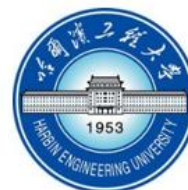# МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

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«МОВНА ОСВІТА: ВИКЛИКИ, ПЕРСПЕКТИВИ ТА ІННОВАЦІЇ»

Збірник наукових праць

Одеса-2025

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NEOLOGISMS IN THE MODERN ENGLISH MEDIA SPACE

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Language is a dynamic system that is constantly evolving under the influence of social, cultural, scientific, technical and political changes. In the English-speaking environment, especially in the context of globalization and digital communication, the process of the emergence of new words and expressions occurs extremely rapidly. The media, social networks, bloggers, influencers and digital platforms play an important role in this. Therefore, the study of neologisms in the modern English-speaking media space is a relevant topic for research.

The aim of the work is to investigate the role of neologisms in modern English-language media and analyze their participation in the formation of new realities of the linguistic picture of the world.

Neologisms are an important component of the language system, reflecting the dynamics of the development of society, changes in culture, science, technology and other areas of human activity. They arise in response to the need to name new phenomena, processes, objects or concepts that appear in the modern world. That is why neologisms have a significant impact on the formation and evolution of language, especially in the context of the active development of the media space, digital technologies and globalization. The concept of neologism in modern linguistics is defined as a new word, phrase or meaning of an existing word that appeared in the language relatively recently and has not yet become fully established in general use.

Neologisms can be temporary or stable. Temporary neologisms often disappear if they do not become widely used, while stable ones are later integrated into the language system and fixed in dictionaries [2].

One of the main factors influencing neologisms is scientific and technological progress. The development of technologies, information systems, biology, medicine and other branches of science requires new terms to denote the latest discoveries and inventions. For example, the words "smartphone", "bioprinting", "cryptocurrency" arose precisely in response to the emergence of new technological phenomena.

A second important influencer is social and cultural change. Changes in society, particularly those related to gender issues, environmental awareness, human rights, and social justice, contribute to the emergence of new words and expressions. For example, the concept of "cancel culture" reflects the tendency to boycott public figures or brands because of their statements or actions that are considered unacceptable.

Another important factor influencing the formation of neologisms is the Internet, social networks and digital platforms. Thanks to the development of communication technologies, new words appear and spread extremely quickly. Social media has become an environment where new words and meanings are formed, which often become part of common usage. For example, the words "selfie", "vlogger", "influencer" were initially highly specialized terms, but quickly spread thanks to social networks. Internet memes also often give rise to new words and expressions, for example, "doomscrolling" (compulsive reading of negative news on the Internet) or "FOMO" (fear of missing out).

An important factor influencing neologisms is political events and international conflicts. Global political processes, elections, protests, international relations influence the linguistic picture of the world. For example, the word "Brexit" (a combination of "Britain" and "exit") appeared in connection with the withdrawal of Great Britain from the European Union.

Therefore, neologisms are a reflection of dynamic changes in society, science, technology, culture and communications, which makes their study relevant for modern linguistics.

In order to analyze the features of the functioning of neologisms in the modern English-language media space, a content analysis of materials from popular online publications was conducted. News resources that are leaders in terms of the number of readers and actively cover international, political, social and cultural events were selected for the study. The list of analyzed sources included:

- The Guardian (www.theguardian.com) is one of the leading British mass media, known for its analytical approach, wide thematic range and active use of modern vocabulary.
- BBC News (www.bbc.com/news) is an international media resource that has a reputation as a reliable and objective source of information, uses current media languages, in particular neologisms.
- The New York Times (www.nytimes.com) is an influential American publication that covers a wide range of topics, including politics, economics, culture and social issues.

- CNN (www.cnn.com) is a global news network that actively uses both common and new vocabulary.
- Reuters (www.reuters.com) is an international news agency that provides a wide flow of operational information from around the world.

The analysis period covers materials published over the past two years (2022–2023). This made it possible to cover current language changes that have emerged as a result of global political events, social transformations, the COVID-19 pandemic, digitalization, etc.

In total, more than 150 articles from the above sources were analyzed, among which political, social and economic news predominated thematically. The analysis revealed more than 100 neologisms, including both well-known and widely used, as well as little-known or highly specialized.

The criteria for selecting neologisms were:
- absence of the word in traditional dictionaries (Oxford English Dictionary, Cambridge Dictionary, Merriam-Webster) as of 2020;
- active use in several independent media;
- affiliation to the topics of politics, economics, social phenomena, culture and technology;
- clear innovation of the form or content of the lexical unit.

1. Social media has become a major source of neologisms in modern English. Platforms such as Twitter, TikTok, Instagram and Reddit facilitate the instantaneous spread of new words, memes and expressions that quickly enter common usage.

Twitter is particularly influential in popularizing neologisms due to its short message format. It is here that words such as "stan" (a fanatic who fanatically supports someone) and "simp" (a person who excessively pleases others) have taken root and become part of digital culture [1].

Political movements are also reflected in new words that become popular specifically on Twitter. For example, "cancel culture" is widely used in political and social discussions, describing the phenomenon of boycotting public figures for their statements or actions. Another term, "woke", which refers to awareness of social injustice and racial issues, has become popular thanks to Twitter activists.

TikTok differs from other social networks in that its content is video-based, and users actively create new words and expressions that quickly go viral. The platform's feature is that terms are often associated with sounds, challenges, or hashtags that gain millions of views.

TikTok also contributes to the spread of new terms that describe people's behavior, for example: "gaslighting" – manipulation that makes a person doubt their reality; "gatekeeping" – deliberately hiding information or knowledge from others; "main character energy" – the feeling that you are the main character in your own life.

Thanks to the platform's algorithms, new words quickly spread among a youth audience, and then enter a broader cultural context.

Instagram, as a visual social network, creates neologisms related to aesthetics, fashion, nutrition and lifestyle trends. It is here that terms that describe different styles or trends have emerged and taken hold, for example: "VSCO girl" – the image of a girl

who uses eco-friendly bottles, wears large T-shirts and uses cosmetics without harmful additives; "cottagecore" – a romanticized lifestyle that combines naturalness, rustic aesthetics and harmony with nature; "dark academia" – an aesthetic inspired by classical education, literature and historical fashion.

Internet memes actively influence the evolution of language, creating neologisms that quickly become part of youth slang and popular culture. Words such as "yeet," "simp," "doomer," "Karen," and "chad" appeared thanks to memes and became entrenched in everyday speech.

2. The development of technology has led to the emergence of numerous neologisms related to digital innovations, artificial intelligence, blockchain, and virtual reality. Among them are metaverse, NFT, deepfake, and AI-generated content, which have quickly become entrenched in the media and everyday vocabulary.

3. Political and social changes actively influence the emergence of neologisms that reflect the transformation of social values. The terms "cancel culture", "wokeism", "doomscrolling", "gaslighting" have spread through the media and social networks.

4. Modern English-language media actively reflect changes in society related to global challenges, among which *environmental problems and medical crises* occupy one of the central places.

Among the common neologisms on environmental topics is "eco-anxiety", which describes anxiety over climate change and the threat of environmental catastrophe. The Guardian and the BBC emphasize its impact on young people.

The term greenwashing refers to a manipulative strategy of companies that create the illusion of environmental friendliness without real action. Carbon footprint is used to refer to CO_2 emissions, and climate justice to refer to the struggle for an equal distribution of environmental resources and the responsibility of developed countries for climate change.

The COVID-19 pandemic has also given rise to medical neologisms, in particular long COVID, which describes the long course of the disease and its consequences. These terms have become an active part of media and scientific discourse.

Another term that has gained widespread recognition during the pandemic is "infodemic," a combination of the words "information" and "epidemic," which refers to an excessive amount of information that may be false or contradictory. The WHO (World Health Organization) first used the term in 2020, and it has since spread widely in the media.

Environmental (eco-anxiety, greenwashing, carbon footprint) and pandemic terms (long COVID, infodemic, zoom fatigue) have become an important part of modern English vocabulary. Their consolidation in the media, scientific publications, and everyday use indicates the adaptation of the language to global challenges.

Therefore, the media act as a powerful tool for consolidating new lexical units, ensuring their penetration into everyday speech and specialized discourses.

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THE ENGLISH STRUCTURE BE+-ED

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The English structure be + -ed is an extremely complex and problematic phenomenon. Among the issues related to the analysis of this structure, the problem of distinguishing grammatical homonyms within it should be highlighted, as it has not yet been definitively resolved [5, 203].

In modern linguistic thought, two main directions are noticeable in the interpretation of the nature of this structure.

Advocates of one direction believe that the structure be + -ed should be considered exclusively as a state, distinguishing only two subtypes of state within it: the passive of action and the passive of state. This viewpoint is held by O. Jesperson, J. Svartvik[1, p.107; 3, p.85], and others.

According to the statements of the representatives of the second direction, the structure consists of two homonyms: the analytical form of the verb in the passive state (when it expresses an action) and a free syntactic combination of a linking verb with a predicate (when this structure expresses a state). This opinion is held by the majority of linguists, among whom should be named G. Scheurweghs [4, p.156;], F. Palmer [2, p.68], I. Willis [5, p.204] and others.

According to the statements of the representatives of the second direction, the structure consists of two homonyms: the analytical form of the verb in the passive state (when it expresses an action) and a free syntactic combination of a linking verb with a predicate (when this structure expresses a state).

However, while the supporters of the first direction see in the passive voice the possibility of expressing a state, understanding it as the result of a previously performed action, the followers of the second direction categorically deny this possibility. Action" is often reduced to the activity of a person, his versatile life.

Other authors expand this concept, understanding by it, in addition to human activity, the processes that take place in this or that material object, as well as various kinds of events - movement, that is, everything that has an element of dynamics.

So, as you can see, everything is based on the concepts of "action", "state" and "process." Let's try to understand these complex philosophical concepts. It is unlikely that today any of the philosophers will be able to deny the truth that the world is a single continuous universal substance in eternal motion, changing in nature and time. In other words, the world is a continuous global process, or more precisely – a set of processes

Section 4
Digital Tools And Resources In Language Learning: Innovations And Best Practices

Section 5
Relevant Issues In Language Studies: Germanic And Oriental Languages