

*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 name 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

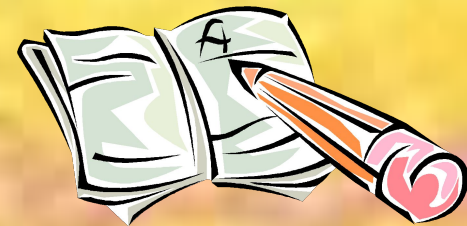
*It's a polite word or phrase, that people often use to avoid something that might offend people*

**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)**

