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***The Portmanteau Powerhouse: Coining Neologisms with Word Blends***

Language is a playground of creativity, and one of the most playful ways to expand its vocabulary is through portmanteaus. These delightful word blends, named after a suitcase with two compartments, fuse parts of

existing words to create a brand new one. The power of portmanteaus lies in their efficiency. They can capture a complex concept or cultural phenomenon in a single, catchy word. Take the ever-present “brunch”, a portmanteau of breakfast and lunch, perfectly encapsulating the midday meal that defies categorization. In linguistics, this word formation process has been termed as blending – a method of generating neologisms by merging two or more words or their stems [1]. Blending has always been an active area of study in terms of linguistics, so a lot of scholars addressed this topic in their research (Beliaeva (2001); Dressler (2000); Lopes Rua (2004); Mattiello (2013); Gries (2012) ).

The **objective** of the article is to explore the semantic meaning and connotations of the recent neologisms coined by blending and dwell on the translation techniques to render them into a target language.

The modern world has embraced the portmanteau with gusto. From “staycation” (*staycation* + *vacation*) for a home-based holiday to “workaholic” (*work* + *alcoholic*) for the overcommitted professional, these blended words offer a playful way to describe contemporary experiences. The beauty of portmanteaus extends beyond their practicality. They can be wonderfully creative, like “chillax” (*chill* + *relax*) or “mansplain” (*man* + *explain*, often in a condescending way). They can also become cultural touchstones, reflecting the zeitgeist of a particular era. Think of “webinar” (*web* + *seminar*) or “podcast” (*iPod* + *broadcast*), both born from the digital revolution.

However, not all word blends are created equal. A successful portmanteau should be clear, concise, and evoke the intended meaning through its component parts. “Celebutante” (*celebrity* + *debutante*) is a perfect example, instantly conjuring the image of a socialite in the making.

The future of word blending as a dynamic and simple technique for coining neologisms is quite prospective. As language continues to evolve, portmanteaus will undoubtedly play a part. These word hybrids not only save our language efforts but are very helpful in expressing new concepts as well as different shades of meaning [2]. New technologies, social trends, and experiences will inspire new word creations. Whether it’s a term for the virtual reality experience (“vreality”) or a way to describe the constant feeling of being connected (“permawired”), portmanteaus are sure to keep language lively and ever-changing. Here are some examples of modern neologisms formed by blending:

### **1. Tech Talk:**

- “Vlog” (*video + blog*) – a video blog, often hosted on platforms like Youtube.
- “Freemium” (*free + premium*) – a business model offering basic features for free and premium features for a cost.
- “Clickbait” (*click + bait*) – content designed to attract attention (often misleading) to generate online clicks.
- “Apparati” (*app + apparatus*) – software applications considered as a whole system.
- “Webisode” (*web + episode*) – a short episode of a program created specifically for the web.

## **2.Social Media Lingo:**

- “FOMO” (*fear of missing out*) – anxiety about missing out on enjoyable experiences others are having.
- “Twitspiration” (*Twitter + inspiration*) – inspiration found on Twitter.
- “Photobomb” (*photo + bomb*) – the act of ruining someone's photo by unexpectedly appearing in it.
- “Infotainment” (*information + entertainment*) – content that is both informative and entertaining.

## **3. Modern Lifestyle:**

- “Staycation” (*stay + vacation*) – a vacation spent at home.
- “Foodie” (*food + junkie*) – a person with a strong interest in food.
- “Swag” (*swagger + style*) – a stylish and confident appearance.
- “Woot” (*wonder + root*) – expressing excitement or delight.

## **4. Culture:**

- Athleisure (*athletic + leisure*) – comfortable clothing designed for both athletic and casual wear.
- Podcast (*iPod + broadcast*) – an episodic series of digital audio files streamed or downloaded.
- Rom-com (*romantic + comedy*) – a genre of film or television that blends romance and comedy elements.

## **5.Personal Characteristics:**

- “Frenemy” (*friend + enemy*) – a person who pretends to be a friend though acts unfair behind your back.
- “Sheeple” (*sheep + people*) – unconscious and ignorant people that can be easily manipulated for one’s benefit.
- “Braniac” (*brain + maniac*) – a very intelligent person.

These are just a few examples, and new blended words are constantly emerging as language evolves to reflect our experiences.

**Translating** neologisms formed by blending can be tricky because they aim to capture *a dual meaning* within a single word. Here are some common approaches to consider:

### **1. Finding an Equivalent Blend in the Target Language:**

This is the ideal scenario. If the target language has a well-established blend that conveys the same meaning as the source language blend, it's a clear winner. For instance, "brunch" (English) translates well to "бранч" (Ukrainian) as both cultures have adopted this blended term for the midday meal. Another examples are as follows: Brexit – *Брекзит*, podcast – *подкаст*, vlog – *влог*, subtweet – *сabtвіт* etc.

### **2. Borrowing the Blend with Explanation:**

Sometimes, a directly equivalent blend doesn't exist. In such cases, you can borrow the neologism itself and add a brief explanation in the target language. For example, "freelancer" might be translated as "*фрілансер*" in Ukrainian, followed by an explanation phrase like "*самозайнята людина або позаштатний працівник*".

### **3. Descriptive Translation:**

If neither of the above approaches work, you can opt for a descriptive translation that captures the meaning of the blended word. Example: "sellebrity" – *використання відомих людей для рекламування продуктів*; "youthquake" – *визначні політичні, соціальні чи культурні зміни, які відбулися під впливом дій та переконань молоді*.

### **4. Calque or Loan Translation:**

This method involves translating the individual components of the blend and combining them grammatically in the target language. However, this might not always produce a natural-sounding word. Example: "Webcam" (English) could be translated as "*веб-камера*" in Ukrainian, which is a calque translation (borrowing the structure but translating the parts); „nontroversy" – *псевдодискусія*, "netiquette" – *мережевий етикет*.

Choosing the right method depends on several factors:

- **Clarity:** the translation should be clear and understandable in the target language.
- **Naturalness:** ideally, the translation should sound natural and idiomatic in the target language.
- **Target audience:** consider the level of familiarity your audience has with the source language and blended terms.

When translating neologisms, it is also helpful to consult online dictionaries and resources dedicated to neologisms and slang. If you are unsure about the best approach, consider using a combination of methods

to achieve clarity and naturalness. By understanding these methods and considering the context, you can effectively translate neologisms formed by blending and ensure your message is clear and impactful in the target language.

**Conclusions.** Blending is a dynamic and creative way of enriching vocabulary. Despite some of the drawbacks like dual meaning and interpretation difficulty blends make the language more expressive, concise, and up to modern times reflecting the modern trends and the mood of society. The choice of the translation technique largely depends on the portmanteau word itself, its novelty, etymology and the field of usage. In some case, it is advisable to apply the combination of techniques to reach the most appropriate and stylistically correct version.

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Znajomość języków obcych we współczesnym świecie jest umiejętnością niezbędną. Polityczne, gospodarcze i kulturalne procesy