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MEDIATING GLOBALIZATION: Identities in Dialogue
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# NEOLOGISMS AND GLOBALIZATION

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*Abstract:At the beginning of the third millennium, our world is characterised by globalization, worldwide communication, vast distribution of technological and talknological devices and linguistic imperialism. This mobility of the word respects no borders and its extent may not be paralleled even in future generations.*
*This paper discusses the camouflaged influence of neologisms within the broader context of linguistic and cultural globalization. Among the questions it attempts to answer are the following:*
*What is the extent of phono-semantic matching (PSM) of neologisms on national languages ?*
*What are the terminological and lexicopoietic types of PSM? What is the socio-linguistics of word-formation and neologisation in national languages I took as examples?*
*Why globalization has dramatically increased the demand for translation in recent years?*
*What is the position of the Internet, in breaking down conventional trade barriers?*
*Today, the creation of neologisms is much more prevalent and obvious than at other times. This is why I want to underline in my paper that neologisms may be due to globalization, the importance of media in daily life, the simplification of language and the substitution (slow but progressive) of print communication to communication more centered around oral practices. However, I want to show you the fact that created neologisms are not always intended to be coined in a language in the long-term; many of them go through stages of instability, stability, acceptance and, perhaps, are later forgotten.*

*Keywords: neologism, globalization, media, language, communication.*

***Having a global presence***, ***going global*** and ***globalization*** are all expressions that we have been hearing and reading about a lot lately. They all pertain to launching products and services on a worldwide scale, globalization itself can be further broken down into internationalization and localization: this concepts have and will continue to have a huge impact on us and especially, on translators.

Globalization has dramatically increased the demand for translation in recent years. For translators, they can expect not only to be called upon more often to provide translation services, but also to be asked for input into cultural aspects. For example, an American business research institute estimated that one third of the $11 billion (US) world translation market in 1999 was in globalization. Because of that, translators and language specialists have a vested interest in finding out what this rapidly expanding business area involves.

The Internet has been a catalyst in breaking down conventional trade barriers and it would appear that never before has it been easier to access new markets.



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To illustrate the importance of having linguistic and cultural knowledge of the target market, we have only to look at one failed attempt. The example often cited is the botched effort of marketing the Chevy Nova in Mexico. Obviously, the people in marketing did not realize that "No va" literally means "doesn't go" in Spanish. For marketers, organizing a marketing campaign from their home country is no easy task. As a result, a number of companies started offering globalization solutions, which are in fact services to help other companies access international markets. The term *globalization* has become pervasive in recent years because of the large number of high-tech companies using globalization solutions to launch software products worldwide in a number of languages simultaneously.

Globalization is an extremely complex process requiring input from software engineers, user interface specialists and linguists. It involves both internationalization and localization, which are essential for successfully entering global markets. Internationalization is a multistep process whereby a product is pared down to a neutral or basic form so that it can be quickly and easily modified to suit any target market. This is new in the world of international marketing; however, the process itself has become highly sophisticated with the development of software internationalization solutions.

Localization is the other part of the process. It involves adapting a product so that it appears as though it has been produced locally. Translation is a large part of the localization process but additional emphasis is put on integrating target market cultural elements. A well-localized product will use a translator and a marketing specialist from the target market to ensure that the language conventions (spelling, capitalization, punctuation) , jargon, colloquialisms, colours, symbols, humour, images and graphics, etc. will be well received and, above all, will not be offensive.

Localization studies have revealed interesting information on language and cultural aspects in global marketing. A personal favorite is that some companies have miraculously discovered that certain marketing campaigns are more successful if regional spelling is used.

Studies have also shown that our own cultural bias may lead us to believe that certain cultural aspects are international. There are a number of cultural issues that can be resolved only by employing translators and marketing specialists who are native members of the target market. Consequently, companies offering localization services generally request translators to specify the regional language(s) that they translate into: English (Canada) to French (Switzerland); French (Belgium) to Spanish (Cuba), etc. How much time translators have spent outside their native country may also be an issue since language and culture are constantly evolving.

Globalization also covers other issues involving sales, logistics, shipping, customs and legal aspects. As it may already be apparent, both internationalization and localization are vast areas, and because every product or service is different, each process must be customized. What is most impressive is that companies offering globalization solutions are often expected to come up with localized versions of products in eight or more languages within a very short time frame.

The information age has taken yet another turn in its relatively short existence. Only a few years ago, English was assumed to be the *lingua franca* of the Internet and of the international business world. But when it became apparent that non-English speaking markets were growing exponentially, the focus shifted again to producing solutions that provided quality customized translations for target markets. Also it was discovered that localization efforts were more successful if regional language and culture specificities within a given language group were taken into account. While the concepts of globalization, internationalization and localization



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have been around for a long time, they are continually evolving and being refined and they increasingly require the skills of professional translators.

It is also known that the speakers use in different cultural spaces more than one foreign language and this fact is a case in point today, if we take into account the process of globalization under the aegis of English language which occupies the linguistics supremacy through other international languages, utilized in communication. I must continue in my paper with an important quote from the Bible: ”In the beginning was the WORD, and the WORD was with God, and the WORD was God!”(Genesis 1:1) – this strengthens WORD’s position and also make us to take in consideration that the language reduces the difficulties of communication with each other, a revolving language that rushes into the areas misunderstood by many may facilitate the apprehension of facts and resolve complex problems. The WORDS are the very basic units of the language and may also, significantly contribute to the better achievements in reaching new human dimensions and higher consciousness levels. Including the thoroughly elaborated introduction of new words-neologisms, into the matrix of the language, would harmonize many relationships in various domains. On the other hand, do not forget what Horace, a Roman poet said: „EST MODUS IN REBUS ” (everything in proportion).

The richness of language lets us speak differently and over time create new words, which is known as a ‘neologism’. A neologism is generated in a language from elements that differ in origin, but always related to the adaptation of the traditional words or terms to the times in which they originate. A neologism is a new way to express an idea or concept which was previously expressed by other words, or in some cases, may not have existed.

Generally, the origin of the neologism comes from colloquial expressions that are outside of the language and are spontaneous inventions language and oral communication. To carry out the process of creating new words, different actions can be presented in ways that are unintended and unplanned. Among them we find the union of terms that previously existed separately, combination, derivation and acronymia (i.e., the construction of terms using initials from several different words).

Today, the creation of neologisms is much more prevalent and obvious than at other times, which may be due to globalization, the importance of media in daily life, the simplification of language and the substitution (slow but progressive) of print communication to communication more centered around oral practices.

However, neologisms that are created are not always intended to be coined in a language in the long-term; many of them go through stages of instability, stability, acceptance and, perhaps, are later forgotten.

Newmark P. believes that the neologism may be defined as a newly created lexical unit or an existing lexical unit that has acquired a new meaning (Newmark, 1992). Most neologisms do not live long because they are formed at the time of the speech and in special situations. The most important feature of neologisms is their temporary nature, because that word has its meaning or force only in the given context and it is intended to serve only in this case (Galperin, 2014).

What is a phono-semantic matching (PSM) of neologisms on national languages? A PSM is a ‘multisourced neologisation in which a foreign lexical item is matched with a phonetically and semantically similar *pre-existent* autochthonous lexeme/root; a neologism that preserves both the meaning and the approximate sound of the parallel expression in the source language (henceforth, SL), using *pre-existent* target language (TL) lexemes or roots’. The following lines illustrates this mechanism. For example, although this source of lexical enrichment is



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widespread, it has not been systematically studied by linguists but rather dismissed with an honourable mention. In his *Patterns and Trends of Linguistic Innovations in Modern Hebrew*, Sivan hardly mentions this phenomenon: there is only one reference of just three lines (1963, pp. 37–38). It is mentioned briefly by Heyd (1954, p. 90), who refers to *calques phone´tiques*, by Hage`ge (1986, p. 257), who calls it *emprunt-calembour* and by Toury (1990), who refers to *phonetic transposition*.

There is not enough space here to discuss the entire range of languages affected by PSM of Anglicisms (for example, on Turkish, Japanese and Arabic, see Zuckermann 2003a). Therefore, I have decided to focus on PSM in Israeli and Mandarin Chinese. The choice of these two languages is partly for typological reasons: Israeli and Mandarin are representatives of the two key categories and are very different orthographically and morphologically. Thus, demonstrating that PSM exists in both implies a global dominance of the phenomenon. But there is also a political aspect: whilst Israel has traditionally positioned itself as a strong ally of the United States of America, mainland China considers itself America's rival and has, in ideological terms, tended to define its sense of national identity against the American model, at least since the cultural revolution.

If the PSM of Anglicisms can be proved to be widespread not only in Israeli but also in mainland Mandarin, the true proportions of the global influence of the English language, and specifically of American English, are revealed to be immense and, moreover, strong enough to override even geopolitical forces.

Some examples from **Israeli**: *selula´ri* (contrast this with the still current *tselulo´za* 'cellulose', thus constituting a minimal pair), *san frantsı´sko* 'San Francisco' is slowly being supplanted by *san fransı´sko* and *respe´kt* is substituted by *rispe´kt*. *euro*, the official signifier is *e´yro* (cf. the non-English based Italian *euro* [_ewro] and German *Euro* [_ɔjʁo]) but I have encountered Israelis who prefer the English-based *yu´ro*. The *Oxford English-Hebrew Dictionary* (Doniach and Kahane 1998) even mentions (either exaggerating or prophesying) that *ad hoc* is pronounced by Israelis as ***e****d hok* (rather than ***a****d hok*), *aphasia* as ***e****fa´zya* (rather than ***a****fa´zya*), *deus ex machina* as *de´us eks m****e´k****ina* (rather than *de´useks m****a´k****ina* or *deus eks m****a´kh****ina*), *tetanus* as *te´t****e****nus* (rather than *te´t****a****nus*), *conceptual* as *kon****s****eptua´li* (rather than *kon****ts****eptua´li*.

Some examples from **Mandarin** (Modern Standard Chinese-MSC), mainland China; the national language Taiwan: *she¯ngna`* 'sonar' uses the characters *she¯ng* 'sound' and *na`* 'receive, accept', *she¯ng* is a phonetically imperfect rendering of the initial syllable in *sonar* (although *peng*, for instance, would have been much worse),*SONG* (cf. *so`ng* 'deliver, carry, give (as a present)', *so¯ng* 'pine; loose, slack', *soˇng* 'tower; alarm, attract' etc.), *SOU* (cf. *so¯u* 'search', *soˇu* 'old man', *so¯u* 'sour, spoiled' and many others) or *SHOU* (cf. *sho¯u* 'receive, accept', *sho`u* 'receive, accept', *shoˇu* 'hand', *shoˇu* 'head', *sho`u* 'beast', *sho`u* 'thin'; technological terms: *sonar* (***_so****und* ***na****vigation and* ***r****anging*), English *radar*, an acronym for ***ra****dio* ***d****etection* ***a****nd* ***r****anging*, was nativised in MSC as *le´ida´* (Wu´ 1993, p. 1540, also mentioned in Ramsey 1989, p. 60), consisting of *le´i* 'thunder' and *da´* 'reach, attain, amount to'. English *laser*, an acronym for ***l****ight* ***a****mplification by the* ***s****timulated* ***e****mission of* ***r****adiation*, was domesticated in Chinese as *le´ishe`* (cf. Ko¯saka 1994, p. 1846),consisting of *le´i* 'radium' and *she`* 'to shoot/fire'. However, the commonword for *laser* is *jı¯gua¯ng* (Wu´ 1993, p. 1203), from *jı¯* 'arouse, stimulate,excite, intense, fierce, strong' and *gua¯ng* 'light, ray'. That said, a video CDhouse (computer night-club) can be called *le´ishe` tı¯ng*, lit. 'laser hall', *neon*, is MSC *nı´ho´ngde¯ng* 'neon lamp/light/tube' (Wu´ 1993, p. 1833; also mentioned in Zho¯u 1961, p.



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274), consisting of *nı´* '(female/secondary) rainbow' (referring to the female rainbow according to Chinese folklore—see Ogawa *et al.* 1968, p. 1087), *ho´ng* '(male) rainbow' (referring to the male rainbow according to Chinese folklore—*ibid.*) and *de¯ng* 'light, lamp, lantern'.
The field of computer technology is fertile ground for multisourced neologisation all over the globe. *Pentium* was allied with the pre-existent *be¯nte´ng* 'gallop, surge forward', which consists of *be¯n* 'run quickly' and *te´ng* 'jump, gallop; rise, soar' (see Figure 13; note that *be¯n* 'run quickly' participated in another PSM: the brand name *(Mercedes) Benz* was domesticated as *be¯nchı´* 'run quickly_gallop'). Another computer PSM involving a zoological connotation is *yaˇhuˇ* 'elegant tiger', a domestication of *Yahoo*; English *hacker* (one who uses computers to gain unauthorised access to data, documented with this meaning in 1983, *Oxford English Dictionary*) was recently nativised in MSC as *he¯ike`* from the pre-existent word *he¯ike`* 'robber, violent burglar'. The latter was used to refer to Lıˇ Kuı´, a hero in thefamous Chinese novel *Shuıˇ Huˇ Zhua`n* 'Water Margin', also known as'All Men are Brothers' and 'Outlaws of the Marsh', a story about 108 'RobinHoods' in 1119–21, written by Gua`nzho¯ng LUO´ in the 16th/17th century. Thus, *he¯ike`* 'hacker' can be recorded as a PSM by semantic shifting.The term *he¯ike`* derives from *he¯i* 'black' (the burglars are normally dressed in black, withblack masks, and work in the dark) and *ke`* 'visitor': Some native speakers mentioned *ha`ike`*, lit. 'surprising visitor', consisting of *ha`i* 'surprise, astonish' _ *ke`* 'visitor, guest, caller' (see the figure below). Others use *ha`ike`*, lit. 'harming visitor', consisting of *ha`i* 'harm, evil,harmful, destructive, do harm' (Wu´ 1993, p. 1044) 'cause trouble' and *ke`* 'visitor, guest, caller' (Wu´ 1993, p. 1467). This word is not mentioned *en bloc* byWu´ (1993) and is not common in mainland China.

*Internet* was domesticated in PSM as *yı¯ngte`waˇng*, lit. 'hero_special_net', likely to have been triggered by *yı¯ngte`eˇr*, the name for the company *Intel*. However, the common signifier in Taiwan Mandarin is different: ***wa`ngwe´iwaˇng***, 'myriad_dimension_net', thus 'net of myriad dimensions'. Semantically, the Taiwanese term would seem to render more faithfully the Western concept of the Internet as incarnating infinite possibility, openendedness and freedom. Phonetically too, it appears to be a striking adaptation of ***WWW***—similar to anthroponymic partial phonetic matches such as *Morris* or ***Mo****rton* for Yiddish ***mo´****yshə* or ***mo´*** *tl̥*. Since during the 1990s, some mainland Chinese began to use this term too.

Creating new words is a result of the pragmatic needs. When a person intends to express his or her idea, he or she chooses existing lexical units that best reflect his or her thoughts and feelings. However, if there is not such word in the lexicon of the speaker, the speaker modifies an old one and creates a new lexical unit. Science and technology have produced a plethora of new words that have worked their way into everyday communication.

As a rule, neologisms are immediately understandably motivated. Anywhere there are also cases when the motivation of new words is not clearly observed. However, over time, new words are taken to the language vocabulary and they will no longer new ones through their frequent use. Other neologisms disappear from the language to some reasons. It is quite difficult to predict the fate of neologisms: some of them are temporary and they do not stay in the language, while others are long-lasting because they are accepted by speakers (Arnold, 2012).

Consequently, there are many definitions of neologisms in different dictionaries and scientific works. The most common of meanings indicates that the neologism is a new word or phrase in the language or an existing word that takes a whole new meaning and it is used further as a linguistic innovation. Since the main objective of neologisms is to serve certain events in



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time they may disappear from the language as quickly as they are formed. Consequently, the fate of linguistic innovations in the language remains unpredictable. Some of them can be consolidated in the language for a long time and some are forgotten over time because of its out-of-dateness.

One of the important neologisms features is their evolving nature. Since this type of neologism is politically determined, it not only names but also evaluates a concept or phenomenon inherent in the semantics of naming ( Minyar-Beloruchev , 2012).

Neologisms are not only a way to update the vocabulary; they allocate priority areas, allowing navigating in the world's space. Language is a tool used to influence public awareness and encouraging the masses to action. Language gives the politician the opportunity to achieve the goals if they are properly named. In today's changing information world, the verbalization is necessary as human consciousness perceives better what is called.

The purpose of this article is to study ways of creating actual neologisms with the extent of PSM and their functions in the national languages.

There have been various approaches in the matter of importance to create new words. There is an overlap within the evolution and existing lifestyles, which needs to be understood, deciphered and shaped in order to fit the needs of our society.

During various stages of our life we realize that our interests, habits and topics change. Our biggest communicative strength, namely language, underlies the same process. We may not recognize it deliberately, but, from time to time, we certainly come across terms which seem unfamiliar to us. These newly occurring terms that are gradually applied by speakers and identified as particular lexemes are called neologisms (cf. Hohenhaus 2005: 364). Neologisms are the result of language change (cf. Malec & Rusinek 2015: 150) which is divided by Jean Aitchison into two categories:

On the one hand, there are external sociolinguistic factors - that is, social factors outside the language system. On the other hand, there are internal psycholinguistic ones - that is, linguistic and psychological factors which reside in the structure of the language and the minds of the speakers (2013: 143).

The main focus of my corpus analysis lays on the examination of the frequency of selected coinages over a period of time. I`ve selected neologisms that arose during the 1990s, including shortenings, blends, clippings, lexical phrases and combinations. The s results summarize the aspects that interact in the overall process of institutionalization and illustrates the striking features that also play an important role.

Accordingly, the aim of this study is to investigate the institutionalization of neologisms in social media, more precisely in blogs, with a geographical view to the countries where English is the first or second official language. Especially since globalization and social media become increasingly integrated into our daily life, it is a phenomenon worth investigating.

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