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THE WAYS OF FORMATION OF NEOLOGISMS AND THE PECULIARITIES OF THEIR TRANSLATION FROM THE ENGLISH LANGUAGE INTO RUSSIAN

The vocabulary, or lexicon, of any language is in the state of continuous change. With the development of science, technology, contacts between states, the language is replenished with new words, that is, neologisms. Neologisms can be linguistic - to denote a new subject or concept; lexical - are formed according to the models available in the language or borrowed from other languages; semantic - new meanings of known words; author's, individually - stylistic forms are created by writers, poets for giving imagery to an artistic text.

When translating neologisms, it is necessary to know the ways of their formation, to be able to analyze the structure of a word or phrase [2, p. 33]. Therefore, it is first necessary to consider the ways of forming neologisms in modern English:

1. giving the already existing word a new meaning: "egg" – "яйцо" was given the meaning of "авиабомба";

2. Morphological is the creation of new words by the addition of prefixes and suffixes to the basis of the word: "luck" – "удача", "lucky" – "удачный", "unlucky" – "неудачный" [1, с.35];

3. word-building: "televiwer" – "телезритель";

4. conversion – the transition of a word from one part of speech to another:

"ship" – to ship – "грузить, производить посадку".

In the conditions when it is required to give the names to all the new and new phenomena and concepts, many words of a common language acquire a certain qualitative specificity, the specialization of their meanings occurs in the transition to another language [3, с. 6].

To translate means to express correctly and fully with the means of one language what has already been expressed by the means of another language.

The easiest way to translate is transcription or transliteration. These are uninterrupted methods of transferring neologisms, since the translation is replaced by the act of borrowing the sound (during transcription) or the graphic (with transliteration) form of the word along with the value. For example, "a scanner".

The next way to translate is to do the tracking. It can be considered a literal translation, when a whole word is created by adding the equivalents of its constituent parts. For example, "*interbank*" – *inter* (меж-) + *bank* (банковский) = "межбанковский".

Another way to translate new words is descriptive. It consists in conveying the meaning of the English word with the help of an explanation. For example, "*market-maker*", the dictionary explains: "*a person who purchases, shares, securities, bonds, etc and sells them on usually at a marginal profit*" [4, с. 240] can be translated as "человек, покупающий акции и ценные бумаги и продающий их с предельной прибылью".

A method of substitution translation can also be used - this is the translation in which the already existing word, which is not a neologism, is used as an equivalent to the neologism, but has a common meaning with the original word. For example, "*order interval*" is the "цикл заказа, интервал между последовательными заказами".

However, first of all, it is necessary to strive to ensure that the translation of the neologism meets, to the maximum extent, the norms and rules of the target language.

LITERATURE

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