

## LUDIC COINAGES IN MODERN MEDIATEXT

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*The article is devoted to the study of cognitive and semantic potential of language play, in particular, peculiarities of the ludic coinages in the English language mass media texts. Key words: lingvocreativity, language play, ludic coinage, media text.*

## ІГРОВІ УТВОРЕННЯ В СУЧАСНОМУ МЕДІАТЕКСТІ

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*Стаття присвячена вивченню когнітивного та семантичного потенціалу мовної гри, зокрема, особливостей ігрових новотворів у англomовних медіатекстах. Ключові слова: лінгвокреативність, мовна гра, ігровий новотвір, медіатекст.*

Modern language processes are impacted by the growing variety of creative impulses in the discursive environment of mass media. It is manifested in the fact that lingual innovations as a result of language play capture the new sphere of communication (e.g., such as advertising and the Internet), thereby expanding the space of verbal creativity. The dynamics of linguistic processes due to extralinguistic and linguistic factors in modern discursive space are most fully reflected in the media. Thus, our research is conditioned by the attempt to describe and interpret an adequate transcoding of language play in the mass media context.

An increasing interest of linguists to mediatexts is determined by the fact that under the influence of sociopolitical transformations, modern newspaper and publicist texts have undergone noticeable changes. Such characteristics of the media as a broad readership, directed exposure, publicity, etc. determine their role as an effective means of speech influence that is carried out with the help of linguistic means, which in combination with extralinguistic means, as well as certain ways of text organizing, structuring, and presenting the information [Solganik, 2005]. In particular, the study of linguocreative potential of headlines and advertising slogans of modern mediatext suggests that they have high "semantic density" and expressiveness [Amiri, 2009, Iliasova, 2009].

Given the need of expressive, emotional, and imaginative tools to influence the reader, journalists are faced with the need to look for neologisms, nonce words, transformation of phraseological units, precedential phenomena, and the like. The producers of modern mediatexts use such means of expression that not only supply information, but also convey emotional and expressive richness of the text. The phenomenon of language play realizes the creative possibilities of the speaker, fully reflecting the associative potential of words. Language play performs cognitive, implicative, persuasive, suggestive functions associated with its use in mass media discourse.

To create ludic coinages, or ludisms, the entire range of tools arising from the asymmetry of the linguistic sign is involved: homonymy, polysemy, grammatical ambiguity, etc. Furthermore, language play makes it possible to make the statement more succinct, so that it could contain several meanings, each of them implementing a specific function: nominative, evaluative, stylistic, associative, etc. For example, wordrobe, website, shampaign, giraffiti, edvertorial, farecasting, etc.

Currently constant attention to mass media is ensured by the dynamics of standards in the media, full realization of systemic potential of the language system in contemporary media texts, the interest which they present from the point of view of the theory and practice of speech influence. It should be noted that in modern linguistics (in particular, linguistics of creativity) the notion of a creative function, which is based on linvocreave thinking that encourages the individual to use the potential of linguistic units has been elaborated [Remchukova, 2012]. We share the approach of the linguists L. P. Amiri, T. A. Gridina who considering the language play to be any phonetic or morphological experimentation with language units in addition to creating semantic contrast between phonetically similar lexical units, including graphic and phonetic conversion.

Obviously, a language play can function in the discourse of the mass media by acquiring existing capacity, expression of moods and expectations in connection with current events. Language play in modern English mediatext can carry certain linguistic-

cultural implications related to conceptual representations of socio-cultural communities. Further study has the potential to expand the idea of the language play in mediatext from the point of view of its linguistic and cultural features, due to the integrative character of the contemporary information space.

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