

LEXICAL INNOVATIONS IN ENGLISH DUE TO THE FEMINIST IMPACT ON LANGUAGE

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Feminist theory (FT) as the constituent part of feminism (a diverse set of theoretical, methodological, and political perspectives that have in common a commitment to understanding and challenging social inequalities related to gender and sexuality [1]) aims to understand the nature of gender inequality. It examines women's social roles, experience, interests, chores, and feminist politics in a variety of fields, such as anthropology and sociology, communication, psychoanalysis, home economics, literature, education, and philosophy.



The aim of this research is to point out and classify the “feministic neologisms” – lexical units that appear in English in the second part of the 20th century and verbalize the main concepts of the Modern Feminist Theory. The data material is the neologisms taken from the Neologisms Dictionary by Yu. Zatsnyi [2].

The special attention of feminist criticism is taken by power, dominance and status. The examples of androcentrism are observed at any level of the language: *androcentric values* (values of men), *patriarch culture* (culture in which the men have most of the importance), *intellectual sexism* (women are not allowed to think and act as the men do), *male stream* (analogous to *mainstream* – dominant trend, tendency), *machismo* (macho+ism – male attitude towards women as representatives of the opposite sex. Opposite to *machismo* is *hembrismo*), *male chauvinism* (humiliating and arrogant attitude to women).

After defining *gender* as social construct the terms *gender roles*, *gender stereotypes*, *gender asymmetry*, *gender consensus* were introduced in the language.

The separate group of neologisms is formed by the lexemes that nominate feminist movements: *post-feminism*, *neofeminism*, *third wave feminism* (current phase in economic, social, cultural change, in which knowledge, especially as stored and disseminated by information technology is the primary productive force), *cyberfeminist* (a member of the feminist movement that uses modern gadgets), *red-diper feminism* (connection of feminism and marksism, as in the USSR), *queer feminisms* (focused on the problematization of gender and its relationship to sexual identities and practices).

In the 1950-60ies the other types of feminism appear *radical*, *liberal*, *socialist feminism*. *Militant feminism* practiced by *riot girls* (young militant feminists riot against accepted public order) is the extreme type of radical feminism. The opposite tendency is demonstrated by *domestic feminism* that claims to accept the household duties as a separate profession. The primary goal of modern phase – *cultural feminism/ new feminism* – is to establish harmony between family, career and active social life.

The gender approach towards the lexical system of the language allows to point out the lexemes that reflect the growing role of women in the society: *leaderette/ leadering* (a female leader), *adminatrix* (a woman who is good at administration), *bossress* (a female boss), *mommy* (a boss who takes care of her employees like a mother), *seductress* (a woman who made her career by having a love affair with a male colleague).

Establishment and achievement of equal political, economic, cultural, personal, and social rights for women predetermines the appearance of the term *glass ceiling* – the concept means that a women, however competent, can only ever rise so far in a male-dominated business; ostensible equality is loudly promoted, but that glass/invisible ceiling stands between achievement and the very highest promotions. The term was taken from the title of the book “Shattering the Glass Ceiling” by M. Davidson and C. Cooper. At the end of 90ies *glass floor* and *glass wall* were put into usage. The first explains that still there are obstacles for women to find a job after graduation from a university/ college. *Glass walls* limit the women’s initiative and activity at the highest steps of the career ladder.

The neologisms that are connected with the violation of the women’s rights and physical, mental or moral abuse would be the object of our further research.

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References

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