LEXICAL INNOVATIONS AS A SIGN OF CHANGING SOCIAL SITUATIONS OR CULTURAL TRENDS

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Abstract. The article discusses the reasons for the formation of neologisms and ways of using them. The emergence of lexical innovations is related to the rapid development of various fields or society's encounter with new realities. Language must undergo changes to keep pace with society. To prevent language change would be to prevent cultural development, which is impossible. The most changing part of the language is the lexical system. As science and technology develop, the lexical system changes dynamically. In the presented article, such changes are studied and highlighted on the basis of a number of examples.

Keywords: Lexical innovations, derivational nomination, cognitive processes, new realities.

LEKSİK YENİLİKLƏR DƏYİŞƏN SOSİAL VƏZİYYƏTLƏRƏ VƏ YA MƏDƏNİ MEYLLƏRƏ İŞARƏ KİMİ

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Xülasə. Məqalədə neologizmlərin yaranma səbəbləri və istifadəsi yollarından bəhs edilir. Leksik innovasiyaların meydana çıxması müxtəlif sahələrin sürətli inkişafı və yaxud cəmiyyətin yeni reallıqlarla qarşılaşması ilə bağlıdır. Dil cəmiyyətlə ayaqlaşa bilmək üçün dəyişikliklərə məruz qalmalıdır. Dil dəyişikliyinin qarşısını almaq mədəni inkişafı əngəlləmək olardı, bu isə mümkün deyil. Dilin ən çox dəyişikliyə məruz qalan hissəsi leksik sistemidir. Elm və texnologiya inkişaf etdikcə leksik sistem də dinamik şəkildə dəyişir. Məqalədə bu kimi dəyişikliklər tədqiq olunur və bir sıra nümunələr əsasında diqqətə çatdırılır.
Açar sözlər: Leksik innovasiyalar, törəmə nominasiya, koqnitiv proseslər, yeni reallıqlar.

ЛЕКСИЧЕСКИЕ ИННОВАЦИИ КАК ПРИЗНАК ИЗМЕНЕНИЯ СОЦИАЛЬНЫХ СИТУАЦИЙ ИЛИ КУЛЬТУРНЫХ ТЕНДЕНЦИЙ

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Резюме. В статье рассматриваются причины образования неологизмов и способы их употребления. Появление лексических инноваций связано с бурным развитием различных сфер или столкновением общества с новыми реалиями. Язык должен претерпеть изменения, чтобы адаптироваться к обществу. Предотвратить изменение языка означало бы предотвратить культурное развитие, что невозможно. Наиболее изменяющейся частью языка является лексическая система. По мере развития науки и техники лексическая система динамично меняется. В представленной статье подобные изменения изучены и выделены на основе ряда примеров.
Ключевые слова: Лексические инновации, деривационная номинация, когнитивные процессы, новые реалии.

1. Introduction

Like the vocabulary of any living language, the vocabulary of the English language is constantly being updated. According to some reports, hundreds of new words are created in the English language every year. The increase and improvement of the vocabulary in this way is not only due to the creation of new words based on other language models, but also due to the

internal resources of language systems. Thanks to the internal capabilities of language, new words are formed or existing meanings are revised. One of the main features of the word is naming - *nomination*. During naming, the word moves away from its core, acquires new meanings as a result of semantic changes, meanings are updated, new meaning or meanings are born. This can also be called a ***reinterpretation of the word***. In the process of reinterpretation of the meaning, the boundaries of the semantic field of the word expand. The radical change in the "life" of the word, the main event is its figurative processing, i.e., its metaphorization. In the process of metaphorization, the word loses its true, main meaning to a greater or lesser degree and sometimes completely. The event of nomination has always been in the center of attention. In antiquity, nominative or naming theory was one of the main areas of linguistic theory. This process is controlled by thinking. This concept as a semantic aspect of the word has been accompanied by different approaches in the history of linguistics. The nominative function realizes the "naming" that is important for a person in all areas of life. The development of the trend of structuralism made it possible to study the semiotic side of nominative in addition to the semantic and onomasiological aspects. The nominative function of the language became relevant as a result of the activities of Prague linguists. Nominative has a special place in enriching the vocabulary of the language. Nominative is divided into two parts, *primary* and *secondary*. The main nomination is the original meaning of the word. The nomination after it, is usually called the *secondary nomination*. However, we mark it as a *derivational nomination*, because the additional meaning extracted from the word can be several, not two. Secondary means to set the limit. Language is "fed" like any living thing. This is a continuous process. There is no pure language. A language that is not nourished and benefited from various sources remains undeveloped. One of the main factors in this process is the vocabulary of the language. Changes in the structure of human knowledge affect the process of creating new words, that is, word creation, "the fact that words are merely abstract labels for categorizing objects, qualities and actions of the world has two immediate consequences. On the one hand, abstract conceptual reference to the perceived world creates associative space for cognitive processes such as simulation, projection and concept manipulation (e.g. recombining, blending, adjunction and focal highlighting), which, on the surface of language, can inspire the formation of words and expressions. On the other hand, the symbolic quality of language creates a conceptual distance between an utterance and what it stands for" [8, p.1].

2. Main part

It is inevitable to accept the new realities that have emerged in order to respond to modern challenges and trends. Language must undergo changes to keep up with the society. People prefer to communicate in a language that is comfortable for them and suitable for their lifestyle. To prevent language change would be to hinder cultural development, which is impossible. The creation and use of neologisms is related to the rapid development of various fields. The most changing part of the language is the lexical system. As science and technology

develop, the lexical system changes dynamically. ***A neologism is a new unit that appears at a certain stage of language development, is created to reflect and express new realities and has passed the test of time and entered into common use.*** There is no language without neologisms, as a result of intercultural communication, the need for foreign words arises in any language. Everyone can respond to innovation differently. A meaning that is new for one society may not be considered or accepted as new for another society. There are linguistic and psycholinguistic points here. Since language and thought have an inextricable connection with each other, the stages of realization of the word through the filter of thought cannot be ignored. It is not a simple process of taking a word and using it mechanically. The reasons, requirements and context for the appearance of that word should be taken into account, "The fundamental goal of language is to talk about "stuff" such as objects, events, feelings, situations and imaginary worlds. Thus, there must be a strong mapping between our conceptual knowledge (the knowledge we use to categorise and understand the world) and the language we use. Since we begin life exploring and learning about our world, with language developing later, conceptual knowledge ultimately must develop before language. One important issue then is how words relate to conceptual knowledge" [9, p.192]. Lexical innovation and change are typical features of a living language. They often point to changing social situations or recent cultural trends. Change in the vocabulary can be related to lexical innovation, which occurs when a new word in linguistic use or a new meaning of an already existing lexical item is gradually established. It goes without saying that lexical change can also be the result of adopting a new word or meaning from another language. "Lexical innovation and change are typical characteristics of a living language. They often point to changing social situations or recent cultural trends. Variability in the vocabulary might be due to lexical innovation that occurs when a new word or a new meaning of an already existing lexical item gradually becomes established in linguistic usage. Needless to say, lexical change may also result from the adoption of a new word or sense from another language" [7, p.1].

New words are formed under the influence of both extralinguistic and intralinguistic factors. As an extra-linguistic factor, COVID-19 has formed neologisms expressing new realities, giving rise to a large number of new lexical units. These neologisms helped to describe and understand new phenomena that unexpectedly became part of our daily lives. The change in the vocabulary of the language also affects people's consciousness and further activates cognitive mechanisms. "The creation of a new word and the acquisition of new meanings for existing words are happening constantly throughout the world, especially given the global reach of the English language. In light of the pervasiveness of English and its coexistence with other languages within a community or within a country, lexical creativity in English is a critical phenomenon which is crucial to understanding the evolution of the language when seen as an intricate network of interrelated varieties and not as a monolithic unit" [2, p.38].

During the pandemic, humanity faced a new reality, which led to the creation of a large vocabulary of neologisms related to the coronavirus infection. These words were reflected in the language and encouraged the enrichment of the lexical system. While some words and expressions are completely new, others have acquired new meanings. Most pandemic neologisms have a negative connotation:

anthropause [æn`θroʊˌpɔːz] *n.* (passivity, pause in social life due to Covid-19). This neologism appeared because life was paralyzed during the pandemic. "The global decline in human activity during the coronavirus pandemic has allowed nature to take a break from human presence. For example, there are fewer planes, fewer cars, even wild animals have returned to some cities" [4].

anti-mask [ˌæn tiˈmæsk] *adj* who is opposed to wearing a mask. People who refuse to wear a mask or who believe they should not be required to wear a mask to engage in civil society. *Example:* "The anti-maskers think it is unreasonable that they should be asked to wear a mask before entering a store" [6].

anti-vaxxer [ˌæn tiˈvæk sə] *adj* anti-vaccination person.

a) As a result of the global COVID-19 pandemic, the use of the term *anti-vaxxer* has both increased and broadened. *Anti-vaxxer* came to the fore most prominently in the context of childhood immunization, where it is used to refer to someone who opposes the use of vaccines and who is also against policies, laws, etc. requiring vaccination for inclusion in a certain activity (such as attending school).

b) With the arrival of the COVID-19 pandemic and new regulations concerning vaccination against the disease, *anti-vaxxer* also began to be used to refer to a person who is specifically against COVID-19 vaccines and regulations requiring vaccination against COVID-19.

c) The term *anti-vaxxer* is sometimes applied to people who are not against the use of vaccines but who do oppose policies, laws, etc. that require vaccination. People with such views often object to being characterized as *anti-vaxxers* [5].

The fact that a word carries different meanings in different periods demonstrates that it undergoes several stages. These are often referred to as transitional or intermediate stages. This means that before reaching its final meaning (in a specific context), the word temporarily assumes other meanings. A word can move from a state of "emptiness" to gaining context and acquiring new meanings, only to fall back into "emptiness" again. When a word moves from the language level to the speech level, it enters the space of fuzzy logic: "In speech, a lexical unit with its extra value creates the impression of a *vague word*. Sometimes, its accurate determination (acceptance) is possible not by itself, but thanks to the context and situation. We can say that such uncertainty is the simplest way to enter the domain of fuzzy logic" [1, p.175]. Over the course of this long process, it is possible for no connection to remain between the final meaning and the original meaning. The absence of clear boundaries makes it impossible to determine when this process begins or ends. This leads to the conclusion that words derive their

meaning or meanings from context. Outside of context, they exist in a state of emptiness. Context serves as their primary source of nourishment.

Conclusion. The process of meaning creation is best described by reference to the conceptual mechanisms that language users use to create it. Cognitive linguistics, which has become an increasingly important paradigm, is based on the idea that language use reflects cognitive mechanisms. Cognitive grammar, which has similarities to Systemic-Functional Grammar and Structural grammar, seeks to clarify how grammar makes sense through usage-based analyses. However, unlike the other two directions, it relies on cognition in this matter. Cognition based on our bodily experience of the world and sociocultural contexts is embodied. Embodiment determines both how we perceive and represent reality, the world and how we express this reality through language. Fertile conditions are created for the emergence of new knowledge structures containing new linguistic meanings. Cognitive processes play a special role in the formation of this foundation: "Meaning potential is the essentially unlimited number of ways in which an expression can prompt dynamic cognitive processes which include conceptual connections, mappings, blends and simulations. Such processes are inherently creative and we recognise them as such when they triggered and produced by art and literature. In everyday life the creativity is hidden by the largely unconscious and extremely swift nature of the myriad cognitive operations that enter into the simplest of our meaning constructions. It is also hidden by the necessary folk-theory of our everyday behaviour which is based quite naturally on our conscious experience rather than on the less accessible components of our cognition" [3, pp.79-80].

Language owes its "creative capacity" to cognition. It (language - H.G.) serves as a stimulus for the emergence of meaning. In cognitive linguistics, the dynamic and experiential nature of meaning construction is of central importance. The potential to express and articulate everything we perceive, think and imagine is made possible by our embodied experience. Since experience is individual, it varies from person to person. In this way, cognitive mechanisms are activated in a sequential and interconnected manner, including processes such as conceptualization and categorization. In general, cognitive linguistics always relies on the concept of cognition to explain linguistic phenomena. As Wilson and Foglia state: "*Embodied cognition is the recognition that much of cognition is shaped by this body we inhabit - by aspects of the entire body including the motor system, the perceptual system, bodily interactions with the environment (situatedness) and by the assumptions about the world that become built into the structure of the organism as a result of repeated experience*" [10].

People rely on their experiences to establish communication. A rich vocabulary and a well-developed memory are essential for the realization of this exchange of ideas. Through interaction, cognitive mechanisms evolve and improve. The interplay between language and thought and thought's influence on language, progressively expands the lexical composition of a language. It is important to note the subtle distinction between semantic expansion and

polysemy. While polysemy arises from semantic expansion, they involve processes such as generalization, specification, abstraction and more. New meanings created through semantic expansion operate under a unified umbrella in the context of polysemy. However, this approach is not applicable to every word; the potential of a word's meaning must be taken into account. Additionally, the context that drives the development of lexical elements fosters the formation of diverse structures. Lexical innovations become inevitable due to the lack of words capable of matching or withstanding the power of human imagination. Semantic shifts, aimed at illuminating the infinite horizons of human cognition, manifest themselves across various fields.

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