

NEOLOGISMS

WORD-BUILDING

It's a formation of new words using prefixes, suffixes and compound words

□ Prefixes

Remake

(redo, rewrite)

a new or different version of an old film or song

□ Suffixes

Ballistician

(musician)

a specialist of ballistics

□ Compound words

Laptop –

notebook

Know-how –

new technology

Brain-drain –

утечка мозгов

WELL- KNOWN WORDS WITH NEW MEANING

□ Summit

□ Shuttle

□ Web

□ Mouse

□ Site



ADOPTIONS FROM DIFFERENT LANGUAGES

**It's a decision to start using
something as an idea, a plan or a
name**



English

Marketing

Dealer

Pizza



Russian

Khozraschot

Glastnost

Perestroika

SHORTENED FORMS OF WORDS



□ Abbreviation is a word formed from the first letters.

PC – personal computer

□ Acronym is a word formed from the first sounds of the words that make up the same of something.

Scuba – self-contained underwater breathing apparatus

Radar – radio detecting and ranging

SHORTENED FORMS OF WORDS

□ Syllable-building words

Benelux – Belgium, Netherlands, Luxemburg

□ Imperfect words

Informercial - information and commercial – a short film produced by an advertiser giving information about goods which it has for sale, to be shown on TV
Promotools - promotional tools.

a) consonants:

Ctr (centre), jr (junior), smth (something), smb (somebody);

b) 1st syllables

libs (liberals), dept (department);

c) mixed shortened words

e-mail



H-bomb



T-shirt;

d) letters and numbers

U2 – you too

R – are

4U – for you

8 – ate

2B – to be

YU? – why you?

B4 – before

U1 – you won

B2B – business to business

B4U – before you

4X – forex (foreign exchange)

B&B – bed and breakfast



CONVERSION

It's the act or process of changing something from one form, use or system to another

The gap is to be bridged in the near future.

Этот разрыв нужно преодолеть в ближайшем будущем.

The unemployment rate sky-rocketed in 1994.

Уровень безработицы резко увеличился в 1994 году.

They had to torpedo the talks.

Они вынуждены были значительно ускорить проведение переговоров

SOUND SIMILARITY

It's the state of being like somebody/something, but not exactly the same.

Dellionaire

(millionaire, billionaire) -

a rich person whose fortune consists of having shares of Michael Dell's computer corporation

IDIOMS

It's a group of words whose meaning is different from the meaning of the individual words.

- ✓ Dutch bargain (дословно: голландская сделка)- сделка, в результате которой все преимущества получают лишь одна сторона.
- ✓ Marzipan layer (дословно: марципановый слой) – среднее звено управления компании, которое считается лишним и не приносящим пользу ей.

IDIOMS

✓ Silver wheelchair (дословно: серебряная инвалидная коляска) – крупная сумма денег, выделенная члену высшего руководства компании как компенсация за утрату должности



✓ Think tank (дословно: мозговой резервуар) – группа экспертов, разрабатывающих планы или рекомендации



POLITICAL-CORRECT EUPHEMISMS

It's a polite word or phrase, that people often use to avoid something that might offend people

Afro-Americans – Blacks, Negroes

Native Americans – Indians

International students – foreign students

Visually challenged – blind



MINI - TEST



HOME TASK

TO FIND AS MANY NEOLOGISMS AS POSSIBLE IN DIFFERENT SPHERES:

- a) Computer technology (Internet);**
- b) Shopping;**
- c) TV advertisements;**
- d) Adverts on big boards
(in the street)**

