

Abstract

Graduation Level of Proficiency Paper

Bachelors's degree

Title NEOLOGISMS IN THE VIEW OF THE MASS MEDIA DISCOURSE (on the material of print media)

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Topical Importance: The role of the media in the society is indisputable. The media are a powerful lever that opens up an information channel for the exchange of information; they have become an extraordinary and authorized ambassador for transmitting information to the masses. In this case, the message should be understandable, and the information is easily assimilated by a wide range of recipients of information. This is sometimes prevented by the abundance of neologisms found in media texts.

The modern structure of the Russian language is constantly changing - some words and expressions appear, and some, on the contrary, come out of the active use, becoming at the same time archaisms. As an exceptional and actively developing means of communication, language constantly bears the imprints of cultural, social and economic changes in society, which are marked in the language in the form of neologisms.

The relevance of the chosen topic is also due to the fact that the rapid development of scientific and technological progress and the process of globalization, there is an increasing need to study neologisms, especially in the media. Due to the fact that neologisms are a mobile layer of a vocabulary, there is a need to record and analyze them.

Goal: The purpose of the graduation work is to identify the features of the functioning of neologisms in the texts of mass media as well as the validity of their use.

Tasks: 1) to identify the essence of the term "neologism" and the main areas of its application;

2) to classify the types of neologisms;

3) to clarify reasons for the appearance of neologisms;

4) to consider borrowing as an indicator of external influence and determine ways of protecting the language at the legislative and general social level;

5) to analyze the modern neologisms in mass media;

6) to conduct a sociolinguistic examination of the relevance of neologisms used in the media.

Theoretical value: The theoretical significance of the work is that it makes a certain contribution to the knowledge of the modern neology, as well as to the study of the influence of neologisms on the degree of the semantic content understanding of media texts.

Practical applicability: The practical significance of the given research lies in the findings of the study, and in the fact that illustrative material can be used in the preparation of dictionaries of modern vocabulary. The results can contribute to better work of journalists in the process of selecting lexical components while preparing materials of electronic versions of newspapers. The identification of readers' attitude to the use of neologisms can help authors of articles to refrain from excessive using of all kinds of neologisms-borrowings.

Results: In the processes of our graduation research, we have found out that there are several approaches which help to understand the content of the term "neologism", but there is no single definition. Basically, neologisms are classified according to the type of the language units, to the degree of novelty of the language units and finally to the way of constructing them. A number of extralinguistic and intralinguistic factors were identified in the analysis of the causes that stimulate the emergence of neologisms. The analysis of neologisms of modern mass media testifies to cardinal changes of the principles of presentation of material. The use of literary vocabulary fades into the background, and in online texts it is increasingly possible to find the use of jargon, highly specialized vocabulary and neologisms-borrowings. Neologisms-borrowings can be divided into two groups depending on the degree of validity /groundless use.