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NEOLOGICAL BURST IN MASS-MEDIA

A *neologism*, from Greek *neo* 'new' + *logos* 'word', is a newly coined word that may be in the process of entering common use, but has not yet been accepted into mainstream language. Neologisms are often directly attributable to a specific person, publication, period, or event. According to *Oxford English Dictionary* the term *neologism* was first used in print in 1772, and thus, is arguably a neologism itself.

> "Neologism", according to the dictionary Wikipedia, is "a word, term or phrase which has been recently created (coined) – often to apply to new concepts, to synthesize pre-existing concepts, or to make older terminology sound more contemporary. Neologisms are especially useful in identifying inventions, new phenomena, or old idea which have taken on a new cultural context. The term e-mail, as used today, is an example of a neologism."

Neologisms often become popular by way of mass media, the internet, or word of mouth. Every word in a language was, at some time, a neologism, though most of these ceased to be such through time and acceptance.

We have suggested that neologisms are central for innovation, and that journalism is central for introducing them, using the following intuitive arguments:

-introduction of something new needs communication;

-communication requires shared language;

-new things need new words or word combinations to be a part of the language;

-the news spreads the new words to us so that the new things can be included in our language, discussed and introduced;

-therefore: journalism enables society to discuss new things and introduce innovations.

This applies for all journalism covering innovations.

Injo – journalism about innovation processes and ecosystems – is a special case. It introduces language for how innovation happens. So innovation journalism enables society to discuss innovation processes, which can affect the rate of innovation even more than the journalism about the innovations themselves.

The role of mass media in creating communication bridges over different cultures is of primary importance. The more complicated our world becomes through economical, technological and social change, the more essential that news media work properly, and that news quality remains as high as possible. One of the most challenging tasks for contemporary journalism is to understand and report on the global and local innovation ecosystems. To do this, a journalist needs at least knowledge of science, economics, technology, political processes and legal systems. This new challenge could be defined as a new journalistic beat, and called innovation journalism.

Neologisms tend to occur more often in cultures that are changing rapidly and also in situations where there is an easy and fast propagation of information. The new terms are often created by combining existing words or by giving the words new and unique suffixes or prefixes. Neologisms also can be created through abbreviation or acronym, by intentionally rhyming with existing words or simply through playing with sounds. Neologisms often become popular by way of mass media, the Internet and the word of mouth, including academic discourse in many fields renowned for their use of distinctive jargon. Recent coinages such as *Fordism, Taylorism, Disnefication* and *McDonaldization* are now in everyday use. Every word in a language was, at some time, a neologism, ceasing to be such through time and acceptance.

Neologisms often become accepted parts of the language. Other times, however, they disappear from common use just as readily as they appeared. Whether a neologism

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continues as part of the language depends on many factors, probably the most important of which is acceptance by the public.

When a word of phrase is no longer 'new', it is no longer a neologism. Neologisms may take decades to become "old", however. Opinions differ on exactly how old a word must be to cease being considered a neologism; cultural acceptance probably plays a more important role than time in this regard.

No new science is possible without neologisms, new words or new interpretations of old words to describe and explain reality in new ways. How could Aristotle had developed the logic of syllogisms or Newton the theory of dynamics without new vocabularies and definitions? They were neologists, and everybody who wants to contribute new knowledge must be. For new knowledge there is no way around the creation of new terms and concepts. To reject neologisms, often despicably, is to reject scientific development. No sign of scientific conservatism is so telling as the rejection of all but the established concepts of a school of thought.

Neologism can be:

Unstable – extremely new, being proposed, or being used only by a very small subculture.

Diffused – having reached a significant audience, but not yet having gained acceptance.

Stable – having gained recognizable and probably lasting acceptance.

After being coined, neologisms invariably undergo scrutiny by the public and by linguists to determine their suitability to the language.

Some of them are accepted very quickly, others meet opposition. Language experts sometimes object to a neologism on the ground that a suitable term for the thing described already exists in the language. Non-experts who dislike the neologism sometimes also use this argument, deriding the neologism as "abuse and ignorance of the language."

Some neologisms, especially those dealing with sensitive subjects, are often objected to on the ground that they obscure the issue being discussed.

Creators of a language are people who, sometimes in the same way, sometimes everyone in his own way, create turns of speech which become usual for expressing different things, emotions and terms. Every day different organizations and enterprises, scientists and scholars offer new words, word-combinations and phrases to name things. These new words may be equivalents for the already existing terms or may denote something new. For example, the International Society for Animal Rights (ISAR) in the USA, having met problems with too many no longer needed cats and dogs in America, has proposed the new term "***pet overpopulation***" to be included into English dictionaries. This term may be explained as - too many animals suffer from being abandoned by their owners and are to be subjected to euthanasia.

Or **pet-ernity leave** – the domestic animal equivalent of maternity leave introduced in Australia. *Australia's Herald Sun* reported on a novel employment perk offered by Virgin Mobile down under: First we had maternity leave, then came paternity leave. And now we have "***pet-ernity"*** leave. Virgin Mobile has offered five unpaid days off to staff who have a new puppy or kitten. "We recognize that our staff may want to be at home for the first week or so with their new addition, to settle the pet and get them used to their surrounds", a company spokeswoman said.

The former president of the USA Bill Clinton often used the word "***gridlock***" when he talked about difficult situations. But in the majority of dictionaries we can find only the translation of its compounds: *grid* is translated as *grilaj, gratie* or *rețea* and *lock* as *blocare* or *bucla.* But the new meaning of this word is *impas, punct mort.*

The term "***Political Correctness***" (*P.C.* for short), emerged with the appearance of the idea of Multiculturalism and, as follows, with the necessity to present works of art and literature, achievements in political and social life referring to representatives of all ethnic and sexual minorities in proportion. Particular objections and accusations of political incorrectness are addressed to the Eurocentric supporters. This term can be translated as *poziția politică corectă.* The meaning of the word ***albatross*** is based on S.T. Coleridge's poem

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"The Rime of The Ancient Mariner". The mariner killed the albatross, having committed by this a grave sin. The crew of the ship, as a punishment, hung the dead bird on the guilt's neck. Afterwards, however, all possible misfortunes collapse on the ship. So the meaning of this word is *cruce grea, piatră pe gît, pedeapsa*.

The expression ***bunkum*** or ***bancombe*** came from the name of one of the districts in North Carolina, the representative of which got his popularity as an extremely tiresome and verbose public speaker. So, the translation is *prostie, aberație, argument neconvingător*.

Here are some more words and phrases created to make some kind of political or rhetorical point:

Red states and blue states came into use in 2000 to refer to those states of the United States whose residents predominantly vote for the Republican Party or Democratic Party, presidential candidates, respectively. A ***blue state*** tends to vote for the Republican Party, although the colors were often reserved or different colors used prior to the 2000 election. According to *The Washington Post*, the terms were coined by television journalist Tim Russert during his televised coverage of the 2000 presidential election. That was not, however, the first election during which the news media used colored maps to graphically depict voter preferences in the various states, but it was the first time a standard color scheme took hold. Since 2000, usage of the term has been expanded to differentiate between states being perceived as liberal and those perceived as conservative.

This unofficial system used in the USA stands in contrast to the system of political colors in most other long-established democracies, where ***blue*** represents right wing and conservative parties, while ***red*** represents left-wing and socialist parties.

A **swing state** (also, ***battle-ground state*** or ***purple state***) in United States presidential politics is a state in which no candidate has overwhelming support, meaning that any of the major candidates has a reasonable change of winning the state's electoral college votes. Such states are targets of both major political parties in presidential elections, since winning these states is the best opportunity for a party to gain electoral votes. Non-swing states are sometimes called ***safe states***, because one candidate has strong enough support that they can safely assume they will win the state's votes.

Islamofascism is a neologism concerning the association of the ideological or operational characteristics of certain Islamist movements from the late 20th century on, with European fascist movements of the early 20th century, neofacsist movements, or totalitarianism. It was first used in the press in 2001.

Chindia is a portmanteau word that refers to China and India together in general, and their economies in particular. The credit of coining the now popular terms goes to Jairam Ramesh, an Indian politician. China and India are geographically proximate, are both regarded as growing countries and are both among the fastest growing major economies in the world. Together they contain about one-third of the world's population. They have been named as countries with the highest potential for growth in the next 50 years in a BRIC report. The word was coined in 2004.

Datagogies refers to the democratizing power of online technology has on pedagogical concerns, the ability of crowds of teachers and students to collaborate in real time on pedagogical matters. The term *datagogies* reers to when "a new kind of teaching and learning takes place, a kind of teaching and learning that heretofore has been unimaginable (Meehan and Moxley; Moxley)." This new type of learning is enabled by commons based peer-to-peer technologies that enable a large community of online contributors to create a sophisticated curriculum that otherwise would be done by a small number of disciplinary experts. By enabling a large group of lay members to co-created educational content, datagogical efforts distinguish emphasize radical liberatory pedagogy instead of pedagogical communities.

The definition of the term has been generalized by other scholars to mean the way in which terminology influences pedagogy, rather than specifically referring to the liberatory potential of Web 2.0. For instance, Rich Rice, in the online journal *Kairos*, defined datagogy as "the study of the use of data to administer and teach in holistic and systemic ways."

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Generation L is the "lucky" generation that (until recently, perhaps) had not seen really tough times. Gideon Rachman defined his neologism in *The Financial Times:* Pop sociologists like to divide people born since 1945 into different groups. There are the baby boomers, there is Generation X, and we may even be on to Generation Y by now. But as far as I am concerned, we are all members of ***Generation L*** – that is, L as in lucky. Those of us born in Western Europe or the US have never really experienced hard times. Our parents and grandparents lived through world wars and the Great Depression. We have had decades of peace and prosperity. Could that change? Perhaps ***Generation L*** has just had the luxury of an extended "holiday from history," which is now coming to an end.

Saddlebacking. In 2008-2009, as a response to then President-elect Barack Obama's choice of Rick Warren to give the invocation at Obama's inauguration – and in response to Stephen Colbert's comment that *saddleback* sounded like a sex act –Savage Love readers were encouraged to vote to define the neologism *saddlebacking* in reference to Warren's role as pastor of Saddleback Church. Warren and the church supported the 2008 California constitutional amendment Proposition 8, which re-defined marriage in the state as being between one man and one woman only.

Eurabia, a portmanteau of "Europe" and "Arabia", is a political neologism referring to Europe becoming subsumed by the Arab World, because of European leaders' perceived capitulation to Islamic influences and/or continued immigration and high birth rates of Muslims in Europe. The term was publicized by the writer Bat Ye'or, especially in her 2005 book Eurabia: The Euro-Arab Axis, referring to joint Euro-Arab domestic and foreign policies which she characterized as anti-American and anti-Zionist. The term is generally used in combination with "***dhimmitude***", another neologism introduced by Ye'or, denoting an attitude of concession, surrender and appeasement towards Islam.

McWorld is a term sometimes used to describe the spreading of McDonald's restaurants throughout the world as the result of globalization, and more generally to describe the effects of international McDonaldization of services and commercialization of goods and services as an element of globalization as a whole. Critics claim that fast food chain restaurants such as McDonald's are destructive in many aspects of the indigenous cultures in the countries where they have been introduced. In March 1992 an article first published in *The Atlantic Monthly* by Rutgers political science professor Benjamin Barber was titled "Jihad vs. McWorld", which describes international commercialization as one of two great clashing forces of the 21st century, the other being tribalistic fundamentalism. It was expanded and published in 1995, and became a bestselling book. A 1999 book entitled *Mustard Seed Versus McWorld* by evangelical minister Tom Sine implores Christians to reject the diminution of religious values that he contends results from excessive commercialization.

Freedom fries was a euphemism for French fries used by some conservatives in the USA as a result of anti-French sentiment in the United States during the international debate over the decision to launch the 2003 invasion of Iraq. France had experienced strong opposition in the United Nations to such an invasion. The French position was frowned upon by some in the United States, leading to campaigns for the boycotting of French goods and businesses and the removal of the country's name from products.

Historical parallels:

Germany: In 1915, after Italy entered World War I, restaurants in Berlin stopped serving Italian salad. New Zealand: In 1998, while French government was testing nuclear weapons in the Pacific, French loaves were renamed Kiwi loaves in a number of supermarkets and bakeries. This, however, does not appear to have been as extensively reported or publicized as anti-French sentiment in the USA. However, French Fries at a few family restaurants were renamed Kiwi fries, or just "Fries", which was already an established term. New Zealanders, however, generally use the British English word "chips".

Turkey: *Russian salad* became *American salad* because of the anti-Communist sentiment in the country. Similarly, "Constantinople" was officially renamed *Istanbul* by the Turks in years following a Greek invasion in the 1920s, although the name "Istanbul" (originally of

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Greek origin itself, from the phrase "is tin poli" meaning "to the city") had been in use since the time of Fatih Sultan Mehmet.

Nearly all political terms were political neologisms at some point. *Left* and *right* gained their political meaning after the seating arrangement of the French revolutionary assembly, in 1789. *Bolshevik* started in 1917, after Lenin's faction gained a majority of seats ("bol'she" in Russian means "majority"). And likewise, most of the terms have a similarly accidental history. This category is for terms that have entered political jargon since approximately 2001; their first use may be earlier, but their widespread use should not be. Terms of such relatively novelty may be forgotten in 100 years. Or they may seem like the only sensible and neutral way to express the concepts they cover. Today it is too early to tell the linguistic fate of the terms listed in this article.

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ABSTRACT

The scientific-technical revolution, the development of mass-media, the impetuous development of social life have had as a direct result the appearance of an enormous amount of new words and meanings, the so-called "neological burst". Ordinary dictionaries do not have time to register all these changes, fact which often makes understanding of speech and reading (especially of the press) abstruse for foreigners who have already learned the language. Hence, the creation of a considerable amount of dictionaries of new words and meanings follows. A famous American writer, journalist, political scientist and lexicographer, William Safire, regularly publishes the language column in "The International Herald Tribune" where he also comments upon the appearance of new words and their meanings in a very extraordinary and fascinating way. 11 editions of Safire's political dictionary were published between 1972 and 2008.

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