

vocabulary and grammatical sequences. When the teacher presents language teaching materials such as books and handouts, he must understand that students will perceive them differently depending on their cultural backgrounds. In fact, cultural differences in language use should not only be compared but also contrasted. Visualizing and understanding the differences between them will allow the learner to correctly evaluate the corresponding linguistic connotations. Similarities and contrasts in the native and target languages become useful teaching tools.

The transition from a traditional to an intercultural position in language teaching methods increases students' awareness of the inextricable and interdependent relationship between language and culture, as well as the study of culture as an integral component of language teaching. It also helps teachers develop their intercultural opinions, which can influence their teaching practices and curriculum development. This shift is a challenge that teachers and students have to face in order to achieve the goals of foreign language teaching in our modern world. Developing the ability to interact between cultures using a foreign language goes far beyond the acquisition of language skills. This includes recognizing different cultural norms and values, as well as ways of using a language and interpreting social actions. Understanding how culture shapes the process of meaning-making in interaction requires the use of reflexive and analytical approaches.

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NEOLOGISMS IN THE ENGLISH LANGUAGE

The world is rapidly developing and transforming. New devices and gadgets are emerging, as well as the way our life is changing and becoming more digitized. It is natural that the language is evolving and lexical changes are taking place. It is the language's lexical system, which is the most flexible and mobile, that is always evolving along with the language community's development, enriching itself with new lexical units and reflecting current social trends. New devices or concepts must be given new names, and therefore new words as neologisms appear.

Linguists define neologism as 'a newly developed or coined word that has started to fall into mainstream usage'. [1] According to Global Language Monitor, around 5,400 new words are created every year. [2]

They appear in the language in connection with the development of social life, culture, science, technology and are considered new ones for some time. When the word is fully accepted into everyday usage, it is picked up by dictionaries and is technically no longer a neologism.

Cutting-edge industries and new technology are typically the fields where such words are quite frequent. These words can be found in more popular subcultures, where people are either expressing a common experience unique to their group or simply trying to differentiate themselves from other, more mainstream groups. To express some new ideas or describe a new object., very often neologisms may be created intentionally. There are a number of ways in which neologisms may emerge. Many of them are created through a morphological processes, involving (parts of) already existing words. Linguists sing out the following mechanisms to create a neologism: derivation, back formation, compounding, repurposing, conversion, abbreviation, loan words, reduplication, onomatopoeia. [3]

Having analyzed a great number of neologisms in English, it made possible to single out and provide some examples:

1. Digital hangover – a feeling of shame and regret caused by social network photos and other online evidence of one's embarrassing behavior.

2. Cloud computing - is the ability to store data and information or servers accessed is the Internet. We know this term as "cloud data storage".

3. Phablet - a term formed from the merger of two words - "phone" and "tablet". Means a smartphone with a larger screen than a regular smartphone, but still not as big as a tablet. We affectionately call such gadgets "shovels".

4. Gloatgrams - are photos on Instagram that showcase their creator's unique life, travel, or food.

5. iFinger - is a real-life term that refers to the finger that we specifically leave clean we we eat in order to use a smartphone or tablet.

6. Textretary - is a pun from "text" and "secretary". Means a person prints a message for another who is behind the wheel. We don't have an exact corresponding word, but descriptively we can use "navigator-secretary".

7. Digital Detox – Tired of endless social media and Googling? Want to spend time in the real world, not the virtual world? This process of spending time is called "digital detox" or digital detoxification.

8. Catfishing - Wheel communicating online, it's sometimes tempting to exaggerate or embellish wheel describing yourself and your life. In this case, you are engaged in "catfishing".

9. Phone-yawn - is a phenomenon where one person pulls out their cell phone to check the time, for example, causing everyone around them to pull out their phones as well. The "contagiousness" of this action is compared to yawning.

10. Guerilla proofreading - is a thorough or rather scrupulous search for errors in the text of messages and then publicly pointing them out. [4]

To sum up, it is necessary to remember that neologisms emergence is an inevitable process in any language evolution. They usually arise with the development of technology, changes in society or simply, as a result of a creative approach to the use of language. Neologisms can be very diverse - from funny slang words popular among young people to scientific terms that describe sensational discoveries or technologies.

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