

Annotation to Dissertation on

**“Linguistic Neology and Functioning of Occasionalisms
in English and Georgian Languages”**

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Submitted in Partial Fulfillment of the
Requirements for PhD Degree of Philological Science

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Batumi, Georgia

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2017

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General Description of the Research

The paper deals with the process of language neologization, as well as the functioning and peculiarities of occasionalisms in media discourse and other directions.

Language is such a unique and multifaceted phenomenon that it will always be a subject of study. The research of new lexis helps people communicate successfully. Language development is directly related to cognitive development. Vocabulary replenishment with new lexical units is one of the key factors of language development. Material wealth of a nation is always reflected in a language.

Modern English language actively affects other languages which borrow English words and keep them to function as neologisms.

Since the end of the 20th century Georgian language has received a great number of new words in the form of neologisms (mainly by borrowing from English language). The emergence of neologisms is connected with the appearance of new realities in different spheres of life in Georgia.

Not all the newly formed words are accepted into the language as usual lexical units. Used by individuals occasional words are formed according to the existing models in a language, although, they always stand out for their originality and uniqueness.

Occasionalisms represent the most dynamic part of language word multiplicity. They are formed immediately to fill the lexical gaps occurring in the process of communication, or they are created intentionally by writers and poets to increase expressiveness, to reach the maximum accuracy or just to express one's personal opinion. Occasionalisms appear as one of the main means for language users to reveal their linguistic creativity. Earlier they were used

only in fiction (poetry, novels). However, nowadays linguistic innovations are seen in many areas of modern life.

Occasionalisms are widespread mainly in the system of mass communication means. Mass communications immediately respond to the social, political or economic changes of society and to the progress of scientific-technical development. Media market requires a communicator to use maximum amount of different means in order to draw attention of mass audience. The effectiveness of media discourse technique is measured by its influence on cognitive or emotional components of a recipient's psyche.

The scientific significance of the study. The research of neologisms represents an actual area because they are being developed with great speed and offer new materials for study at any stage. The paper relates to such topical issues as the purity of a language and the development of the language policy.

Although the issue of occasionalisms research is in the spotlight of many researchers, occasional words have not been completely analyzed yet. The importance of the research is determined by the tendency of occasionalisms number growth in mass media and in different fields of modern life, as well as by the desire to help Georgian language cope with this challenge. Nowadays occasionalisms are noticed in different types of discourses, for instance, in political and media discourses. From the language point of view it means that occasional units stopped performing only aesthetic function and acquired the functions of communicative strategies aimed at achieving certain communicative objectives. The research of occasionalisms according to mass media materials gives us an opportunity to study the peculiarities of thinking process in a new light.

The **objectives and goals** of the study are: to determine the modern picture of neologisms; to define the role of occasionalisms in relation to currently different actual areas and to find out their functions; to analyze and determine the peculiarities of occasionalisms in mass media and different communicative situations in English and Georgian languages. The given goals identified the tasks:

- To define the role of globalization in language development;
- To examine the peculiarities of neologisms and occasionalisms;
- To find out the features and functions of occasionalisms;
- To analyze the most important aspects of the Occasionality Theory;
- To make up a typological and thematic classification of occasionalisms;
- To conduct a comparative analysis of occasionalisms existing in different fields in Georgian and English languages;
- To define the role of occasionalisms and their functioning in mass media and different areas; to depict the peculiarities of their usage;

The methodological basis is caused by the set goals and objectives. The methods used in the paper are following: the systemic-structural method, the comparative-contrastive method, the method of linguistic observation and description. By the systemic-structural method we have revealed and analyzed occasionalisms in media discourse. The functions of occasionalisms in different spheres are determined by comparison of their peculiarities. The use of the comparative-contrastive method is due to the inhomogeneity of the materials: occasionalisms appear in various fields of media in different languages, where they play various roles according to the situation.

The novelty of the research. The thesis deals with the multifaceted analysis of occasionalisms in different fields, mainly in media texts, and their functioning in the given directions. The linguists' attention has mostly been paid to literary occasionalisms. Therefore, in Georgian language there are almost no works devoted to the research of occasionalisms in any other sphere except for the literary one.

The novelty is represented by the analysis of various situations when a person intentionally and spontaneously uses occasionalisms which serve different intentions – whether it is satisfaction of the sense of word shortage, realization of “inner” ego, an irony or impact on a listener.

The survey and thematic classification of occasionalisms, the exposure of various intentions, implicated in them, define **the novelty** of the work.

The theoretical value of the thesis is determined by the fact that it contains valuable observation and review of scientific literature related to the researched topic and conclusions arising from the solved problems.

The practical value of the paper is determined by the fact that the analyzed material can be used in Linguistics for expansion of the existing theoretical materials about occasionalisms. The material can be used for the studies of Stylistics, Lexicology, Text Linguistics and Media discourse as well.

The research and analysis presented in the Dissertation will help those scientists and researchers who work in the field of occasionalisms.

For **the empirical material** we have used the examples of English and Georgian media, particularly, the articles from English and Georgian newspapers/magazines, headlines, adverts and Internet-materials.

The Structure of the Paper corresponds to its goals and objectives. The paper consists of Introduction, 3 chapters, 13 paragraphs, general conclusions, the list of scientific literature references and Internet resources.

The Introduction deals with the scientific novelty of the research, the aims and objectives, the significance of the topic, the reasons of the research problem choice, the main scientific works that present the theoretical basis of the thesis.

Chapter I – “The Role of Neologisms in the Development of Modern Languages” – consists of 4 paragraphs. It contains the analysis of the role of globalization and technologies in language development. It also depicts the picture of modern Georgian language, observes the impact of English language on Georgian one and the problematic issues related to it.

Chapter II – “The Content and Classification of Occasionalisms” includes 5 paragraphs. It examines the dynamics of lexical units in nuclear and peripheral zones, as well as the similarities-differences of occasionalisms and neologisms. The chapter presents the factors

that distinguish occasionalisms from other lexical units. This chapter also analyzes the structural and functional peculiarities of occasionalisms, which have been revealed during the research and presents the thematic classification of occasionalisms.

Chapter III– “Functioning of Occasionalisms in Modern Mass Media”- consists of 4 paragraphs. It examines the occasionalisms used in mass media and analyzes their functioning. The chapter also deals with occasionalisms on billboards, posters and playbills in English and Georgian languages with the comparative analysis. Occasional words, used in literature, are opposed to those ones that are used in mass media and compared according to functional point of view.

The Final Part presents generalized theoretical conclusions of the research.

Chapter I

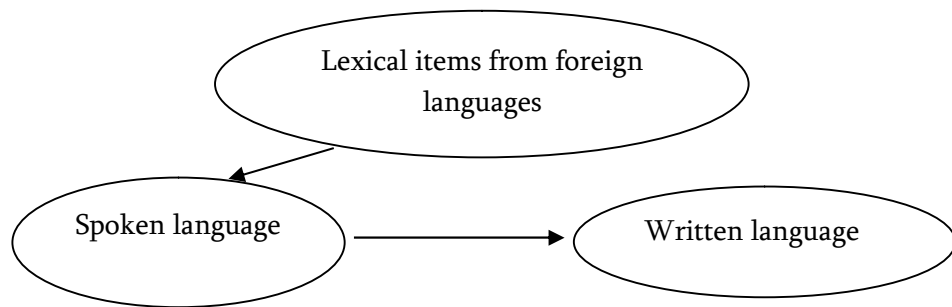
„The Role of Neologisms in the Development of Modern Languages”

Chapter I of the thesis is dedicated to the description and analysis of the neologization process, the recognition of globalization role in language development and the identification of English language impact on the increased number of anglicisms.

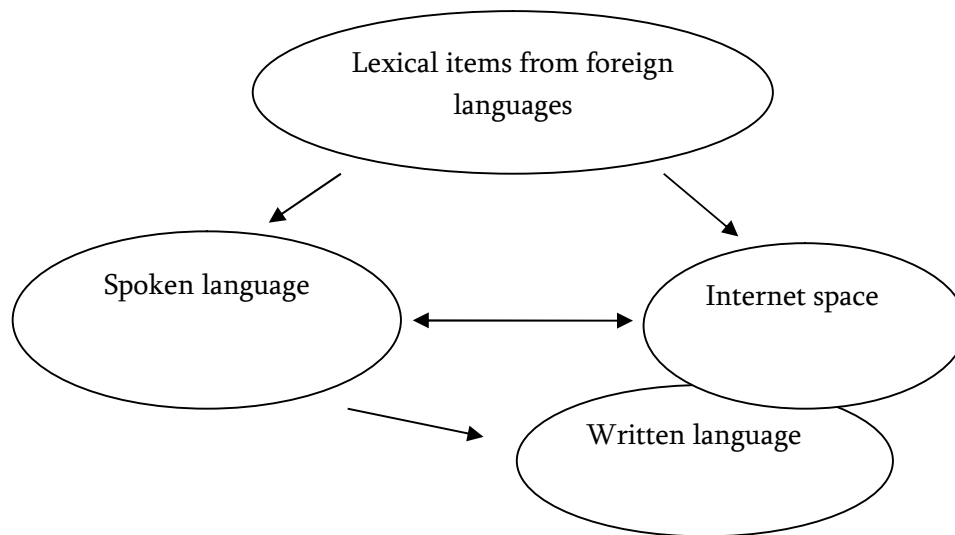
Among the communication systems language is the strongest and the most sophisticated phenomenon. Language changes and develops historically due to its internal impulses. The changes, occurring in speaking habits, are connected with the necessity to make an idea or opinion more comprehensible and easier to understand. The lexical units of a language represent the most easily volatile components. Intercultural relationships always leave a trace in a language and overcome the time frames. There is nothing to prevent the process of entering-establishing lexical units from foreign languages.

The language contacts are faster and more flexible now than before due to the new way of intercultural relationship – the Internet. According to the British linguist D. Crystal: “The Internet represents both social and linguistic revolution”. (Crystal 2003:7).

A foreign word generally first enters the spoken language and afterwards moves to the written language:



After the appearance of the Internet it has been changed in the following way:



The scheme shows that after the Internet appearance it has become uncertain whether lexical items are entering the spoken language first or the Internet space, which covers both spoken and written language.

Globalization is such a phenomenon which can be evaluated mutually. If, on the one hand, it is dangerous to unpopular languages, what indicates to its negative side, on the other hand, it is the best means of social integration that represents its positive side.

Georgian language is able to express everything, however, there are some cases when a person uses an English word even if there can be found an appropriate term in Georgian language. For instance, a Georgian native speaker does not use such Georgian words as “shetkobineba”(message), “akhali ambebi”(news), they use: “mesiji“, “nusi” instead.

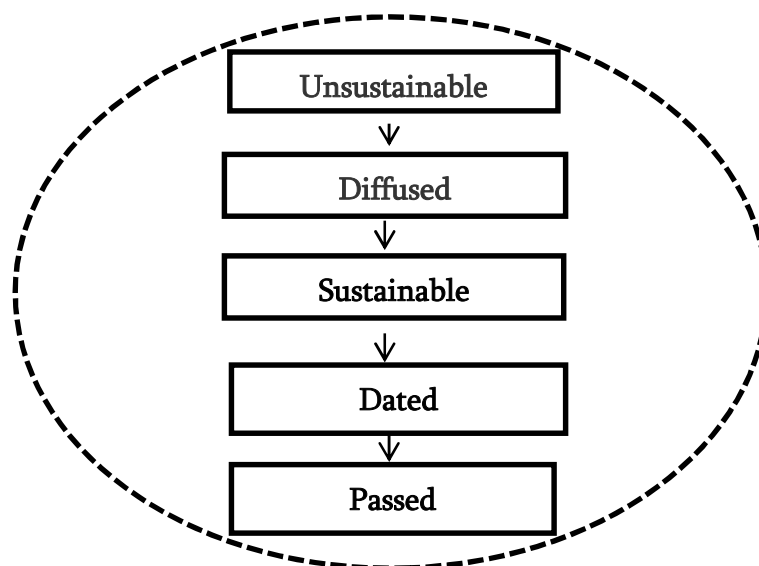
According to the current rules neologisms are built up on the basis of the already existing morphemes and lexemes, or they enter a language by borrowing, mainly through transliteration.

The following most popular examples depict the impact of globalization on Georgian language and its role in the development of neologisms.

| <u>Neologisms(Georgian)</u> | <u>Initial forms</u> |
|-----------------------------|----------------------|
|-----------------------------|----------------------|

- | | |
|------------------|--------------|
| 1. Blokbasteri - | Blockbuster |
| 2. Bilbordi - | Billboard |
| 3. Vinchesteri- | Winchester |
| 4. Instalatsia - | Installation |
| 5. Kerlingi - | Curling |

We believe that it would be appropriate to raise the issue of neologisms evolution which presents one more aspect of Linguistic Neology. A newly-formed word or borrowed one has to go through some levels of development:



Neologisms have existed since ancient times and they are always important in every field. Their main function is to reflect the dynamism and creativity of a language. Neologisms emerge in all areas of human activity. The most significant role in creation and development of technologies.

Chapter II

The Content and Classification of Occasionalisms

An occasionalism represents a circle among newly-formed linguistic items in the following chain: „Potential word- Occasionalism–Neologism”.

Potential words could be considered to be those ones which can be built up by the existing models, on the one hand, or have already been created but haven't inculcated in the language yet, on the other hand. G.O.Vinokur interprets the potential words as „the ones that can arise in case of need” (Vinokur, 2009:43). According to O.A. Okhmanova, “a potential word has not been used in speech before, although, in case of need it can be coined according to productive word building models” (Akhmanova, 1969:32).

The linguistic term “ocssionalism” (from Lat. “*occasio*” - “*occasion*”) was first used by a German Philologist G.Paul in 1880, however, all the newly-formed words were considered to be neologisms until the term “occasionalism” reappeared in the article “Occasional words and Lexicography” by N.I.Feldman. He wrote: “In my opinion, an occasional word is derived according to the slightly productive or unproductive models of language and serves the function of ascertain situation or is used for literary point of view. Like a potential word, occasional one is a fact of speech and not language”(Feldman, 1957:65). The term itself perfectly displays its content, these are the words created by chance, based on occasion, their appearance have been determined by different factors.

Term “occasionalism” is used as a working term in the research. However, in scientific literature the following terms are used as well: „*words coined by authors*“, „*literary neologisms*“, „*creative neologisms*“, „*stylistic neologisms*“, „*individual neologisms*“, „*self-built words*“, „*word meteors*“, „*one-day words*“, „*egologisms*“, „*individual authorial words*“, „*ephemeral innovations*“. The multiplicity of terms can be explained by the fact that different scientists try to focus on various features of occasionalisms. As for the word “occasionalism” itself, it is the shortest, contently determined and the most spread term of the relevant direction in scientific literature.

In English language “occasionalisms” can also be defined as: *occasional words, nonce words, coinage, authorial words (authorisms), literary neologisms* and even just *neologisms*.

According to the viewpoint of many scientists, an occasional unit is a “capability” to deny “the use of already existing schemes in order to express an opinion; when a language “plays” with its morphological or syntactic means and breaks the established restrictions of everyday language use; the more strongly determined the language harmony is, the more free the rules of derivation are; it is true that all of us perform his/her own linguistic role, but nobody is forced to play only one role and guide the own linguistic behaviour according to the rules set in the game” (Wills 2009:291).

It would be unreasonable to think that each occasionalism can be used only once, or all occasionalisms should go through the process of so called “lexicalization” and become neologisms.

There is a transitional zone between occasionalisms and neologisms because a language has a lot of examples when occasionalisms assign the status of neologisms and enter the active lexis.

K.Wanzeck indicates to another interesting factor: “Whether a word loses its expendability or not, depends on a social status of its creator. Such writer as Goethe managed to establish a number of new words in the language”(Wanzeck, 2010:40).

The comparison of neologisms and occasionalisms gives the following differences between them.

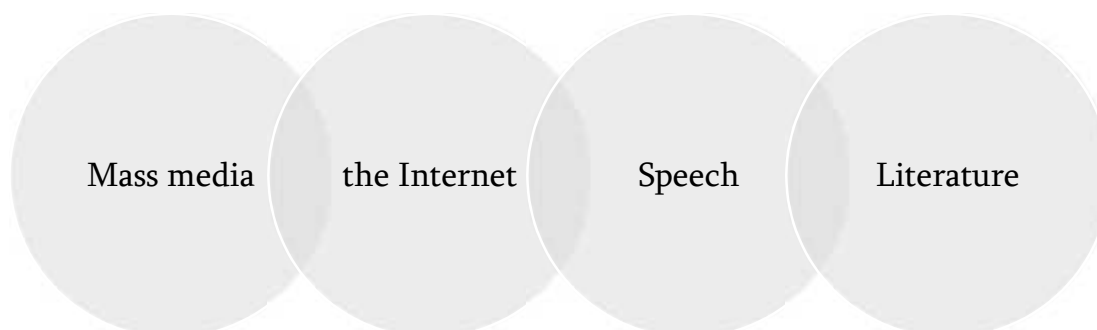
Neologisms:

- Are mainly used for nominating new lexical units;
- Are widely accepted and used;
- Are coined intentionally using different word-building forms;
- However, when a word loses the feeling of freshness, it is no longer a neologism.

Occasionalisms:

- Are used in a certain situation;
- Are created by an author to serve a particular case;
- Can be preserved in a language because of their attractiveness or simplicity;
- Are derived from the existed words using different word-building forms: by well-known prefixes or suffixes (e.g. balconyfull) or completely new sound combinations, by rhyming intentionally or spontaneously;
- Are coined in the process of an immediate, direct conversation;
- Lose the feeling of freshness after a certain time, however, an unusual and unfamiliar expressiveness of occasionalisms is their distinguishing feature;
- Appearance of occasionalisms in a language is unpredictable;
- Occasional elements have expressiveness because they are characterized by queerness and are focused only on the context.

Neologisms and occasionalisms can gain popularity by:



It

should be also noted that if the names of occasionalism authors are known, the authors of neologisms remain unknown.

Therefore, neologisms are used to express more stable innovative words, while occasionalisms are considered to be the words which can be used only once in the text or in the process of communication.

I.Khanpira (Khanpira, 1972:245-317) analyzes occasionalisms on syntactic, phraseological, lexical and semantic levels and makes their classification. L.Terenteva (Terenteva, 1983:92) highlights those features of occasionalisms which separate them from ordinary words:

- a) Nonexistence of occasionalisms in dictionaries;
- b) Irreproducibility in the process of communication;
- c) Significant, visible novelty of a word;
- d) One-time use;
- e) Feeling of expressiveness;
- f) Indispensable expressiveness of the word meaning;
- g) Dependence on the context;
- h) Unpredictability in the context;;

However, some of these features are peculiar not only to occasionalisms.

The analysis of various examples in the research has been resulted in revealing of some features that are peculiar to occasionalisms and help distinguish them from usual words:

- Creativity;
- Non-normativeness;
- Originality;
- Spontaneity;
- Expressiveness;
- Individual possession;
- Synchronic-diachronic diffusivity.

The creativity of occasionalisms gives an opportunity to create a lexical unit corresponding to different situations. This is the feature that opposes occasionalisms to the norms of word building and gives them originality. The violation of rules means an infringement on the formal (phonological or morphological), as well as semantic and pragmatic levels. All the aesthetically important occasionalisms are characterized by unusual expressiveness, while the expressiveness of usual lexis is optional.

On the basis of the analysis of various examples we have identified two subgroups:

I



ImmediateIntentional

The immediate occasionalisms are mainly used in particular speech flow and do not obey the stream of time.

The intentional occasionalisms are formed by an individual who totally consciously uses his creative skills.

The synchronic-diachronic diffusivity means an “instantaneity” of occasionalism existence, the impossibility of its “aging”. While “the aging” of neologisms is inevitable.

The individual possession – when an occasionalism belongs to a certain author. It determines its artistic quality, semantic and stylistic peculiarities.

Occasionalisms can be divided into two main categories, which are further subdivided into subcategories. The main categories are: **Literary and General Occasionalisms**. The literary occasionalisms represent the author’s words coined in literary works, while the General ones include occasionalisms created in everyday conversations and other different situations except for literature.

The occasionalisms can be subdivided into following groups:

- 1) *True occasionalisms* are used when content is quite new. For example: cyberpunk (a scientific genre which characterizes rebellious hackers; the action is developed in the murky world which is integrated with computer net);
- 2) *Transnomination* – when content is a little bit familiar. For instance: edutainment (education+entertainment).

The research of occasionalisms represented in different areas has been resulted in the following thematic classification:

_ **Pundustry**: the pundit industry. The term was coined by columnist Gene Weingarten in his cover story for the “Washington Post” magazine for March, 2008. (Dickson 2012:138) (Business field).

_ **Pob** (Blending): of Posh and Bob. When Victoria Beckham got her new hair style the media called it a “Pob”. (Dickson 2012:101)(Fashion).

_ **Gamesmanship**: the art of winning games by using various ploys and tactics to gain a psychological advantage. Created by Stephen Potter in 1947. (Dickson 2012:76) (Sport field)

_ **Infanticipate**: expecting a baby, a term created by the widely circulated American newspaper columnist Walter Winchell. (Dickson 2012:93) (Medical field)

_ **Roomscanitis**: an affliction of some partygoers that makes their eyes flit about looking for someone more interesting or less dull than the one they are talking to. Created by John H. Corcoran Jr., who introduced it in an article in the “Washington Post” magazine in 1975. (Dickson 2012:145) (Entertainment field)

_ **Frankenfood**: genetically modified food. Frankenstein + food. This derogatory term was coined from Franken(stein) + food on June 16, 1992 by Paul Lewis, Professor of English at Boston College, who wrote to The New York Times as follows: "...Ever since Mary Shelley's baron rolled his improved human out of the lab, scientists have been bringing just such good things to life. If they want to sell us Frankenfood, perhaps it's time to gather the villagers, light some torches and head to the castle." (Dickson 2012:99) (Food)

_ **Netizen**: a person who spends an excessive amount of time on the Internet. (blending of Internet and citizen). The term was coined by Michael F. Hauben who was an Internet theorist and author, Along with Ronda Hauben, he co-authored the 1997 book “*Netizens*”. (Dickson 2012:155) (The Internet)

_ **Whovian**: a fan of the British science-fiction television series Doctor Who. It seems to have appeared first in the US, in the title ("Whovian Times") of the newsletter of the Doctor Who Fan Club of America, in the 1980s. (Dickson 2012:65) (TV)

_ **Mudblood**: a term used in the popular children's book Harry Potter to describe wizards who don't have any wizard ancestors. See source №1

The initial and most important feature of occasionalisms is **their impact on a reader or a listener**; occasionalisms are created in order to have a particular influence on a recipient. The use of occasionalisms in media discourse represents deliberate deviation and variation which aim to affect the society. The effect can also be reached with the help of different features of occasionalisms. According to the different examples diverse functions of occasionalisms have been distinguished.

The below given examples from the familiar to Georgian people "Comedy Show" serve to **create a comic effect and entertain the audience**.

Occasionalism Primary Source

"**Tskliti parki**" (water park) - "Siti parki" – City park

"**Biometeorologiuri surati**" (biometeorological picture) - "Biometriuli surati" (biometric picture)

"**Sharvalsheikhi**" ("trouserssheikh") - "Sharmelsheikhi" - (Sharm El Sheikh)

See source №2

Sketch of the travel agency. The words loaded with obvious joy are used to cheer up the audience.

As we know, the main aim of an advertisement is to provide consumers with adequate information about the product and with the art of persuasion have a cognitive-psychological impact. An advertisement is a targeted opportunity oriented on the product realization. The use of occasionalisms is a powerful tool, which is effectively used by creative advertisers. However, there is another significant function of occasionalisms – a rivalry.

For example: "Khevsuruli, **Luduri Ludi**" - Khevsurian, **beerian** beer. See source N3

The creators of the advertisement converted a noun into an adjective (beer-beerian) in order to fulfill their intention, attract attention. Without using complex constructions they easily and laconically convey the main idea.

“**Holivudiskbilebiani** ghimili” – (“Hollywoodteeth” smile/ snow-white smile). See source N4

A newly formed adjective represents a combination of two words. The given advertisement has an aesthetic peculiarity and is directly connected to a cognitive component, because Hollywood life is involuntarily related to luxury and beauty.

Geocell is one of the most successful telephone networks in Georgia, which is constantly oriented to accurate marketing calculations and success.

Customers’ attention can be **attracted** by word formation as well.

E. g.: “Taripi**nulomania**” – The tariff **zeromania**. (Shows the intention of the company to underline big discount on some tariffs). See sources N5

“**Gatwiste** Silknetis 20 mb/tsm sistsrapis magali khariskhis interneti” – **Gatwiste** Silknet high quality Internet with 20 mb/sec speed. (**Gatwiste** formed from English word “twist” – is oriented on high speed). See sources N6

One of the distinctive directions of mass media is TV Game Show in which occasionalisms fulfill completely different function. Occasionalisms in TV Game Shows are created intentionally, their aim is to determine participants’ intelligence or mislead them by giving the additional confusing variants of respond.

Examples from Georgian TV Game Show “Tsodna Pulia”:

The question: Ras utsodebs Sulkhan-Saba Orbeliani savse mtvares“?

Savaraudo pasukhebi:

a) **Ushangi Mtvare**

b) **Badri Mtvare**

- c) **Jumber Mtvare** d) **Razhden Mtvare**

3“What does Sulkhan-Saba consider to be the full moon?” – The possible answers represent different names of people followed with - Mtvare (mtvare – the moon. “Ushangi Mtvare” – “Ushangi Moon”). The answer to the question is Badri Mtvare=full moon. The trick is that “Badri” that is a name of a Georgian man is also considered to be “full” by Sulkhan Saba, Georgian writer, but other names like Ushangi, Jumber, Razhden are just names nothing else).

The question: “Ra erkva kriminalur avtoritets N.Dumbadzis romanshi “Tetri Bairagebi”?

- a) **Mandarinab)** Limona

- c) **Greifruta** d) **Kiwa**

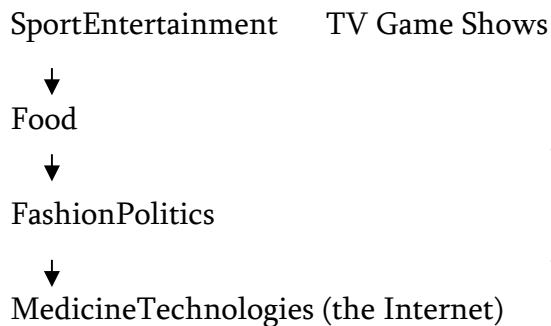
“What was the name of a famous criminal in N.Dumbadze novel “White Flags”? – The possible answers contain the occasionalisms related to the names of fruit: Mandarina – tangerine(“*tangerina*”), Limona – lemon(“*lemona*”), Greifruta – Grapefruit(“*grapefruita*”), Kiwa – kiwi(“*kiwa*”); (The correct answer is b)Limona, that is also an occasionalism but authorial, all the others are occasionalisms coined for this programme).See source№7

The social networks also actively use occasionalisms. There can be seen occasionalisms derived from English words.The impact of English language is evident here.They mainly emphasize inner calling of a person. It would be better to call them “egologisms” and support by the examples taken from “Facebook”:

”**Safrendeti**“- “**friendhood**” (circle of friend; occasonalism is derived from an English word – friend).

“**Gafeilda**” – failed (From an English word – fail. Formed with Georgian affixes – ga-**fail**-da).

“**Utreneresi**”(“**trainerest**”)- a very good trainer, coach(trainer+est, unusual word formation).



According to various authors *occasionalisms* can be divided *Typologically*.

- ✓ **Phonetic Occasional words.** The new words created by an author with any sound combinations. (Hephaestus, 2011:40).
- ✓ **Lexical Occasional words.** Every new occasionalism that is created by already existing morphemes according to the existing wordbuilding rules or without them (Lehrer, 2007:116-133).
- ✓ **Grammatical (morphological) occasional words.** The morphological occasionalisms can be created by the following elements of wordbuilding: affixation; composition or combination, contraction, conversion.
- ✓ **Semantic occasional words.** This type of occasionalisms deals with the new meaning of those words which consist of already well-known lexemes. The most of words formed stylistically appear in the text and often acquire a new meaning which can be metaphorical as well. (Babenko, 1997:84).

The observation of the researched corpora convinced us that occasionalisms are distinguished by structural and semantic diversity. They mainly repeat word building productivity of usual words.

As a rule new words appear in a language by the derivation of already existing words and morphemes. Their analysis precisely helps us disclose the meaning of an occasional word. "The words of the main lexical fund form the backbone of vocabulary which represent the source of vocabulary replenishment; new words are formed from it" (A. Chikobava, 2008:121).

As a rule the analysis of a word in term of meaning is resulted in allocation of that part of it, which is a substantive meaning carrier – **the root**. **Affix** does not have a substantive meaning. **The inflexional morpheme or flexion** helps to fix lexical root with the other units of expression.

According to the root categories there are two types of flexion: **flexional affixes**, which denote affiliation (sex, number, nature, etc.), and **derivative morphemes or affixes**, which cause the change of meaning and are used to produce a new word; they are semantically loaded as well. Derivation can simultaneously occur by prefixes and suffixes.

The examples of occasionalisms derived by affixes are following:

Errorist - someone who repeatedly makes mistakes or is always wrong. (**error** + **ist**);

Columbusing – when white people claim to have discovered something that has been around for years, decades, or centuries (Columbus + ing);

“Ulektoresi”(u-lektor–es–i)(“*lecturerest*” a very good lecturer. Norms are broken by forming superlative degree of the noun. “**u/es**” are Georgian affixes for the superlative form);

A root can be simple, combined and compound. The combined root consists of a simple root and an affix. The compound root or composite combines more than one root. The composite can also contain two words as well. The product of derivation, taken as a result of composition, is called a composite.

The following examples of occasionalisms, derived by composition, represent the meaning which is equal to the sum of their composites:

Textpectation – the anticipation felt when waiting for a response to a text (text + expectation);

Burdghlionkebi–shaggy sheepskin coat. Burdghli(*feather*)+ dublionkebi(*sheepskin coat*). Word derived by a student who felt too cold at university as central heating wasn’t switched on;

The examples of occasionalisms, derived by composition, which represent the meaning unequal to the sum of their composites:

Askhole - someone who asks stupid, pointless, or obnoxious questions (ask+hole);

Cellfish – an individual who continues talking on their phone so as to be rude or inconsiderate of other people (cell phone+ selfish);

“Azerbadrijani” (Azer(Azerbaijan) + badrijani(eggplant) occasionalism is derived by sound similarity to achieve comic situation - *baijan/badrijan. Azerbaijan/Azerbadrijan*);

“Niderglanđebi” (Netherlands + glands. *“Netherglanđs”* word was coined in a comedy show);

Occasionalisms are mainly represented by nouns and adjectives, although, there are many cases of verb derivation.

“Kalbatono sitkvebi daatsmindave” (daatsmindave-**“Purify”** your speech, cleanse your speech, make it easy to understand. Tsminda – Pure, daa**tsmindave**– derivation that is unusual (it’s not accepted to use pure with speech);

“Chatskhovrdi mak?” (Have you “stainlived”(settled) here? – when a person stays for a long time somewhere. For Georgian language it is as unusual as “stainlived” would be for English);

Hiberdating – when a person ignores their friends in favour of a boyfriend/girlfriend (hibernate + dating)

Occasionalisms can be derived by a hyphen as well:

“Kartul-Otsneburı”(“Georgian-dreamy” – Georgian political party is called “Otsneba” – dream);

“Human-pig”;

Occasionalisms derived by substitution:

„Shesam**ish**navi”. Instead of a word “shesan**ish**navi” – (brilliant). By replacing the consonants “*n*” with “*m*” we receive the occasionalism “Shesam**ish**navi” (the hint on Misha – ex-president of Georgia).

“**unpresidented**” - Unprecedented („si” instead of „ce”)

“**Youniverse**” – used to indicate that a person has knowledge only of him or herself; Their universe consists of them (you + universe) –the given example can be called an homophonic occasionalism.

See source №8

Syntagma –when two members of a sentence are syntactically connected with each other. The consecutive units corresponding to each other in a speech flow.

The example of an occasional syntagma is: “**Sinkaris shokoladi**” (“**block chocolate**” – a bar of chocolate).

“**Golden Goal**”-The first goal scored during extra time in a soccer match, which ends the match and gives victory to the scoring side.1994 “Daily Mirror”: “FIFA general secretary Sepp Blatter said yesterday that a system of sudden death would be introduced in extra-time, with a goal-the “golden goal”-ending the match” (Ayto, 2007:236);

The abovegiven examples can be called Occasional Syntagmas which have a status of metaphor or metonymy.

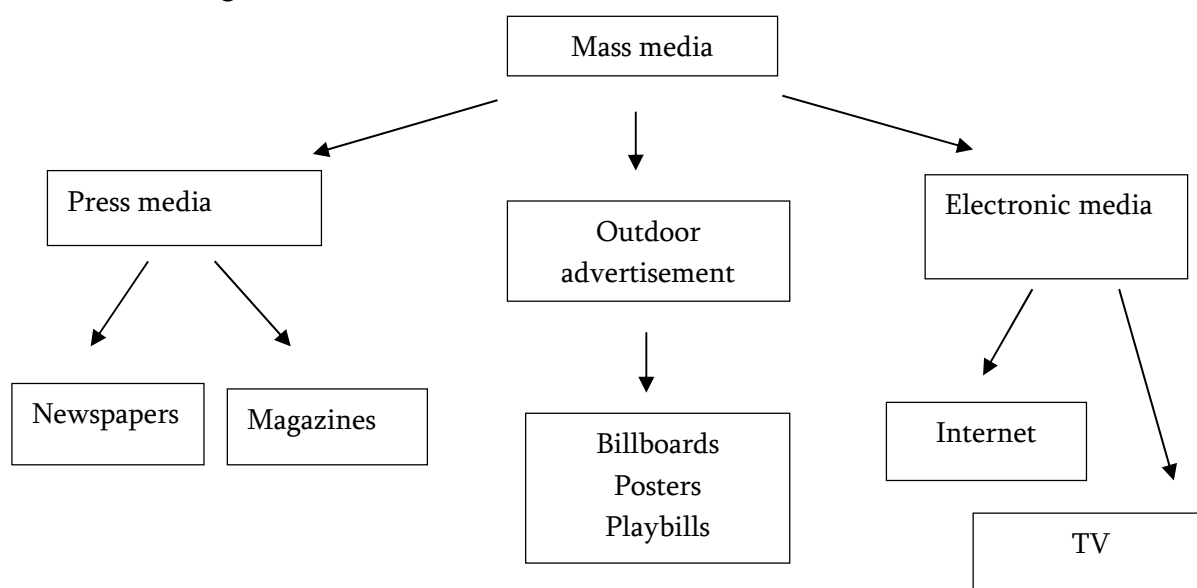
Occasionalisms can have broad and narrow meanings. Lexical units which are occasionalisms at the stage of their creation may gain the status of neologisms, or do not develop at all and remain to be occasionalisms only in the context to which they were initially attached. In our research we relate the occasionalisms with the broad meaning to those units that were occasionalisms at a derivative stage and developed afterwards. The occasionalisms with narrow meaning are those true occasionalisms which were derived once and remained to be occasionalisms forever.

The clarification of a linguistic unit is difficult, when it comes to the identification of a linguistic unit status, the centre and periphery theory by Kartsevskiy always matters. All the lexical units are connected with each other by peripheral zone. In the process of development some element can move from the centre to periphery and vice versa.

Chapter III

“Functioning of Occasionalisms in Modern Mass Media“

Mass media includes all the media technologies which are intended for a wide-ranging audience through mass communication.



Occasional units can be found in all the above mentioned areas of mass media. The increasing interest of publicists toward occasionalisms can be explained by the fact that such new derivations, which demolish stereotypes of perception, are semantically extraordinary.

However, in the process of derivation the addresser should take into consideration the social and cultural aspects of a recipient in order to achieve the intended result and affect his consciousness and values, because the perception of occasionalisms by the recipient requires linguocultural background knowledge. Each act of communication implies the fact that communicants are familiar with each other's thesauruses and background knowledge.

„Hatchimals, should be £59.99 but generally on sale for £120“. See source №9

The above given occasionalism -Hatchimals (hatch+animals) does not represent a linguocultural phenomenon, correspondingly, the advertiser's intention is simple as well, speech is about animals which are not mammals.

The opposite situation is represented in the following examples:

The word "**Obamaism**" never quite took off, but the president can settle for "**Obamacare**". See source №10

„Otsneba **Saakashistebis** mkhareze brundeba" – (The „Dream" (current Georgian political party) comes back on the side of ex-president Saakashvili. "**Saakashisti**" is the combination of Saakashvili and fascist(fashisti)). ("Asaval-Dasavali" №15, 2016)

In the given sentences occasionalisms are „obamaism", „obamacare", „saakashistebi". It is obvious that without recipient's background knowledge communication would be a failure. Appropriately, an addresser should take into consideration addressee's knowledge about the subject matter and his social, cultural background.

Occasionalisms represent one of the means of expressiveness achievement in Press. Their aim is to deeply affect a reader. Occasionalisms have different functions in mass media. At this stage the main function of derivation in mass media is the creation of comic effect and the expression of irony.

"**Toryism** is dead in Scotland" (The Guardian, 2011). See source №11

In the given example an occasionalism is created with the help of affixation ("Tory" – the name of English political party. A new word is coined by adding of suffix "ism". The author's irony and distrust toward party is felt in this article.

"He referred to education leaders as **educrats** or wielders of "blackboard power". See source №12

In the given example the word "educrats" is derived from two words "education" and "bureaucrats".

A newspaper “Daily Mail” advertises:

“**Pawtraits** of love: The owners who paid hundreds to immortalize their pets for ever”. See source №13

The occasionalism is created by the words “paw” and “portrait”. The aim of the occasionalism is to create a comic effect.

“Mystery of the **cat-napper**” (“Mail Online”, 2007). See source №14

An occasionalism “cat-napper” consists of two words “a kidnapper” and “a cat”; it is semantically transparent and understandable even without the context, in other words, the speech is about a person who kidnaps animals.

“*Beselkebi*” – At the beginning of the year there appeared a show by Nika Melia where he joked about Eka Beselia’s (Georgian deputy) boots which were called “Beselkebi”. See source №15

“Araperi shageshalot Bokeria *Metrumpe*sar akvet“.Don’t support Bokeria (Georgian politician) who is a follower of Trump (me-**Trump**-es)).See source №16

„Saakashvils vidre Donal Trumpi ar sheutvlis – she “trupo” ras makhseneb, romeli sheni dzmakatsi mnakhe, ras *gamitrumpe* saqmeo, manmade ar gacherdeba”. – (Saakashvili won’t stop until Donald Trump threatens him that he is not his friend at all. “Gamitrumpe” is combination of trump and gamitrake(an indecent word), addresser avoids using obscene words directly) Ibid.

The occasionalism of the given example has one more peculiar feature which can be considered as one of its functions _ **to avoid use of offensive language**, to express an intention implicitly.

Billboard is one of the popular varieties of mass media, which represents quite a good and extensive research material in terms of occasionalisms.

- Marlboro **Magnifisound** - was first used on the billboard made by Marlboro company on the occasion of great celebration. See appendix №1

| Main word | Occasionalism | Structure | Type of Word Building |
|-------------------|---------------|--------------------------|-----------------------|
| Magnificent(Adj.) | Magnifisound | Magnificent+sound(Adj+N) | Blending |

- **Fashiontastic**- a word created for shopping mall, used at an opening event with the fashion show of famous models. See appendix №2

| Main word | Occasionalism | Structure | Type of word building |
|---------------------|---------------|---------------------------|-----------------------|
| Fantastic (Adj.) | Fashiontastic | Fashion+fantastic(N+Adj.) | Blending |

- **Salebration**-this occasionalism was first used by a shopping mall in order to emphasize the great discount. See appendix №3

| Main word | Occasionalism | Structure | Type of word building |
|-----------------|---------------|-----------------------|-----------------------|
| Celebration (N) | Salebration | Sale+celebration(N+N) | Blending |

For the comparative analysis we have found out the Georgian examples:

Katmionaluri – the occasionalism is derived with the combinations of two words. See appendix №4

| Main word | Occasionalism | Structure | Type of Word Building |
|--------------------------------|---------------|--|-----------------------|
| National (Natsionaluri)adj. | Katmionaluri | Katami+natsionaluri (a hen + national) (noun+ adjective) | Blending |

“National” is the name of Georgian political party that disappointed Georgian nation. Occasionalisms “qatmionaluri” associates party with a hen and expresses irony.

- „Ga20ebulebi“—today the numbers are frequently used to shorten words. (20 is pronounced –otsi in Georgian language and the author of the banner replaces “otsi” by number 20. Gaotsebulebi(surprised), in this case shortening isn’t the aim)

However, in the given case the author has a distinctive aim. He wants to attract attention of the audience by his distinguished and unusual style. It can be called Graphical occasionalism. See appendix N5.

In the study literary occasionalisms are analyzed just to compare functions between General occasionalisms and literary ones.

The purposes that occasionalisms serve in fiction are following:

- To express a right idea in one concrete occasion (usual words are not appropriate sometimes);
- To express an idea briefly;
- To reflect one’s personal impression toward the topic;
- To attract readers’ attention with unusual word forms;
- To avoid Tautology;
- To follow rhyme and rhythm in poetry;

(Georgian poetry sample)

Mivatove **betsaida**

Shentan movxvdi vers**aidan**

Mivatove **samaria**

Mzis shoba da **ca-maria**

Mivatove **lazareti**

Vit sneulma **lazareTi** (Rati Amaghlobeli) See source №17

The additional features of occasionalisms (rhyme and rhythm) appear in the literary texts. To shun tautology is one more aim for occasionalisms in fiction that is not peculiar for general occasionalisms.

Fiction is characterized by frequent use of **absurd words** which are so meaningless that can be considered as Jabberwockies.

Inky binki bonkie

Daddy had a donkey

Donkey died, Daddy cried

Inky binki bonkie(Folk verse)

Absurd words that appear in poetry can be mainly identified as phonetic occasional words because they are built on the consonance of sounds.

General Conclusions

Neologisms appear in a language in different ways. Georgian language is characterized by a great number of borrowed neologisms, globalization processes have played a big role in it. Despite the negative attitude of linguists to the borrowed neologisms, these processes are irreversible because modern intercultural relations have polylingual and polycultural nature; the fact that despite of its international status and popularity every language definitely undergoes the linguistic expansion, indicates to the regularity of these processes.

Various languages differently respond to such changes in languages and have worked out their own corresponding language policy. For instance, new words assimilation in Turkish and Greek is revealed not by borrowing but by forming corresponding words almost in all spheres, in other words, the processes of neologization and renovation occur in the languages.

Language, as an identifying collective mark, represents a powerful weapon in the process of establishing differences from other languages and, therefore, plays a big role in the process of preserving identity. Considering those circumstances, according to which the global relationships between nations and languages are getting intensive preservation of national identity is becoming more difficult.

As a result of occasionalisms and neologisms comparison in the research we have revealed their peculiarities. The issue of occasionalisms is quite controversial. There are a lot of examples when they obtain the status of neologisms.

Deliberate choice of occasional words, being the means of new personal idea expression, confirms the particular significance of that information which is presented by an author to his audience. In the given situation occasionalisms stay out of the pragmatic focus of expression. Occasionalisms, which function in different areas, represent a powerful tool of influence on an addressee. An unusual form of an occasionalism and its originality attract recipients' attention, arouse their interest, involve them in decryption process which is implied by an author.

First of all, the study and research of occasionalisms give us the opportunity to talk about language development and point to its peculiarity to derive plenty of words in any sphere, time and situation. They have been eternally created since the history of humankind and will be created in any language until it exists. They are the facts, evidence of language existence and vitality.

From the analyzed examples in the paper we can conclude that an occasional word is much more informative than a usual one. It can be created immediately in conversation by any native speaker. It can be used once or even many times. Correspondingly, we have

divided two groups of occasionalisms in our research: immediate and intentional. The creation of occasionalisms is actually an individual process.

In order to draw conclusions we examined and compared the examples of occasionalisms from mass media and literature. On the basis of Corpus Linguistics we deal with the following cases:

| Style | Number of words | Number of occasionalisms | Percentage % |
|------------|-----------------|--------------------------|--------------|
| Fiction | 472 | 49 | 10.4% |
| Mass media | 478 | 28 | 5.85% |

See source №18

The conducted analysis has resulted in the fact that nowadays literary texts are characterized by more frequent use of occasionalisms than mass media ones.

However, it is possible that the number of occasionalisms will increase in mass media, because the use of occasionalisms in mass media has become much more trendy. Occasionalisms are frequently used at least in comedy shows and their number is constantly increasing in various directions of mass media, such as billboards or posters. In our opinion, the less appearance of occasionalisms in mass media in comparison to literature can be explained by the fact that Georgian journalists or respondents consider anglicisms to be more “intellectual” and, appropriately, prefer to use them. But as everything is changeable in the world we can suggest that the given issue will undergo changes as well and the use of occasionalisms will become more tendentious than anglicisms.

Thus, we can conclude the following:

1) Occasionalisms are characterized by:

1) Creativeness;

- 2) Irreproducibility;
- 3) Originality;
- 4) Spontaneity;
- 5) Expressiveness;
- 6) Individual possession;
- 7) Synchronic-diachronic diffusivity.

2)The research has shown that occasional words are not new lexical units created by an author only in literary works; on the contrary, they appear almost in all fields and are distinguished by multifunctioning and multiplicity of objectives, correspondingly, they offer an abundant material for research. The analysis of occasionalisms used in different areas has resulted in revealing the following functions of occasionalisms.

- *To create a picture of personal emotional world.*
- *To affect a reader or a listener.*
- *To encourage a listener, to create a comic effect.*
- *To attract the attention of a recipient to the information.*
- *To express irony, sarcasm.*
- *To compete/rival (especially in advertisements)*
- *To check the level of intellect.*
- *To confuse a listener.*

The most unique function of occasionalisms is the attraction of a listener's attention.

- 3) Based on the research we can distinguish two main categories: **Literary and General occasionalisms**. The literary ones imply the words created by an author only for literary purposes, while the general occasionalisms are created and used in any other areas. A lot of occasionalisms are met in everyday conversation (especially, in jokes).
- 4) According to the research we assume that with the help of occasionalisms a communicator has an opportunity to expose his creative potential, which can be expressed in intentional breaking of language norms, in order to attract listeners'

attention. Linguistic potential, as well as individuals' imaginative skills, are unlimited and diverse. Therefore, occasionalisms prove that linguistic and personal creativity is boundless. As a rule, occasionalisms are eye-catching and stylistically marked. They are integrated in communicative and cognitive structures and, thus, reveal the textual mark of linguistic units.

- 5) One of the most important aspects of occasionalism usage is mass media. The examples of English and Georgian media space have shown that occasionalism are widely used to fulfill an intention. The use of occasionalisms in media gives an effective result. An occasional unit as a lexical-stylistic device represents a brilliant opportunity to attract a reader's (listener's) attention. An addresser frequently uses different devices in media message for different effects. Occasionalisms are broadly used in various directions of mass media where negative or disguised information should be presented by linguistic means. So, we tried to reveal peculiarities of occasionalisms in Georgian and English media texts. Their use in media discourse reflects intentional deviations, deliberate violation of norms and variation in order to influence on society.
- 6) Occasionalisms used in political texts of mass media serve the function of irony. Sometimes in order to avoid swear words they are used in a form of joke. It becomes possible when an addresser uses embellished words instead of direct ones.
- 7) The typological classifications, represented by phonetic, lexical, graphical, grammatical (morphological) occasionalisms, has resulted in following: the most of general occasionalisms belong to the morphologic type, while the fiction (in particular, poetry) is characterized by the phonetic type of occasionalisms.
- 8) Cultural-social background plays a significant role during the analysis of occasionalisms, because without a listener's (reader's) certain background knowledge it is difficult to explain the idea implicitly. The deciphering of occasionalisms also requires logical and associative thinking skills.
- 9) Occasionalisms in Georgian language are represented with two types of derivation: created based on Georgian language or derived from the borrowed words of another

language. Occasionalisms, created in general discourse, are mainly unambiguous for a listener (a reader) and are characterized by comparatively clear functional-semantic interpretation. However, occasionalisms used in literature (especially, in poetry) are mostly vague; according to their content they can be metaphorical, aesthetic-expressive, melodic and require sufficient efforts to be understood. The artistic-poetic discourse in this sense is universal.

- 10) According to the examples of occasionalisms we can surely conclude that there are two groups of occasionalisms: 1) *True occasionalisms* _ when a content is completely new; 2) Transnomination _ when a content is partially familiar. The research has shown that occasionalisms can have broad and narrow meanings. True occasionalisms are characterized by narrow meaning, while the occasionalisms with the broad meaning contain such lexical units which were occasionalisms at the stage of their creation, but have been developed afterwards and obtained another linguistic name.
- 11) Thus, to summarize, we can claim that the use of occasionalisms indicates to the creativeness of an individual and spoken language because people have an opportunity to create linguistic units to express their own emotional world. With the help of occasionalisms they communicate more effectively. The sense of individualism and freedom gives people feeling of admiration.

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Appendix:

Appendix№1



Appendix №2



Appendix №3



Appendix №4



Appendix №5







ecommunity

ECOMOTIVE



Richeese
Kaya Keju





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1. **“Functioning of Neologisms in Media”**. Democritus University of Thrace. Department of languages, history and culture of the Black sea countries. International Conference Proceedings. Literature and cross-cultural routes (http://utopia.duth.gr/~mdimasi/cng/index_html_files/Sopiko_Dumbadze.pdf) 2015.
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