

евроинтеграции, ее создателем: Большинство средств массовой информации находится именно в руках «евроинтегрантов». Но все меняется... ; евроинтегратор (евроинтеграция) — лицо, имеющее отношение к евроинтеграции: ... Совсем недавно пощасливилось побывать на одной из неформальных вечеринок европейских дипломатов в Киеве и наших правительственных евроинтеграторов; евроинтеграция (интеграция) — интеграция в Европу или европейская интеграция: Но при всем этом европравители сказали два ключевых тезиса для Украины, достаточные для начала евроинтеграции официального Киева... ; евродолжность (должность) — должность, связанная со структурами, которые занимаются европейскими делами: Интересно, что Роговой после отставки с правительства занял место уполномоченного по вопросам европейской интеграции. Теперь он будят

тянуть государство в две разные стороны одновременно, потому что об увольнении с «евродолжности» не слышать.

Активизация заимствованных аффиксов и аффиксоидов, вовлечение в современные словообразовательные процессы слов и основ иноязычного происхождения отражают проявляющуюся в последние десятилетия в русском и других, особенно славянских, языках тенденцию к интернационализации и «амероглобализации», связанную с возрастанием на рубеже XX–XXI веков масштабов и интенсивности межкультурного и межъязыкового взаимодействия, с глобальным влиянием английского языка.

Результаты исследования открывают перспективы дальнейшего изучения проблем развития украинских новообразований со времен независимости в когнитивном аспекте, в том числе и с префиксоидом ЕВРО-

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English affixal innovations: creating and functioning in the context of globalization

Abstract: The formation of new lexical units with the help of word-building affixes represents the cases of conceptual derivation. The development of suffixal models is caused, first of all, by the processes of "mental revaluation" the derivatives of the basic compounding model. The active rates of creation of innovations with the help of affixal models exemplify such a feature of a morphological concept as universality, because of the capacious verbal content and high functional (derivative) activity.

Keywords: English innovations, affixation, derivation, concept.

The processes of public life and globalization, as in a mirror reflect in the anthropocentric mental continuum on one hand, and the vocabulary of the English

language — on the other. In this regard, researchers believe that the language world picture could be defined as a set of knowledges about the world, which reflects in

the vocabulary, phraseology, grammar and word-formation system [2, 8] and performs two important functions — interpretive and regulative [3, 25].

Thus, from the lingvo-cognitive point of view, the process of formation of new lexical units with the help of word-building affixes represents the cases of conceptual derivation. Such mental activity as conceptual derivation of affixal type determines combination of lexical and morphological concepts at the metacognitive level of human mental activity. It leads to further forming of a new lexical concept.

The easiness of mental operating of an affixal model, not only in its basic representation, but also in the representation of definite models with the elements in constant position, leads to mental actualization of an affixal derivation as one of the most ergonomic mechanisms of creating new lingvo-mental units.

It is necessary to stress, that the development of suffixal models at the metacognitive level is caused, first of all, by the processes of "mental revaluation" of the derivatives of the basic compounding model — definite models of combination of lexical concepts, in the structure of which the constant components have already entrenched.

All this confirms that we can conclude that affixation and compounding have a genetic link. Moreover, their genetic link shows the manifestation of mental processes of categorization and conceptualization. At the verbal level this genetic link is supported by that peculiarity of English language, that the monosyllabic words dominate in its vocabulary.

The active rates of creation of innovations with the help of affixal models exemplify such a feature of a morphological concept as universality, because of the capacious verbal content and high functional (derivative) activity. Scientists claim that "each affix may be regarded as the operator" [4, 132] "which fixes in a part of the derivative word its categorial affiliation or subcategorizes the output unit" (Kurbyakova 1994 (a)). So they may be considered as those, which play the role of a "classifier" [4, 132; 7] at the structure of derivative hybridized concepts.

Further, at the example of the derivative elements *-holic*, *hyper-*, *ego-*, *anti-*, *micro-*, *-scape*, *-wiki-*, *-finder*, *-phobia*, we'll illustrate the reproducibility of such mental mechanism as affixal derivation at verbal level. Thus, we can observe that the derivational element *-holic*, has a very strong position on the production of innovative units of English language. Now we can observe the functioning of such communicative units, as: *blogaholic*, *Twitterholic*, *Splenda-holic*, *Niagara-holic*,

meat-wine-cheese-choco-holic, *rage-aholic*, *spendaholic*, *shopaholic*, *chocaholic*.

I will perooze the book, but I am a new blogaholic and can't find time for lunch, much less time for the book... just yet. Then the guitar is impossible to put off also. Sleep is the victim [12].

The president hadn't posted a single update since taking the oath of office. Many of my Twitterholic friends were disappointed. They had expected daily 140-character updates from the White House [11].

Ms. Pradhan, who runs a Web site dedicated to Indian food and culture, sweetens her hot tea with three packets of Splenda and stirs the sucralose sweetener into varan, a version of yellow dal. "I'm a Splenda-holic, I tell you", she said [13].

Such a book is "Inventing Niagara: Beauty, Power, and Lies", by Ginger Strand, the author previously of "Flight", a novel, and an admitted Niagara-holic. "I have a disease called Niagara Falls, ... " [14].

Something about him made me want to fess up all of my sins, at least the ones that involve eating and drinking. Before I could stop myself, I blurted out, "Hi, my name is Sandra, and I'm a meat-wine-cheese-choco-holic" [15].

Chefs will try to avoid the wrath of their teacher, the screaming rage-aholic GORDON RAMSAY, and win a cooking competition [16].

Sharon Osbourne forestalled this criticism yesterday when she opened her own new talk show by announcing, "I got a lot to talk about". She went on: "I have a terrible weight problem. I have family issues and problems. I've dealt with cancer, addiction. I'm a spendaholic, shopaholic, chocaholic and I'm in hock up to here" [17].

The affixal element *hyper-* took part in the production of such English-language neologisms as: *hyperwhite*, *hyper-dating*, *hyper-evolution*, *hyper-local*, *hypermilers*, *hyper-parenting* etc.

Though Bucholtz uses the term "hyperwhite" to describe nerd language in particular, she claims that the "symbolic resources of an extreme whiteness" can be used elsewhere. After all, "trends in music, dance, fashion, sports and language in a variety of youth subcultures are often traceable to an African-American source, ... " [18].

The people involved (some of my friends included) have different reasons for hyper-dating. But it winds up leaving lots of women, and many men, unfulfilled because deep down many of them hoped their latest fling would turn into something more meaningful [19].

However, even if this doesn't prove the tipping point for hyper-evolution, prepare yourself for a weedier world [20].

For example, "hyper-local" extensions of Rainbow's News 12 regional-news networks are expected to be part of

Cablevision's digital offering. *Rainbow* is looking to make community news boiled down to the ZIP code level available on-demand to subscribers [21].

She is part of a small and extremely dedicated group of drivers around the country who call themselves "**hypermilers**" [22].

We live in an age of **hyper-parenting**, where a child is the ultimate validation of an adult's ego and the little time they have to spend with them must be "quality time" [23].

With the help of the affixal unit **ego-** the vocabulary of English language has enriched by such lexical components as: *egocasting*, *egosurfing*, etc.

The magazine *Wired* recently defined the word "**egocasting**" as "the consumption of on-demand music, movies, television, and other media that cater to individual and not mass-market tastes" [24].

Artist renders "**egosurfing**" as fine art with QR codes: Berlin-based artist Aram Bartholl has found a way to turn online vanity into art. His recent work *A Google Portrait* is a series of four QR codes, each representing the URL of a Google search string for the artist's name in a different language [25].

The innovations of recent years were also formed by adding affix **anti-** Among of them such as: *antigriddle*, *antigerm* etc.

Dominating an entire counter, with a smooth steel top and an industrial frame, sits the **antigriddle**. Built by lab supplier PolyScience, it can chill food to minus 30 degrees Fahrenheit in an instant [26].

At the grass roots, **antigerm** innovation is furious: Sandra Barbor, 60, of Sandwich, Ill., was always bothered by having to grasp the handles of shopping carts, and when her husband was found to have myelodysplastic syndrome, which compromised his immune system, she was driven to invent the *Sani-Shopping Cover* [27].

Modern English mass-media explicate a significant boost of innovations, that have been created using the suffixal element **micro-**. We have observed the functioning of such communicative units as: *micropark*, *micro-donor*, *micro-expression*, *microblogging*, *microboredom*, *microbrowser*, *microchannel*, *microcredit*, *microflyer*, *microlife*, *micropolitan*, *microvacation* etc.

Buses, bicycles, even **microparks** are competing for the curbsides of Seattle, where the city is outgrowing 20th century traditions of on-street parking [28].

"It's the model of the future", said Rick Hasen, an election law specialist at Loyola Law School. "Gone will be the \$2,300-a-plate dinner. That will be replaced by the \$30,000-a-plate dinner, the kind of select event Obama had hosted by folks like Warren Buffett. And the rest will be the **micro-donors** — entirely Internet-based" [29].

We are barely aware that we make **microexpressions**, and they are over so quickly that they are very difficult to fake. That makes them very good indicators of true feelings, but few people ever manage to detect them [30].

Twitter, which was created by a 10-person start-up in San Francisco called *Obvious*, is a heady mixture of messaging; social networking of the sort associated with Web sites like MySpace; the terse, jittery personal revelations of "**microblogging**" found on services like Jaiku; and something called "presence", shorthand for the idea that people should enjoy an "always on" virtual omnipresence [31].

At concerts, **microboredom** usually means fans snapping dozens of photos of the band, the crowd and the stage lights [32].

It will integrate a digital phone, an alphanumeric pager, a two-way radio, an E-mail device and a **microbrowser** into a five-ounce cellular phone [33].

Like the hydra-headed Web itself, Net TV promises to be a hugely fragmented beast, spawning so-called **micro-channels** devoted to the latest Disney release or power tools to construct the perfect garage, said Jeremy Schwartz, an analyst at Forrester Research, a media consulting firm [34].

Microcredit got its start in Bangladesh in 1976, when Muhammad Yunus, an economics professor, gave a \$27 loan to a small group of women in a local village without demanding collateral [35].

The resulting sensors are so small that they can be placed on "**microflyers**" weighing just 75 grams. The team of researchers at the Australian National University won over NASA during a test flight of a prototype earlier this month, and the U.S. space agency has agreed to help finance further work [36].

Thinking in **microlives** also makes it evident that unhealthy, life-shortening choices can be balanced by life-extending ones: the first 20 minutes of exercise each day, for example, adds two [37].

The federal government is scheduled to unveil a new classification system in 2003 that will increase the attention given to small communities. Non-metropolitan cities with 10,000–50,000 residents will become known as "**micropolitan**" areas [38].

The average American spends only 4.3 nights of vacation away from home, down from six nights about 25 years ago. **Microvacations** are all the rage, ranging from a few hours at a spa to a weekend jaunt. Weekend trips compose more than half our leisure travel [39].

"... Mass Short Message Service (SMS) communication is one form of <<**microvolunteerism**>> that contributes to the production and sharing of information", the report says [40].

Affixal unit *-scape* may be observed in a number of lingvo-mental innovations, which operate the process their creation. We illustrate their verbal representation with the help of the following examples: *sadscape*, *face-scape*, *sports-scape*, *hell-scape*, *garlic-scape*.

For them, home offers a pervasive, constant and cumulative round of indifference and humiliation, where judgments are arbitrary, promises broken, decisions inconsistent, dreams scorned, and fears ridiculed. They are bounced from smother love to smackback, without privacy, affection or respect in an unending sadscape of disappointment [41].

A six-acre face portrait is unveiled on Washington's National Mall. The "*face-scape*" was created by Cuban-American urban artist Jorge Rodriquez-Gerarda for the Smithsonian Institution's National Portrait Gallery. "It's not the face of America", he says, "it's one of the hundreds of millions of possible faces that America has" [42].

Tempelhofer Feld, the grounds of the megalithic, bullet-pocked Nazi airport where American servicemen once airlifted goods to West Berlin during the Soviet blockade, is now a park. In summer, it transforms into a Teutonic sports-scape where locals engage in activities you didn't know existed (inline-skate-hang-gliding, anyone?) [43].

It's been blown into an ambitious orchestration of technicolor psychosis. "For Miller, being back in his apocalyptic hell-scape was a happy homecoming. This was a movie you couldn't kill with a stick", he says [44].

Tomasulo of the Peekskill restaurant and bar Gleason's that are cooked in a wood-burning oven (The summer pie, with garlic-scape pesto, cherry tomatoes and roasted corn, is a standout) [45].

Nowadays Wikipedia shares the generic "wiki-" prefix in its name [8]. Related to universal electronic encyclopedia "Wikipedia", so called "wikiinnovations" which now implement the range of different concepts, have appeared due to the Hawaiian word "wiki", which means in English "quick".

The wiki first focused on its PeopleFinder database (a technology eventually adopted by Google) and then on ShelterFinder, one of the few comprehensive lists of shelter information available [46].

Moreover, the given example shows us that fact, that borrowed unit "wiki" not only took a definite, strong position in the vocabulary of modern English language, but at the same time it is implemented not only at the lexical, but also at the morphological level. In spite of its own, quite innovative characteristics and cyber-sphere direction of functioning, affix "*-wiki-*" increases the self-importance and combines prefix and suffix properties. Recently it is included in processes of

forming English-language innovations, f. e.: *wikigroaning*, *wiki-type model*.

Yahoo relies more on a Wiki-type model in which the community polices itself by correcting errors it finds in others' answers [47].

To the surprise of nobody, it's not the enlightenment philosopher. This is what we call "wikigroaning": the art of highlighting Wikipedia's bias toward things that don't matter [48].

The qualities he cited to Time to describe his campaign — "openness and transparency and participation" — were ones he said "merged perfectly" with the Internet. And they may well be the qualities that make him the first real "wiki-candidate". — The Wiki-Way to the Nomination (By Noam Cohen) [49].

In September, they posted the 1958 Police Act online and invited Kiwis and non-Kiwis alike to visit the site and type in their own revisions to the law — extending the concept of "Wiki"-style collaborative writing from encyclopedias to democracy [50].

Avenue, one of the main arteries of Buenos Aires, and a short subway ride to the Plaza de Mayo. He and the other newly hired wiki-consultants tended to stick out. They were a bit older [51].

Wetpaint, a startup that provides hosting and tools for building wiki-based Web sites, said on Tuesday that it had raised \$9.5 million in a second round of venture funding from Accel Partners [52].

"Involuntary transparency" is a new term I discovered when it was used to describe Wiki-leaks publishing of confidential documents. This term describes how the Internet/smart-phone age is wreaking havoc with retailer pricing, promotions, and profits [53].

So, morphemes are the smallest meaningful chunks into which you can divide a word. The given innovations exemplify the "derivational or creative morphology because a new word is derived in the process" [9]. Traditionally, compounding and affixation have been considered as different and unrelated word-formation processes, sometimes assigned to two different components of grammar, derivational morphology and syntax, respectively [10, 151].

Recently one can observe the implementation of affixal element *-finder*, which was formed through redefining the metacognitive method of compounding in which network the model (*word + -finder*) has acquired the signs of constant component and later became that, which may be identified «as one that is easily joined to», that is it has changed its «functional orientation». Such a case could be demonstrated with the help of the

following neologisms, as: *man-finder*, *Wi-Fi finder*, *College Finder*, *form-finder*, *gift finder*, *Hotel Finder*, *Person Finder*, *Identity Finder*, *fact-finder*, *plan finder*, *University Finder*.

"I made something because I wanted it for myself". While the idea for a geolocative *man-finder* had been floating around in Mr. Simkhai's consciousness for a long time, he said... [54].

First, availability varies greatly by country and region (you can check overall coverage on *Wi-Fi finder* apps or sites). Second, using public Wi-Fi can expose you to hackers [55].

He built Ivory Tower, a residence hall of one- and two-bedroom suites complete with living room, kitchen and private bathroom (featured last year on the *College Finder* website as one of the five best dorms in the United States) [56].

"He has embraced a definition of architect to include researcher, inventor, *form-finder*, engineer, builder, teacher, collaborator, environmentalist, humanist, and creator of memorable buildings and spaces" [57].

Toys R Us' website has a new "*gift finder*" that features top gifts for every toy category and allows shoppers to easily search items by age group and price range, among other factors. And they've set up two shops in stores [58].

The direct booking trend is also being fueled by a boom in metasearch tools such as Google Flight Search, Google *Hotel Finder*, Hipmunk and Hopper, which make it easy to compare prices across multiple brands [59].

"That's why efforts to restore family links are so important", Ms. Nelson said in an email. Google's *Person Finder* was tracking about 6,300 records as of Monday evening [60].

"This was obviously very innocent", said Todd Feinman, the chief executive of data security firm *Identity Finder* who audited the Bush email database and provided the results to The Associated Press [61].

"Just that alone takes you far from photography as a *fact-finder*". Take, for example, a series of portraits of the literary critic Hugh Kenner [62].

Healthcare.gov, the federal marketplace, also offers a "*plan finder*" tool that lists A. C. A. — compliant plans offered outside of the exchanges [63].

The professional networking site LinkedIn has just come out with its "*University Finder*", which identifies which colleges are popular with which companies [64].

Another criterion, which has been used to distinguish affixes from compound elements, is selectiveness. Affixes are believed to select their bases since they may impose restrictions of different kinds on the shape

of the bases they attach to. However, the nature and the mechanisms of selection in affixation are still under debate [6, 56].

In modern English such a word-forming element as *-phobia* is widely used. The connotation of newly created lexical units depends on the denotation of affixal elements, represented in their structure. This could be shown at the example of derivational element *-phobia*, (*-phob*), as «uncontrolled fear» or «the one who feels it» causes the negative associations, no matter what is the basis of the word. For example, the proper name "Barack Obama" does not cause negative emotions, while the element *-phobia* completely changes its connotation: (Negative feelings about U. S. presidential candidate Barack Obama, particularly those based on racism or unfounded rumors).

The 12-word message created hubbub in both the mainstream media and the blogosphere, sparking a discourse on racism that ran the gamut from rough to ridiculous. Online commentary included admonitions to «lighten up, people», as well as accusations that «*Baracknophobia*» is alive and well in the Republican Party [65].

No less linguistic attention is attracted by innovations: *Luposlipaphobia* — fear of being pursued by timber wolves around a kitchen table while wearing socks on a newly waxed floor, also from Gary Larson's *The Far Side*; *Nihilophobia* — fear of nothingness, as described by the Doctor in the *Star Trek: Voyager* episode *Night*.

New lexical unit *Venustraphobia* — a fear of beautiful women has got its popularity and enriched the stuff of English innovations due to release of the new album, named "Venustraphobia" by the group Casbah Club in 2006. At the process of its creation such output units, as a word-combination "*Venus trap*" and suffix «*-phobia*» took their part.

We consider that it is the mental mechanism of analogy, which causes the active use of one of the composite's components in a range of similar derivatives. In this way, it occurs the consolidation of the element at the morphological level [1, 47]. Besides, all the represented material exemplifies the dialectical link between the morphological, lexical and syntactical levels of the language system. Given above examples show us, that English conceptual system constantly develops and modifies through the process of categorizing of new information. It is caused by its close interaction with the surrounding reality in the current conditions of globalization. Therefore, the inner development of the conceptual system occurs through the continuous and dynamic forming of new concepts in the system of existing conceptual structures.

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Poetics of onym in verse

Abstract: The linguistic techniques, determining the interaction of *onym* ↔ *poetry text*, were investigated. The involvement of *sounding* — *meaning* of poetonym and context in the onym's symbolization was proved.

Keywords: alliteration, assonance, context, form, imagery, meaning, poetonym, rhyme.

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Поэтика имени в стиховой речи

Аннотация: Изучены языковые средства и приемы, обуславливающие взаимодействие *имя* ↔ *поэтический текст*. Доказано участие *звучания* — *значения* поэтонима и контекстного "окружения" в символикации собственного имени.