Kryvoruchko Tetiana Vasyliivna PhD in Philology, Associate Professor, Associate Professor of the Department of the English Language and Applied Linguistics, Ivan Franko Zhytomyr State University, Zhytomyr, tel.: (067)457-50-31, https//orcid.org/0000-0001-7473-518X

TRANSLATION OF OCCASIONALISMS IN MEDIA TEXTS

Abstract. Literary language is a complex phenomenon. It is in constant dynamics, showing, on the one hand, stability, which facilitates communication between members of the speech collective, and, on the other hand, variability, which ensures the redundant nature of the language system.

Occasionalisms are new lexical units that serve to express verbalized knowledge in the mind of a person, and this is another strong proof of the existence of close connections between phenomena, objects and language in reality. Studying the peculiarities of neologisms is quite important today, since the lexicon is constantly growing, new lexical items appear and existing ones are changed and simplified, which gives rise to more and more reasons for its linguistic study.

Given the fact that occasionalisms occupy almost all areas of life and the lexical structure of the English language is constantly being replenished with them, it is necessary to realize how to translate these words into Ukrainian. The most effective and quite common ways to translate English neologisms and occasionalisms into Ukrainian are transcription and transliteration, calquing, descriptive translation, direct translation, and approximate translation.

Occasionalisms are designed to perform certain functions in a work of fiction: nominative (nominative), identifying (indicating an object in a series of similar ones), differentiating (distinguishing an object from a series of similar ones), social (suggesting the interaction of two social objects), emotional (designed to evoke certain emotions in readers) and expressive (designed to enhance the effect on the reader).

The use of transcription and transliteration can be explained by the desire to comply with the author's requirements for the translation of some occasionalisms.

The use of other methods indicates the intention of translators to bring the translation closer to the target reader. Calculation, semi-calculation or the creation of semantic occasionalisms is also used in cases where a proper name, in addition

to its nominative, identifying, differentiating functions, also performs an emotional or expressive function.

When translating occasionalisms, the translator focused on the target audience. In many cases of translation, elements of domestication of proper names can be traced. Most often, they are observed in proper names reproduced by common names and those where a shift in meaning is applied.

Keywords: occasionalisms, media texts, neologisms, translatability / untranslatability, translation transformations.

Криворучко Тетяна Василівна кандидат філологічних наук, доцент, доцент кафедри англійської мови та прикладної лінгвістики, Житомирський державний університет імені Івана Франка, м. Житомир, тел.: (041)243-14-17, https//orcid.org/0000-0001-7473-518X

ПЕРЕКЛАД ОКАЗІОНАЛІЗМІВ У МЕДІЙНИХ ТЕКСТАХ

Анотація. Літературна мова є складним явищем, яке знаходиться у постійній динаміці, проявляючи, з одного боку, стійкість, яка полегшує комунікацію членів мовленнєвого колективу, а з іншого – мінливість, яка забезпечує надмірний характер системи мови.

Оказіоналізми– це нові лексичні одиниці, які слугують для вираження вербалізованих знань у свідомості особистості, а це є ще одним вагомим доказом існування тісних зв'язків явищ, предметів та мови у реальності. Вивчення особливостей неологізмів є досить важливим сьогодні, оскільки лексика безперервно збільшується, виникають нові лексичні одиниці і змінюються та спрощуються вже наявні, через що виникає все більше причин для її мовознавчого дослідження.

У зв'язку з тим, що оказіоналізми займають практично всі галузі життя та лексичний склад англійської мови безперервно поповнюється ними, слід усвідомити, у який спосіб слід перекладати ці слова українською мовою. Найбільш ефективними до достатньо поширеними способами перекладу англійських неологізмів та оказіоналізмів українською мовою є транскрибування та транслітерація, калькування, описовий переклад, пряме включення та приблизний переклад.

Оказіоналізми покликані виконувати в художньому творі певні функції: номінативну (називну), ідентифікує (що вказує на об'єкт в ряду йому подібних), диференціюючу (виділяє предмет з ряду йому подібних), соціальну (що припускає взаємодію двох соціальних об'єктів), емоційну (покликану викликати певні емоції у читачів) і експресивну (покликану посилити дію на читача).

Використання транскрипції і транслітерації можна пояснити бажанням дотримання вимог автора щодо перекладу деяких оказіоналізмів. Застосування інших методів свідчить про намір перекладачів наблизити переклад до цільового читача. Калькування, напівкалькування або створення семантичного оказіоналізму також використовується в тих випадках, коли власне ім'я, крім номінативної, ідентифікуючої, диференціюючої функцій, виконує і емоційну або експресивну функцію.

При перекладі оказіоналізмів перекладач у своїй роботі орієнтувалися на цільову аудиторію. У багатьох випадках перекладу простежуються елементи одомашнення власних назв. Найчастіше вони спостерігаються у власних назвах відтворених загальними назвами і тих, де застосовано зсув змісту.

Ключові слова: оказіоналізми, медійні тексти, неологізми, перекладність / неперекладність, перекладацькі трансформації.

Problem statement. Language is a complex phenomenon which constantly evolves, demonstrating on one hand stability, which facilitates easier communication among members of a linguistic community, and on the other hand variability, which ensures the redundancy of the language system, thereby strengthening it. The rapid development of science and technology introduces new realities into life, along with new words to describe them.

Analysis of recent studies and publications. Important aspects of the study of occasionalisms are covered by the following researchers: Michuda R., Pogorila A., Zatnyi Yu., Kostenko O., etc.

The object of the study is occasionalisms.

The purpose of the research is to study the peculiarities of the reproduction of occasionalisms in media texts.

Presentation of the basic material.

Occasionalisms are an important part of language development because they help to introduce new ideas and technologies into the language. They often arise as a result of new events and experiences, they reflect social, political and cultural changes, and can therefore be perceived as a reflection of modern society. Occasionalisms are an important part of language development because they help to introduce new ideas and technologies into the language. They often arise as a result of new events and experiences, and they reflect social, political, and cultural changes, so they can be perceived as a reflection of modern society.

Contemporary translation studies are based on the understanding that the principles of foreignization and domestication, in their pure forms, are ideal theoretical constructs. In practice, they are never applied in their purest form, and

the translator intuitively strives for an ideal variant. They employ various translation techniques that lean towards one or the other principle

The principle of domestication aims to convey the main meaning as accurately as possible, while the strategy of foreignization is directed towards conveying the specific features of the form, in other words, it is called the form strategy. After choosing the meaning strategy, the translator clearly avoids all possible problems that may arise on the path to understanding the meaning of the text, while sacrificing those features of form that could make it more difficult for the foreign recipient to understand the text. In the case of choosing the form strategy, the translator, on the contrary, must often sacrifice semantic simplicity in order to achieve the highest level of expression of the non-trivial specificity of the structure of the original text, which can serve as markers of an individual author's style, as well as characteristic linguistic and stylistic features of a style or era [5].

Taking into account the main problems that may arise in the process of translation, the problem of translatability/untranslatability arises. The complexity of the issue of translatability/untranslatability is not only one of the oldest problems in the history of translation, but also one of the most difficult, including many aspects that may attract the attention of a linguist, namely

- speech and language aspects;
- contextual and textual aspects;
- psycholinguistic and psychological aspects;
- normative and cultural aspects, etc.

Every translator should clearly realize the inalienability and inseparability of all possible criteria for studying the problem of translatability/untranslatability, which does not deny the existence of certain priorities.

An important place in this issue is occupied by the linguistic factors of translatability/untranslatability, the relevance of which is determined by their textuality. Untranslatability can be characterized by both situational and systemic features.

The question of translatability/untranslatability may in fact include several solutions, including the recognition of complete untranslatability and absolute translatability, including the intermediate moderate position of partial (relative) translatability/untranslatability [10].

The main goal for every translator is to provide an adequate translation of a text. In many cases, when it is necessary to reproduce an original text in another language, it is almost impossible to avoid making some changes.

This is due to the fact that each language has its own linguistic and extra-linguistic features that reflect the cultural, social and other aspects of the life of native speakers [11].

Translation transformations are transformations that allow you to move from units of the source language to units of the target language.

These transformations constitute a specific type of interlingual paraphrasing that differs from the transformations that occur within the same language [4].

This typology of translation transformations was presented by O. Selivanova, based on the triad of linguistic semiosis (C. Morris) - syntactics, semantics and pragmatics, since translation is the transformation of a speech product of one sign system into a product of another [8].

The scholar believes that it is difficult to distinguish between the three dimensions of semiosis as a holistic process, since a change in form entails, in most cases, a change in meaning, and the transformation of pragmatic influence also involves a change in the content and form of the message.

In this regard, translation transformations are conventionally divided into formal, formal and semantic ones, caused by the peculiarities of the language systems of the source and original texts, as well as pragmatic and contextual factors [8, p. 458].

Each of the types of translation transformations is represented by units of different levels of the language, including graphic, phonetic, lexical, grammatical (syntactic and morphological), etc.

At the word-formation level, translation transformations are represented by word-formation calquing as a pomorphic translation of lexical units and inversion of lexical units' components [6].

At the morphological level, the following translation transformations are distinguished: 1) part-of-speech replacement; 2) category replacement; 3) replacement of morphological elements with lexical ones.

The following translation transformations are distinguished at the syntactic level:
- replacement of a phrase with a word or vice versa;
- replacement of syntactic relationships in sentences and phrases (for example, in cases of form syncretism, the use of a complex sentence in the sense of a non-conjunctive sentence, a complex subordinate clause in the sense of a compound sentence, etc;)
- sentence splitting – changing a complex sentence in the source text into two or more independent sentences in the target text;
- combining sentences – transformation of the syntactic structure of the source text by combining two (or more) sentences into one (complex) sentence;
- omission of structures and lexical items;
- addition of constructions and lexical items – a type of translation grammatical transformations that represent lexical layering;

- rearrangement – changing the order of words in the translation text in comparison with the original - dictated by the rules of order of lexical units in a particular structure of a particular language [9].

In translation studies, translation transformations at the graphic and phonetic levels usually include transliteration and transcription.

Formal translation transformations at the graphic and phonetic levels include:

1. Phonographic translation transformations: transliteration, transcription, phonographic substitution according to tradition, and their combination.

2. Changes in the rhythmic and melodic representation of the text through formal transformation. This transformation can also have a formal and semantic character [3].

Translation transliteration is a formal change of letters of a lexical unit of the source language by using the alphabet of the target language [1].

Translation transcription is a formal phonemic change of the source lexical unit by using the phonemes of the target text [9].

The definition of occasionalisms, or new words, in a language can be based on various criteria, including

- time criterion: words or phrases that have appeared in the language recently and did not exist or were not in common use before can be considered occasionalisms. The temporal criterion focuses on the novelty of lexical items;

- semantic criterion: words that introduce new concepts, notions or ideas into the language can be considered as occasionalisms. This criterion states that occasionalisms often introduce a new meaning or way of understanding existing concepts;

- Formal criterion: new words or phrases that arise through word formation, affixation, suffixation, word compounding, or other formal linguistic processes can be considered as occasionalisms;

- Contextual criterion: words or expressions that appear in specific social, technological, cultural or scientific contexts and are not in common use may be considered as occasionalisms within these specific contexts;

- socio-cultural criterion: words or phrases related to new socio-cultural phenomena, technologies, fashions or changes in society can be considered as occasionalisms, as they reflect current events and trends [11].

Depending on the context and purpose of the study, different criteria can be used to define occasionalisms.

In addition, several key criteria for defining occasionalism can be outlined:

1. A word that describes a new object or phenomenon.

2. A new lexical item as a stylistic element, where the main criterion is the sense of novelty in meaning.

3. A word that is created as a synonym for an existing word, but has a shade of association or connotation.

4. The existence of an occasionalism as a word that is included or not included in dictionaries.

5. A word that is used in a particular period of time in a particular linguistic context [9].

The analysis of the existing criteria for defining occasionalisms in linguistics helps us to formulate typological features that contribute to a more accurate definition of occasionalisms and reveal their essence. In particular, these features include:

temporal criterion, i.e., establishing a limited period (10-25 years) during which occasionalism appeared in the language in comparison with the period of the language;

partial unusualness: identifying the degree of deviation of occasionalism from language norms and indicators that indicate its partial unusualness in the language;

lexicalization criterion: determination of whether the occasionalism is commonly used in language communication by the majority of speakers, while taking into account the presence of a sense of novelty;

lexicographic criterion: fixation of new words in the relevant dictionaries of new words [12].

Thus, on the basis of these features, it is possible to define and better consider the concept of occasionalisms and their characteristics in the language. The essence of occasionalisms reflects the living and dynamic nature of the language, its ability to adapt to changes in society and express new ideas and concepts. Occasionalisms are an important part of linguistic development and the language's response to the dynamic global context.

Before proceeding with the translation, a translator needs to identify a number of key points, such as the purpose of the translation, the target audience, the context and specifics of the original text, as well as linguistic features and nuances of occasionalisms.

Having this information will help the translator better understand and reproduce the meaning and style of the original text in the translation, while preserving its emotional and informational components. It is also important to take into account the specifics of each occasionalism and its context in the source text, as this may affect the choice of the optimal translation method and its reproduction in the translation.

After that, the translator analyzes the occasionalisms in the text. This includes determining their meaning, contextual usage, and possible alternative translations. Since occasionalisms can have a specific meaning or connotation, it

is important to find an equivalent that conveys these meanings and connotations as accurately as possible.

Finally, the translator should conduct a pragmatic analysis to determine the impact of translation changes on the target audience's perception of the text. It is important to consider what effects may arise from the translation of occasionalisms and how this may affect the overall meaning and tone of the text. After the analysis, the translator can decide what changes should be made to ensure maximum accuracy, clarity, and efficiency of the translation.

Consideration of media texts in the context of translation is extremely important, as these texts often have specific features that require attention and a special approach from the translator. Media texts include news, journalistic articles, advertisements, blogs, social media, etc. The peculiarities of these texts may include a special style of writing, the use of specific terms, relevance, and impact on the audience.

One of the key aspects of translating media texts is preserving their style and tone. For example, a news translation should be accurate and objective while maintaining the style of the news report. On the other hand, translation of advertising texts may require a more creative approach to express the emotional appeal or persuasiveness of the original.

Terminology also plays an important role in the translation of media texts. Some terms may be unique to a particular industry or context, so the translator must have a thorough understanding of not only the language but also the subject matter of the text.

Another important component of translating media texts is their relevance and suitability for the target audience. The translator must take into account the cultural, social, and political contexts of both language environments to ensure that the audience can effectively perceive and respond to the translated text.

A translator of media texts often faces various practical difficulties. These difficulties include multiple meanings of words, the use of colloquial expressions, specific political terms, a large number of secondary elements, complex syntactic structures, and the use of specialized terminology.

Media texts usually use little specialized terminology, preferring words that are easy to understand for a wide audience.

Their language often includes colloquial vocabulary, as well as words with different stylistic connotations, including colloquialisms and archaisms, especially in an ironic context.

In addition, these texts are full of emotionally colored expressions, interjections, and interrogative and rhetorical constructions. Such linguistic features reflect the author's individual attitude to the topic, which affects the translator's approach to the text.

When translating texts that contain a lot of neutral stereotypical expressions, it is worth using similar language constructions. This is because many journalistic stereotypes can easily be translated into Ukrainian with equivalents that are appropriate in terms of meaning and style. If there are no direct equivalents, the meaning can be conveyed in other ways without violating the genre, stylistic and communicative features of the news text. [5].

When it comes to translating realities, names of organizations, positions, international organizations, key historical and political events, place names, etc., each translator must carefully research and consider the context in which these terms are used. This includes studying sources, recognized authoritative translations, and consulting with experts in the relevant field. It is important not only to convey the meaning accurately, but also to maintain the stylistic and cultural appropriateness of the terms. The translator should also be attentive to the existing traditions and norms of translation of similar terms to ensure that the translation is understandable and adequate for the target audience. [5].

As a rule, neologisms are created for a functional purpose, primarily to improve the accuracy and expressiveness of speech. The main problem that arises in the process of translating a neologism or an occasionalism is the transmission of the meaning of a new lexical item. When a translator first encounters a neologism or an occasionalism, he or she does not have a clear idea of the concept that it defines or conveys. Thus, its meaning is often determined by the context. In written translation, the context is quite informative [5].

The translation of neologisms and occasionalisms has its own difficulties, as every dictionary cannot keep up with the modern development of information and communication systems and capture all the occasionalisms and neologisms that are created. Sometimes a translator is helped by the context, knowledge of the main parts of a neologism and an occasionalism, in particular, understanding the ways in which modern English neologisms and occasionalisms are created. However, quite often this is not enough, and a translator who does not have extra-linguistic knowledge cannot effectively translate a particular neologism or occasionalism.

There are two ways to translate neologisms from English into Ukrainian:

1. Understanding the meaning of the neologism: the translator either looks up the latest editions of English dictionaries or studies the meaning of the new word, taking into account its structure and context.

2. The translation itself: the use of the Ukrainian language by transcription, transliteration, calquing, descriptive translation, or direct inclusion.

The pragmatic aspect of translation is especially important, including the environmental, socio-cultural, and national connotations of neologisms. No transformation should take place in the translation process, as distortion of the

source information can lead to a loss of the meaning of the translated neologism. The personality of the translator, his or her skill level, and age have a significant impact on the transmission of the pragmatic meaning of a neologism. The translation of the pragmatic meaning of neologisms involves the interaction of three types of word meaning components, which includes the pragmatic component of the sender, the receiver and the translator.

It is also important to note that not all societies are characterized by uniform development, which may contribute to the fact that the language used for translation may not yet have a counterpart for a particular neologism. Let's look at the most commonly used ways of translating English neologisms and occasionalisms into Ukrainian.

1. Transcription and transliteration. These types of translation involve reproducing the form of the original word using the letters of the target language. Transcription is the reproduction of the sound form of a word, while transliteration reflects its graphic form. This approach allows you to preserve the phonetic and graphic appearance of the word, which is often important for maintaining its authenticity and recognizability.

The transcribed and transliterated words become part of the target language, preserving the meaning of the lexical item from the source language. This method is one of the oldest ways of transferring lexical items between languages and is still actively used today. However, such translation methods can have their drawbacks, including the loss of certain nuances of meaning or associations inherent in the source word.

Particularly difficult to translate are words that belong to the non-equivalent vocabulary, i.e. those that do not have direct equivalents in another language. In such cases, the translator can use other translation methods, such as descriptive translation or calquing, which allows for a more accurate conveyance of the meaning and significance of the new word.

2. Calquing as a type of translation involves replacing the constituent parts of a word in the original or an entire lexical unit with their lexical equivalents in the translation. It is based on the existence of bilateral interlingual equivalents between common words [7]. The advantage of this type of translation is simplicity and brevity.

3. Descriptive translation is a method of translation when the meaning of a word or expression is conveyed by means of several words or phrases that describe its meaning in detail.

This method is used when there is no direct equivalent in the target language.

4. Direct inclusion - this method involves the inclusion of a word or expression from the source language without change in the text of the translation.

It is used when a word or expression is commonly known or when there is no equivalent in the target language, and thus its authenticity is preserved.

5. Approximate translation is a method of translation that uses words of the target language that may correspond in part to the non-equivalent vocabulary of the source language. As a result of such translation, the meaning of a lexical unit is generally preserved, but its stylistic background may change [6].

Thus, today there are many definitions of the term "translation". Each of them covers its specific aspects to a great extent. Due to the fact that translation has been and still is the subject of research by many scholars, there are many classifications of translation today, based on different criteria. Translation is the process of converting the content of a linguistic fragment from one language into another. To perform an adequate translation, a number of rules should be followed. First of all, you should carefully study the features of the text to be translated. For example, texts are characterized by lexical and grammatical features that must be taken into account when translating. The study of occasionalisms requires taking into account various factors, such as the socio-cultural context, technological changes, linguistic trends, etc. They influence the emergence and spread of new words and phrases. The English language is characterized by its historical, cultural and linguistic specificity, which is reflected in the formation and development of occasionalisms. The study of this specificity is an important aspect of the research.

Since neologisms and occasionalisms have become an essential part of almost all spheres of life and continue to continuously replenish the lexical composition of the English language, it is important to understand how best to translate these words into Ukrainian. The most effective and quite common ways to translate English neologisms and occasionalisms into Ukrainian are transcription and transliteration, calquing, descriptive translation, direct translation, and approximate translation.

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