Translation of the English Neologisms into the Russian and German Languages

Olga Dmitrievna Kuzmina
Senior Lecturer
Institute of International Relations, History and Oriental Studies
Kazan (Volga Region) Federal University, Kazan, Russia
E-Mail: olga.tari@mail.ru
Contact: +7 9172255180

Liya Gayazovna Yusupova
Assistant Lecturer
Institute of International Relations, History and Oriental Studies
Kazan (Volga Region) Federal University, Kazan, Russia

Abstract
The relevance of research is defined by the contemporary interest to the continuous changes of the languages due to formation of new words and interaction between different languages and to translation which plays a key role in this process. Translation of the English neologisms into other languages is a complicated process and nowadays is a topical subject for study. The aim of the paper is to study the peculiarities of translation of the English neologisms into the Russian and German languages. We used such research methods as descriptive, comparative, continuous sampling method and statistical method. The analysis of different techniques used in translation of the English neologisms showed that the most common methods applied in translation of the English new words into Russian are transliteration and transcription. In the German language, in most cases, the English new words are used either unchanged as pure borrowings or undergo morphosyntactic, phonetic and spelling changes. As for the other methods of translation, such technique as the selection of an appropriate analogue is applied more often in the German language than in Russian. Calque translation and explanatory translation are used in approximately the same number of cases in both languages. The frequent use of the English words in the Russian and German languages in the process of translation is due to the lack of equivalents for the English neologisms in these two languages. Translators save time and avoid complex constructions by applying other translation techniques. Hence the vocabulary of the Russian and German languages is enriched by new words of the English origin. The materials of the study may be used in cultural linguistics, lexicology, the theory and practice of translation.

Keywords: neologism, translation, translation techniques, borrowing.
Introduction
Neologisms are new words, word-combinations or fixed phrases that appear in the language due to the development of social life, culture, science and engineering. New meanings of existing words are also accepted as neologisms (Sayadi, 2011). Sometimes a new name is introduced for a thing or notion that continues to exist, and the older name ceases to be used. New words and expressions, or neologisms, are created for new things irrespective of their scale of importance. They may be all-important and concern some social relationships or the thing may be quite insignificant and short-lived, like fashions in dancing, clothing, hairdo or footwear (Arnold, 2012).

Each epoch has its own peculiarities: the new words appear and the old ones, which are no longer used, disappear. The English language is not an exception. Neologisms appear in its vocabulary almost every day. A significant number of new English words are connected with the development of information technologies. Technological neologisms, particularly those beginning with the prefix e-, prove that not only the English language, but also the culture of people using them is changing. The Internet boom left its mark on the English language and forces us to consider the power of language (McDonald, 2013). Among the English neologisms which have recently appeared are the words blogebrity (famous or popular blogger), tweetup (a meeting in person organised on the social networking web site Twitter), to defriend (to remove a person from one’s list of friends on a social networking website), to google (to search for something on the internet using the Google search engine).

Translation of neologisms is particularly important because it is the practice of translation that makes the greatest contribution to the enrichment of the vocabulary of the certain language by the words borrowed from other languages (Petrova, 2014). Translators faced with neologisms always find themselves in a difficult situation. The main difficulties in translating neologisms arise due to the fact that often new words are not registered in the dictionary and the translators have to define the meaning of the new lexical units by themselves. In this case the translator should analyse the structure of the neologism, define how the word is formed, carefully study the context in which the word is used and find the examples of the use of the word referring to the Internet or other sources (Misuno, 2009). And only then the translators choose the best technique to translate the word or word-combination. The most popular ways of translating the new English words into Russian are transcription, transliteration, calque translation, explanatory translation and the selection of an appropriate analogue. Almost all of these translation techniques are the ways of borrowing. As for the German language, most of the English neologisms are borrowed; in other cases calque translation and explanatory translation are used, as well as the German analogues for the new words of the English language. The problem of the borrowing of the new words has always been discussed in the scientific community. On the one hand, the surplus of loan words has a negative influence on the language; on the other hand, the demands of the information society are so that we cannot imagine modern life without neologisms (Usova, 2015).

Materials and Methods
Relevance of research
The relevance of research is defined by the contemporary interest to the continuous changes of the languages due to appearance of new words and interaction between different languages and to translation which plays a key role in this process. Translation of the English neologisms into other languages is a complicated process and nowadays is a topical subject for study.

Aim of the paper
The aim of the paper is to study the peculiarities of translation of the English neologisms into the Russian and German languages.

Methods of the research
We used such research methods as descriptive, comparative, continuous sampling method and statistical method.

**Factual material of the research**

Continuous sampling of the English neologisms identified 200 examples. Material for the study was selected from newspaper articles in English translated into Russian and German and from dictionaries.

**Practical value of the research**

The practical value of this work is reflected in the possibility of using techniques and means of translation of the English neologisms into the Russian and German languages. The materials of the study may also be used in cultural linguistics, lexicology, the theory and practice of translation.

**Results**

The results of the comparative analysis of the English neologisms translation into the Russian and German languages are shown in Table 1. The most frequently used techniques of translation of the English neologisms into Russian are transcription (24%), transliteration (21%) and the combination of these two methods of translation (5%). The Russian appropriate analogues for the English new words are used in 12% of cases. The explanatory translation is used in 19% of cases, as well as the calque translation. In 8 cases (4%) the English words are not translated at all and are used as pure borrowings. As for the translation of the English neologisms into the German language, borrowings are used in 48% of cases: 18% of the English words are used as pure borrowings and 30% undergo spelling and/or pronunciation transformations in the target language. 22% of the analysed English neologisms have the German appropriate analogues. Explanatory translation is used in 16% of cases and calque translation – in 14% of cases.

**Table 1. Techniques used in translation of the English neologisms into Russian and German**

<table>
<thead>
<tr>
<th>Translation technique</th>
<th>Russian</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explanatory translation</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Selection of an appropriate analogue</td>
<td>12%</td>
<td>22%</td>
</tr>
<tr>
<td>Calque translation</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Transliteration</td>
<td>21%</td>
<td>–</td>
</tr>
<tr>
<td>Transcription</td>
<td>24%</td>
<td>–</td>
</tr>
<tr>
<td>Transliteration + Transcription</td>
<td>5%</td>
<td>–</td>
</tr>
<tr>
<td>Pure borrowing</td>
<td>4%</td>
<td>18%</td>
</tr>
<tr>
<td>Borrowing with assimilation</td>
<td>–</td>
<td>30%</td>
</tr>
</tbody>
</table>

Almost all techniques of translation of the new words are actually the ways of borrowing words of the foreign origin. Transliteration, the method of representing letters or words of one alphabet in the characters of another alphabet, is widely used by translators nowadays. According to the results of our study, one fifth of the English neologisms are transliterated into Russian: affordance – аффорданс, applet – аплет, plumcot – плумкот (a cross hybrid between plums and apricots), shopper – шоппер, Wiki – Вики, blogger – блоггер, etc.
Another popular translation technique is transcription, copying the sound form of the source language word by means of the target language letters. 24% of the English neologisms are transcribed into the Russian language: beatboxing – битбоксинг, newsmaker – ньюсмейкер, car-sharing – каршеринг, freeride – фрирайд, cosplay (costume play) – косплей. As the sound systems of the English and Russian languages differ, this technique does not convey the English pronunciation accurately. Sometimes transcription is combined with transliteration: street art – стрит-арт, firewall – файрволл (the explanatory translation of this word is very long: комплекс аппаратных или программных средств, осуществляющий контроль и фильтрацию проходящих через него сетевых пакетов в соответствии с заданными правилами.), crowd surfing – крауд-сёрфинг (передача человека из рук в руки над головами других людей на концерте), jetsetter – джетсеттер, flash mob – флеш моб. Nowadays translators also use the English words without any changes, with their original spelling in the Russian or German texts. This is the case of the pure borrowing. The Russian people are familiar with such words as Adware-программа, web-мастер, web-камера and Wi-Fi. However, pure borrowings seem more foreign in the Russian language, rather than in German, as the Russian alphabet is Cyrillic and the English and German alphabets are based on the Latin script. 18% of the analysed English neologisms are used in the German languages as pure borrowings: das Applet, der Blog, der Blogger, das Cosplay, das Crafting, das Boogie-Board, das E-Business, die Webcam, das Selfie. It should be mentioned that although all nouns are capitalized in the German language, we do not consider them as changes in the process of translation. However, in most cases the English word is adjusted to the system of the German language: ambigram – das Ambigramm, plumcot – das Plumkot, Presenteeism – der Präsentismus, nomophobia – die Nomophobie, beatboxing – das Beatboxen, alcopop – das Alkopop.

Calque, or word-for-word, translation is the formation of new words and phrases in the target language by lexico-phraseological and syntactical models of the source language. It is used in translation of the English neologisms both into the Russian and German languages: commitment phobia – фобия обязательства, black tourism – черный туризм, whitelists – белый список, digital hangover – цифровое похмелье, coffee face – кофейное лицо, map-head – der Karte Kopf, screenshot – das Bildschirmfoto, dry eyes – die trockene Augen, helicopter parents – die Hubschraubereltern, Potterhead (one who loves the Harry Potter series of books, especially to a fanatical degree) – der Potterkopf. The advantage of this technique is its simplicity and brevity of the equivalent of the target language, as well as its matching with the word of the source language. Only 12% of the analysed English neologisms have appropriate analogues in the Russian language: bookmark (of the web-page) – закладка (web-страницы), hobnob (to spend time with someone in a friendly way) – дружеская встреча, decaf – без кофеина, sandwich generation – люди среднего возраста, slaphead – лысый, бритоголовый, fudgesicle – шоколадное мороженое, botch-up – небрежная работа, jet ski – водный мотоцикл. As for the German language, the selection of the appropriate analogues was used to translate 22% of the analysed neologisms: bookmark – die Lesezeichen, botch-up – die Pfusch, canyoning – das Schluchten, affordance – der Angebotscharakter, callback – der Rückruf, jet ski – das Wassermotorrad.

Explanatory translation, the description of the word meaning by the means of the target language, is rather popular in translation of the neologisms. It also can be used in combination with other ways of translation, especially with transliteration and transcription. But this translation technique has some disadvantages, the main of which is that descriptions are too long and overload the sentences: cot potato – ребёнок, который проводит много часов за просмотром телевизора, ein Kind, das viele Stunden vor dem Fernsehen verbringt, Potterhead – большой любитель фильма и книг “Гарри Поттер”, biopharming – производство фармацевтических препаратов с помощью
генетически модифицированных растений или животных, *guyliner* – мужчина, который

**Discussions**

In the works of the linguists involved in the study of neologisms, various aspects of neology and translation science are discussed. The problems of neology are studied by the famous Russian linguist V.I. Zabotkina (Zabotkina, 1989). S. Usevičs in his research describes the main structural-semantic types of the English neologisms and reveals the sphere of life in which they are used more frequently (Usevičs, 2006). E.I. Garifullina and O.A. Koznova consider neologisms included in the modern English language, analyze the ways of their formation, consider the cases of their contextual use, and pay special attention to the possibility of changing the meanings and emotional-expressive characteristics of lexemes as they transfer from one functional style to another (Garifullina, 2013). E.E. Petrova studies the neologisms of the English language of the recent years which have not been reflected in dictionaries. The neologisms are analyzed from the perspective of their way of formation, origin, belonging to part of speech. Special attention is paid to the problems of translation of the neologisms into the Russian language. The author considers the techniques of translation of the new vocabulary, suggests her own versions of the neologisms translation (Petrova, 2014). The problems of translation of the English neologisms are also studied by F. Sayadi (Sayadi, 2011), I.V. Usova (Usova, 2015) and É. Csák (Csák, 2011). However, the novelty of our study is defined by the analysis of the English neologisms translation in two different languages, Russian and German.

**Conclusion**

The analysis of the techniques used in translation of the English neologisms into the Russian and German languages showed that borrowing plays the key role in this process for both languages. The main methods of translation of the English new words into Russian are transliteration and transcription which are actually the ways of borrowing words from another language, as well as the calque translation which is also frequently applied in translation of the English neologisms both into Russian and German. About half of the English neologisms are used in the German language as pure borrowings or undergo morphosyntactic, phonetic and spelling changes. The frequent use of the English words in the Russian and German languages in the process of translation is due to the lack of equivalents for the English neologisms in these two languages.

Appropriate analogues for the English neologisms are more often used in German, rather than in Russian. The explanatory translation is applied in approximately the same number of cases in both languages. Sometimes it is used as a footnote alongside with transliteration, transcription and pure borrowing. However, in most cases translators try to avoid complex constructions in the target text by applying other translation techniques instead of explanatory translation.

The choice of the method of translation of neologisms depends on many subjective factors. They include not only the peculiarities of the target language and culture but also the personality of the translator, their experience, the text style and the style of a particular author.

**Acknowledgements**

The work is performed according to the Russian Government Program of Competitive Growth of the Kazan Federal University.
References