

## ON THE ISSUES OF TRANSLATION OF NEOLOGISMS

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Neologisms often become popular by way of mass media, the Internet, or word of mouth – especially, many linguists suspect, by younger people. Virtually every word in a language was, at some time, a neologism, though most of these ceased to be such through time and acceptance. Neologisms often become accepted parts of the language. Other times, however, they disappear from common use just as readily as they appeared. Whether a neologism continues as part of the language depends on many factors, probably the most important of which is acceptance by the public. Acceptance by linguistic experts and incorporation into dictionaries also plays a part, as does whether the phenomenon described by a neologism remains current, thus continuing to need a descriptor. It is unusual, however, for a word to enter common use if it does not resemble another word or words in an identifiable way. When a word or phrase is no longer “new”, it is no longer a neologism. Neologisms may take decades to become “old”, however. Opinions differ on exactly how old a word must be to cease being considered a neologism; cultural acceptance probably plays a more important role than time in this regard. Proponents of a neologism see it as being useful, and also helping the language to grow and change; often they perceive these words as being a fun and creative way to play with a language. Also, the semantic precision of most neologisms, along with what is usually a straightforward syntax, often makes them easier to grasp by people who are not native speakers of the language. There are some versions and types of Neologism:

Unstable – Extremely new, being proposed, or being used only by a very small subculture.

Diffused – Having reached a significant audience, but not yet having gained acceptance.

Stable – Having gained recognizable and probably lasting acceptance.

Scientific – words or phrases created to describe new scientific discoveries.

Technological – words or phrases created to describe inventions.

Political – words or phrases created to make some kind of political or rhetorical point, sometimes perhaps with an eye to the Sapir-Whorf hypothesis.

Pop-culture – words or phrases evolved from mass media content or used to describe popular culture phenomena (these may be considered a subsection of slang).

Imported – words or phrases originating in another language. Typically they are used to express ideas that have no equivalent term in the native language.

The main difficulty in translating neologisms – understands the value of new words. Strictly translated neologism whose meaning is already known to the translator, a relatively simple task, and solved it by using the methods described below, depending on what type of words belongs to this neologism. If the new word is not in the English-Russian dictionary, you should try to find it in an English-English

Dictionary. Many well-known dictionaries, there are sections of "New Words" (New Words Section). It is recommended to use the most recent editions of dictionaries. Neologisms often borrowed from other languages:

*Then his telefonino rang, or rather squeaked piercingly... It is impossible to get away from the wretched telefonino wherever you are in Italy. Of all the countries in Europe, only Britain has more mobile telephones. (The Independent, 1998).*

*Затем зазвонил, или скорее пронзительно запищал его мини-телефон. В какой бы части Италии вы ни находились, вам никуда не деться от этих назойливых телефонино. Из всех европейских стран, мобильных телефонов больше только в Великобритании.*

*The Soviets had Sputnik, but the Americans had their open-plan kitchen. No contest. (The Independent, 1998)*

*Советский Союз создал «Спутник», а американцы создали кухню открытого типа. Вне конкуренции.*

Much more common practice in the translation so far has reception transcription, which is the transfer does not form spelling words, and phonetic. Because of significant differences between phonetic systems of Russian and English, such a transfer is always somewhat conventional and plays only a semblance of English sounds. In general, the translator should always bear in mind that when you use the reception of transcription there is always an element of transliteration. Summing up everything said in the notes to the table, we can conclude that elements in the transliteration of transcription found in the following:

- \* transliteration of unutterable sounds
- \* transliteration of reduced vowels

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