Stop Hypertension) – “a diet that helps reduce blood pressure”;
- *intermittent fasting* – “a diet whereby a person eats nothing for a few days a week and eats normally (to reduce weight) for other days”;
- *LALS* (an acronym for low-alcohol, low-sugar) – “a diet that includes minimal alcohol and sugar content”;
- *clean eating* – “a type of diet consisting in the rejection of processed food in favour of fresh, “primary” food”.

It should be noted that by analogy with computer literacy, *food literacy* is also a new term, “a person’s awareness of wholesome food, cooking”.

A further downward trend in the consumption of meat and animal products and towards vegetarianism is also reflected in the innovations:

- *demitarian* (demi “half” + vegetarian) – “a person who halves his or her meat diet”;
- *reducetarian* – “a person who strives to eat as little meat and other animal products as possible”.

In order to reduce the consumption of meat products by the public, certain measures are taken by the government, for example, a certain amount added to the price of meat products such as bacon, sausage, and paid to the government (in order to reduce consumption of such products and prevent certain health problems). This amount is referred to by the phrase *sausage tax*.

Artificial meat substitute products continue to be developed: *aquafaba* “bean broth serving as an egg protein substitute in vegetarian cuisine”; *seitan* “wheat-based meat substitute”; *motherless meat* “synthetic meat grown in laboratory conditions from cells”; *veggie disc* “hamburger-like vegetarian food with a round, flat shape, contains no meat and is composed of pressed pieces of vegetables”.

As for the numerous names of new dishes and products, we can see that the French word *croissant* has become a base for several culinary products:

- *crossushi* (croissant + sushi) – “a croissant with sushi inside”;
- *crozilla* (croissant + tortilla) – “a brand name for a food that resembles a thin round Mexican tortilla bread, but made of puff pastry like a croissant”;
- *cruffin* (croissant + muffin) – “a small cake that is shaped like a hot muffin but made up of cakes like a croissant”;
- *rainbow croissant* – “a light crescent-shaped cake made from dough coloured in different colours”.

Among beverages, coffee comes first, with innovations such as:

- *dalgona coffee* – “a drink made from instant coffee, sugar and water and whipped into a “sour cream state (served with hot or cold milk)”;
- *egg coffee* – “a Vietnamese drink consisting of coffee mixed with egg yolk, sugar, condensed milk and butter”;
- *goth latte* – “a hot drink made from espresso coffee, hot milk and charcoal (which makes it black)”;
- *third-wave coffee* – “a trend in coffee-making techniques that emphasises high quality, environmental friendliness and the use of the latest technology”;
- *supercoffee* – “coffee with ingredients such as various seeds and spices (in order to make it healthier)”.

Innovations related to gender aspects

Although the current stage of human development is referred to as the “post-feminist period”, innovations show that women’s struggle not so much for “their rights” as for their role in society, including in the historical perspective, continues. The still existing discrimination against women is evidenced by new phraseological units, created by analogy with the word combination *glass ceiling* (“barriers standing in the way of women and members of certain ethnic and social groups in their business careers”), such as:

- *brass ceiling* – “social barriers to women attaining high military ranks and positions”;
- *the glass wall* – “barriers to female inclusion in the workforce”;
- *the grass ceiling* – “social barriers to achieving high positions in business due to the inability for women to be a member of a respectable golf club”.

They also include word combinations such as *Matilda Effect* “the systematic undervaluing of women’s contribution to scientific achievement (in favour of men)”; the *Paula principle* “the theory that most women, as a result of overt and covert discrimination, have jobs that do not allow them to fulfil their potential”.

Manifestations of “sexism” can be seen in the pervasiveness of extreme ideologies of male supremacy over women, such as neomasculinity. We are talking here about “*gender pollution*”, about the phenomenon that when women make a career in a certain field, it becomes less attractive to men. As most committees, councils, commissions, are composed exclusively of men – *manel* (man + panel), therefore the typical behaviour of men is to explain something to women in a patronising and contemptuous manner – *mansplain* (man + explain). Quite of interest is the paper “A Pollution Theory of Discrimination: Male and Female Differences in Occupations and Earnings” by Claudia Goldin (2015) where she writes that “Because there is asymmetric information regarding the value of the characteristic of an individual woman, a new female hire may reduce the prestige of a previously all-male occupation. The predictions of the model include that occupations requiring a level of the characteristic above the female median will be segregated by sex and those below the median will be integrated”.

Women in legislative and other institutions require the government to take measures, primarily economic, to create favourable conditions for them to advance in their careers, to be able to occupy important positions in organisations. Such measures are identified by the telescoping *womenomics* (woman + economics). It is an unfortunate fact that 70% of the world’s poor are women. Empowering these disadvantaged women not only improves their lives, but also enables them to raise healthy children and strengthens society. As Former Secretary of State Hillary Clinton said in a video message at the World Assembly for Women in Tokyo in 2014, “... the world cannot make lasting progress if women and girls are denied their rights and left behind. But when we liberate the economic potential of women, we elevate the economic performance of communities, nations and, indeed, the world” [Japan Information Center, 2014].

Women who are actively involved in the struggle for their rights are referred to as *shero* (she + hero): “I don’t know about yours, but my mom was a **shero** who rated a lot more than a card and brunch on Mother’s Day. She was in a league with the greats, Eleanor Roosevelt, Julia Child, Oprah and Katherine Johnson all rolled into one [Biro, 2018].

It should be noted that a few decades ago, at the height of the feminist movement, the word *mom* became, in fact, a symbol of “non-modern woman”; the phrase *mommy track* acquired a certain pejorative connotation, describing a woman who professes conservative family values, does not seek a business career or active participation in public life: “The conscious and unconscious presumptions made about women and motherhood in the workplace that lead to biases about a woman’s commitment to her occupation and the workplace as a whole” [Olsen, 2021].

At the same time, innovations with the lexemes *mom*, *mum* continue to be created in recent years, e.g.:

- *mommune* (mom + commune) – “several women with children living together, sharing their property and responsibilities”;
- *momshell* – “a very glamorous, attractive woman with children, especially a famous person” (an innovation created by analogy with the word bombshell);
- *mumoir* (mum + memoir) – “a memoir, a memoir written by a woman in which the author describes her experience of motherhood”;
- *mumspainer* (mum + explainer) – “a married woman with experience of motherhood who gives unsolicited advice to pregnant women or women in labour”.

Innovations related to generations

Vocabulary and phraseology related to the designations and characteristics of generations of people are constantly being supplemented. First of all, it concerns the younger generation, whose characteristics are reflected mainly by a number of figurative designations of phraseological type:

Generation Alpha – “generations of people born from 2010 to 2020”;

Generation Me – “generations of people born at the very end of the twentieth century”;

Gen Z – “generation of people born in the period from the late twentieth century to the beginning of the twenty-first century”;

generation scroll – “the modern generation of people who read almost nothing but news on computers and mobile phones”;

clipped wing generation – “a generation of young people who cannot be independent from their parents for economic reasons”;

Linkster – “a person born after 2002”; (thought to have been associated with modern technology from birth);

switch and swipe generation – “the younger generation, who are considered to have undergone many more life changes than their parents, especially in terms of work, life and sexual relationships”.

Certain attention was also paid to the older generation, for example:

Xennial – “a person born between 1977 and 1983”;

alpha boomer – “a wealthy person belonging to the generation born just after the Second World War”.

These neologisms also include units related to the process of ‘ageing’ of mankind, to the growing number of older people, especially in developed countries, and to the social activity of pensioners:

grey tsunami – “a significant number of older people in the 21st century due to increased life expectancy”;

silver striver – “person who continues to work after reaching retirement age”;

SuperAger – “person over 80 who shows no signs of deterioration of mental capacity”.

In some of the new set collocations, families are characterised and certain kinship relations are revealed. For example, the figurative neologism *jigsaw family* refers to a family in which children from their parents’ previous marriages live. You have to guess whose child is whose, that explains one of the meanings of the word jigsaw: “any set of varied, irregularly shaped pieces that, when properly assembled, form a picture or map. The puzzle is so named because the picture, originally attached to wood and later to paperboard, was cut into its pieces with a jigsaw, which cuts intricate lines and curves. Jigsaw puzzles may be very complicated vis-à-vis the number of pieces and the number of different cuts and thus take many hours to complete” [Gaur at all, 2022]. The phrase *Skype family* refers to a family in which one parent is abroad and communicates with the family via Skype.

The role of parents in the family is differentiated by such contrasting innovations as:

- *lead parent* – “the parent who more substantially and conscientiously fulfils his or her parental duties, takes better care of the children (usually the one who has fewer responsibilities at work)”;

- *deputy parent* – “the parent who does little and does not take good care of the children (usually the one who has more responsibilities at work)”.

The situation in the case of parental divorce is expressed in the set phrase *bird’s nest parenting* – “an arrangement whereby the children of divorced parents remain in the family home and the parents take turns living with them”: “‘Birdnesting’ or ‘nesting’ is a way of living that enables children to remain in the family home and spend time with each parent there. Each legal guardian stays at the home during their agreed custody time, then elsewhere when they’re ‘off duty’. The concept gets its name from bird parents, who keep their chicks safe in a nest and alternately fly in and out to care for them” [Savage, 2021].

The set phrase *full nest syndrome* refers to the stress experienced by middle-aged people living with and caring for their elderly parents, while having to live with their adult children who cannot live separately due to financial difficulties (an innovation created by analogy with the phrase *empty nest syndrome* “lone parent syndrome whose children do not live with them”).

Innovations related to the health sector

The medical realm is enriched with designations for various therapies, cosmetic surgeries, procedures, e.g.:

- *fear extinction therapy* – “treatment of post-traumatic stress by reproducing the traumatic event in a calm environment to relieve feelings of anxiety”;
- *gong bath* – “a type of therapeutic meditation in which the psychotherapist uses the sound of a gong”;
- *ecotherapy* – “a method of making people feel better by encouraging different kinds of outdoor activities”;
- *Facebook facelift* – “cosmetic surgery on the face as a result of a person being unhappy with their photos on social media”;
- *footcial* – “cosmetic foot treatment”;
- *Loub job* – “a medical procedure that changes a foot so that a woman can wear high-heeled shoes without problems”.

The role of modern technological advances in health care is revealed in the following neologisms as, for instance, *mobile health* “medical advice sent by professionals to mobile phones” or *self-tracking* “using a smartphone to monitor one’s health, well-being (pulse, blood pressure, etc.)”.

Innovations related to education and upbringing

In the sphere of education and upbringing of children, changes also take place. They are caused by new approaches and methodologies, which are revealed in such new developments as:

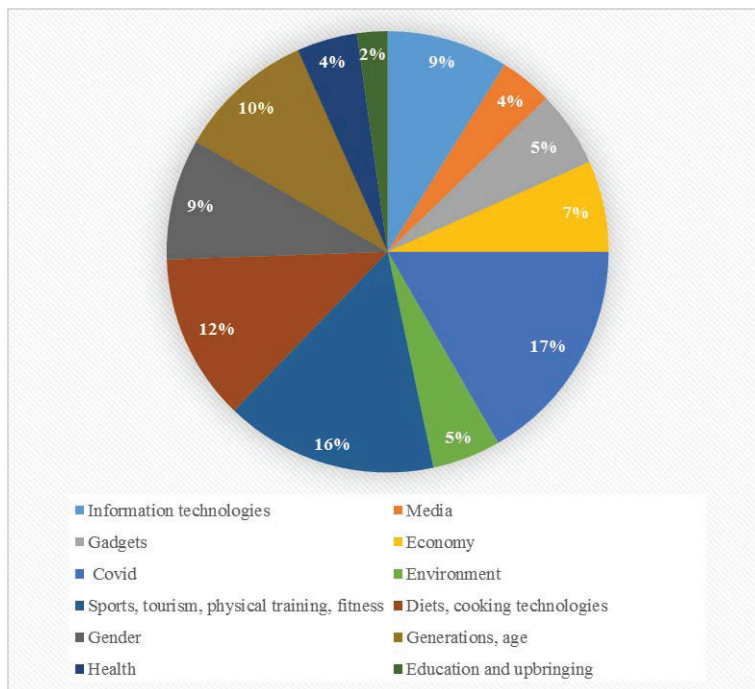
- *flipped learning* – “a form of learning in which pupils and students are introduced to the content of an assignment at home, while classroom sessions are designed to provide practical reinforcement and discussion of the material learned”;
- *flexi schooling* – “flexible” education system where children attend school only a few days a week and work independently (with parental help) at home on the other days”;
- *free-range parenting* – “a method of educating children by giving them free rein to make them independent and responsible”;
- *unschooling* – “a concept and method of education that involves children and young people directing their own learning, based on their interests rather than on a set curriculum”.

As stated in the introduction, this paper is based on the authors` English-Ukrainian dictionary of lexical and phraseological neologisms of the English language of the last decade which is being prepared for publication. This dictionary contains over 1100 new words, their lexical and semantic variants and fixed word combinations of the English language. So, the scope of the material under investigation made it possible to speak about the objectivity of the research. Let’s illustrate the results in the form of a graph. The paper specifically analyses 180 neologisms as a cross-section of the general volume: Information technologies – 16 (9%); Media – 7 (3%); Gadgets – 10 (6%); Economy – 12 (7%); Covid – 30 (17%); Environment (ecology) – 9 (5%); Sports, tourism, physical training, fitness – 28 (16%); Diets, cooking technologies – 22 (12%); Gender – 16 (9%); Generations, age – 18 (10%); Health – 8 (4%); Education and upbringing – 4 (2%).

Lingual features of English language innovations

Among the methods of derivation, **affixation** should be mentioned first and foremost, which continues to be productive in the process of vocabulary acquisition, with prefixation coming to the fore: *postmateriality*, *nonsumption*, *neomascularity*.

The method of **telescoping** (fusion, merging, contamination), i.e. when a new word is created from fragments, pieces of two words or one complete word and a part of the second one, has also been extremely active in the last decade. This method is considered an economical means of reflecting a complex, extended concept, or a union of two concepts in a whole-formed linguistic unit. Telescopic words or portmanteau words are mostly nouns, but there are also cases of adjectives and verbs: *beditate* (bed + meditate) “to think about something while in bed, to reflect before going to sleep”, *bronde* (brown + blonde) “having both brown and light-blonde colour (about dyed hair)”, *mansplain* (man + explain) “to explain something to a woman disparagingly, condescendingly (about a man)”, *thrillax* (thrill + relax) “to do that which is interesting, stimulating and relaxing at the same time”.



Graph 1. Classification of neologisms by social domains

The most common type of newly formed telescopic words can be considered a combination where the **initial fragment of the first word is combined with the final fragment of the second word**: *infobesity* (information + obesity) “an excess of information, especially when this makes it more difficult or impossible to make rational decisions”; *drouser* (dress + trouser) “a type of ‘hybrid’ women’s clothing consisting of a dress attached to trousers”; *instagirl* “a girl who is very popular on Instagram”. Sometimes the first or second word can be represented by a single letter: *bleisure* (business + leisure) “a combination of business travel and leisure”; *mob* (modern + snob) “someone with snobby views on modern fashion, brands”.

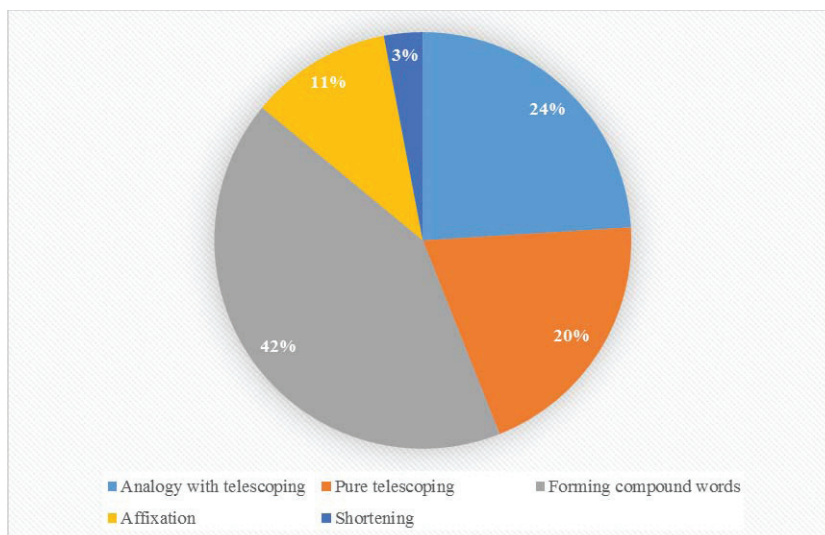
Analogy with telescoping is also becoming a productive way of word formation: *foodfie*, *couplie*, *shoefie*, *gelfie*, *legsie*, *shelfie*, *flashpacking*.

As in all previous periods of development, English has been enriched in the last decade by a significant number of **abbreviations and acronyms (shortening)**: *DASH diet* (the word DASH is an acronym for Dietary Approaches to Stop Hypertension) – “a diet that helps reduce blood pressure”; *LALS* (an acronym for low-alcohol, low-sugar) – “a diet that includes minimal alcohol and sugar content”; *ASL or A/S/L* (Age Sex Location) – often used in chat rooms and on dating sites to find out basic details about another person.

In the new century, the process of **forming compound words**, especially according to the N+(pro-)N model [Zatsnyi, 2007], i.e. when two nouns or a noun and a pronoun are combined into a compound word (composite), is actively continuing.

A peculiarity of the English language is the possibility to form derivative compound words (composites from composites): *flat white* – *flat white economy* – *Britain’s flat white economy*; *blackout babies* – *blackout baby boom* and so on. Although these formations are similar to phrases, they function as words, linguists stress. This is what is called **recursion** in English, and the process of forming compound words using the N + N model is called the recursive process [Radford, 1999, p. 171]. From a linguistic viewpoint, recursion can also be called nesting.

The results enable us to argue that among the methods of word formation of neologisms, the most common is telescoping (80/≈44%) including analogy with telescoping (44/≈24%) and pure telescoping (36/≈20%); forming compound words (76/≈42%); affixation (19/≈11%); shortening (5/≈3%). Let’s illustrate the results of this section in the form of graph 2.



Graph 2. Classification of neologisms by the method of their formation

Conclusions

The scientific novelty of the research is in the fact that the systematic study of ways and means of enriching the vocabulary of the English language by combining methods of linguistic and sociolinguistic analysis is carried out.

Thus, the innovations in English in the last decade have reflected changes in almost all spheres of social life. These changes are caused by emerging problems and the need to solve them. Particular attention has been paid to the verbalisation of new forms and means of social communication in the context of the information revolution.

Modern English finds resources for innovative processes mainly within its own system through various word-formation processes. The most active mechanisms for the formation of neologisms are affixation, analogy and telescoping, shortening (abbreviations and acronyms), forming compound words, especially according to the N+(pro-)N model. The functioning of new derivational elements testifies to the systemic nature of word formation and the interrelation between its different modes. The complexity of cognitive and nominative processes is accompanied by the spread of complex ways of generating innovations.

The practical value of the research is in the possibility of using its results in the preparation of textbooks and methodological recommendations on lexicology, in applied lexicography for the compilation of bilingual and monolingual dictionaries and reference books, in particular, dictionaries of new vocabulary, explanatory dictionaries. The materials and achievements of the work will also find application in teaching theoretical courses in lexicology, stylistics, translation practice, in preparing special courses in neology, sociolinguistics, word formation, as well as in English language practical classes.

The theoretical significance of the research undertaken is primarily determined by a certain contribution to the development of the separate branches of general linguistics, Germanic studies and Anglistics.

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ENGLISH LANGUAGE AND SOCIAL LIFE INNOVATIONS (2010–2021)

Yuriy A. Zatsnyi. Zaporizhzhia National University (Ukraine).

e-mail: waizi@ukr.net

Margaryta O. Zaitseva. Yaroslav Mudryi National Law University (Ukraine).

e-mail: m.o.zaitseva@nlu.edu.ua

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Key words: *communication, coronavirus, denomination, expression, social sphere, word, innovation.*

The paper analyses new words and set expressions through their affiliation with different spheres of social life of the English-speaking community. The *aim* of the article is to analyse innovations by their distribution in the spheres of social life of the English-speaking society. The aim was reached by using both general scientific (analysis, synthesis, systematisation, classification, induction, deduction) and strictly linguistic *methods* (random sampling and observation method, lexico-semantic and contextual analysis, interpretation of dictionary definitions). In addition, the method of sociolinguistic analysis of the collected material was used. It aims to explore the relationship between language and society.

Twelve groups of social life areas have been identified that have given a rise to entirely new innovations: innovations related to education and upbringing; innovations related to health sector; innovations related to generations; innovations related to gender aspect; innovations related to different diets, new recipes, and technologies in cooking; innovations related to sports, tourism, physical education, fitness; innovations related to environment; innovations related to COVID-19; innovations related to economy; innovations related to gadgets; innovations related to social media; innovations specified by modern information technology.

The most expansive group is represented by the innovations related to the sphere of information technology, especially the social networks, which should be considered to be a new form of social communication. A certain number of new formations of economy and business denote new types and models of economic systems with the active role of 'economy' as the key word. Coronavirus pandemic (Covid-19) has begot dozens of new words and expressions with the words Covid/corona being the centre of innovations. Quite a number of neologisms is focused on the environmental problems, namely – the problems of climate change, global warming. Considerable number of words and expressions denote new kinds of sport, tourism, fitness. The trend to minimise the consumption of meat and other animal products, to go on different diets, to become vegetarian, the new cooking technology and technique – these factors

determine the coinage of new formations, associated with the sphere of food, nutrition, culinary. Special attention is given to the denomination of new kinds and brands of such a beverage as coffee. Women liberation movement, especially the struggle for equal role in political and public life, against discrimination and sexism is evidenced in coinages based on the analogy of the expression glass ceiling, fusions with the words man and mom (mum) as the first element. Replenished is the vocabulary associated with the names and characteristics of generations, especially the new ones. The sphere of medicine and health contributes to the formation of neologisms denoting new therapies, cosmetic surgery, and treatment procedures. New formations in the sphere of education reflect changes in this sphere, new approaches and methods. Newly coined phrases characterise types of families, relations between their members. Sociolinguistic analysis is combined with the description of active ways, types and productive elements contributing to the replenishment of English vocabulary. Thus, the innovations in English in the last decade have reflected changes in almost all spheres of social life. These changes are caused by emerging problems and the need to solve them. Particular attention has been paid to the verbalisation of new forms and means of social communication in the context of the information revolution. The most active mechanisms for the formation of neologisms are telescoping (so called portmanteau words) including analogy with telescoping and pure telescoping, forming compound words, especially according to the N+(pro-)N model, affixation, abbreviations, and acronyms.

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