New Slang Expressions-Neologisms to Denote the Phenomena of War: A Translation Aspect of the Neglect

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Abstract

The phenomenon of war broadcasts military discourse, which is often considered a "separate language" full of stylistic figures: rhetoric, puns, metaphors, and neologisms. The latter often function as keys to ideology and thus reflect a certain vision of the world. Such categories pose significant challenges for translation, as these "ideological keys" are often incomprehensible to the target audience. First of all, these are terms with connotations that refer to socio-cultural reality, socio-cultural reality, or derived from connotations known only to the military, which are difficult to translate and, according to some scholars, are untranslatable. The purpose of the article is to propose a theoretical model and a methodological description of the ways of translating slang expressions-neologisms of military discourse that have entered the English language as a result of the war in Ukraine. The result of the work is an analysis of the ways in which Ukrainian slang expressions-neologisms entered the English language and the ways in which they can be translated. Each neologism characterizes a certain category according to the criterion of the channel through which it spreads - through peer-to-peer networks and through the media, respectively. The application of the theory of innovation diffusion to neologism provides food for thought about the typology of speakers in terms of their sensitivity and adaptability to neologisms. The difference between disparaging slang expressions-neologisms, in particular, dysphemisms and ethnic slurs and neologisms with ironic connotations is noted. The conclusions of the study formulated the ways of translating neologisms: borrowing, calquing, literal translation, transposition, modulation, equivalence, adaptation, and translation methods: a combination of calquing/literal translation with explanation or definition, deletion and replacement, and translation by equivalent with the creation of own neologism.

Keywords: slangism, neologism, diffusion, translation, bilingualism

1. Introduction

1.1 Introduce the Problem

The proposed study focuses on the translation of Ukrainian slang expressions-neologisms into English. In the light of the events in Ukraine caused by the war and as relations between Ukraine and the outside world become increasingly closer and political and military developments in both countries influence each other, quality translations are essential. In this context, the paper emphasizes that we can never talk about the "untranslatability" of certain linguistic phenomena. We believe that there are always ways of translation that a translator can use to solve translation difficulties. Therefore, the central question of this study is the following: How can neologisms from the Ukrainian language be translated into English? Is it possible to apply in this context the theories of translation that underlie translation as it exists today and theories of military and political discourse, including neologisms? Is it possible to apply different solutions to specific slang expressions-neologisms? What are the main problems that arise in the translation of military and political slang expressions-neologisms and is it possible to offer the most effective translation for such linguistic formations?

1.2 Explore the Importance of the Problem

Effective translation requires a perfect command of both languages. This means that, firstly, the translator must have a deep knowledge of words and their meanings, and secondly, he or she must be familiar with idiomatic expressions. This knowledge is necessary but not

sufficient, especially when dealing with more complex categories such as slang expressions and neologisms. Translators need additional skills, namely the ability to recognize connotations, as well as in-depth knowledge of the society and culture of the target language. In other words, it is not words that are translated, but ideas. According to Awadh & Shafiull (2020), it is important for a translator to be able to "place" a text in its social and cultural context. The meanings of words and phrases are not expressed in different words in different cultures. On the contrary, they largely depend on the language community. The more diverse the cultures, the more difficult it is to translate, and the more rooted a word (or phrase) is in a culture, in other words, the more it reflects that culture, the more difficult it is to convey it in a language outside that culture.

With this in mind, the purpose of this paper is to choose an effective translation strategy that would best cover the events taking place in Ukraine. To convey that language in military-political discourse and polemics is often deeply rooted in the socio-cultural context. These discourses pose translation challenges.

1.3 Describe Relevant Scholarship

Related scholarly works mostly describe how to translate and, in particular, the difficulties associated with word connotations and differences in socio-cultural cultural context (Jalilbayli, 2022a). However, at present, all translators agree in principle that this type of difficulty exists and that it needs to be taken into account when translating. There is no perfect solution yet. Different specialists use different approaches to solving this problem. Kharitonenko (2022) focuses on different aspects of the problem and suggests different possible solutions. This paper provides an overview of the theories underlying translation. In order to better understand the specific theories of translation of military-political discourse, it is necessary to first consider the general theories on which they are based. These are systems expressed on the one hand by the distinction that must always be taken into account when translating, i.e. the old distinction between literal translation and so-called communicative translation, on the one hand, communicative translation, and on the other hand by the difficulties that are of interest in the context of the presented study, such as problems related to connotations and cultural specificities of translation, as they are very common in military-political discourse. Qizi (2021) highlights the difficulties of cultural and connotative equivalence in translation. The author distinguishes between two types of equivalence or correspondence: 1) formal equivalence, which implies preserving as much of the form and content of the source text as possible in the translation text; 2) adequate equivalence, which implies preserving the content of the source text in the translation as much as possible. As a rule, the type, style, and structure of the target language are preserved so that the reader of the translation does not have to make efforts to understand the text (Trach, Tolmach, Chaikovska & Gumeniuk, 2020). In a similar work, Tymoshchuk (2022) identifies dynamic equivalence, which aims to produce the same effect on the reader of the original text as on the reader of the translation. Scholkmann (2020) argues that the quality of a translation is always a function of the intended purpose. It is necessary to take into account the audience for which the translator is working. Hauer & Kondrak (2020) are among the first to analyze in more depth the difficulties associated with connotations that arise in translation. According to them, there are three factors that can contribute to the emergence of connotations: the object associated with the word, the practical circumstances in which the word is used, and the linguistic framework. Poplavskyi, Rybinska & Ponochovna-Rysak, (2020) in the same aspect point out that connotations can differ even among different members of the same linguistic community because they are highly individualized.

1.4 State Hypotheses and Their Correspondence to Research Design

The presented work formulates approaches to translation based on communicative translation, which is ipso facto a subjective process since it is primarily intended to have a certain impact on the reader's mind, and this is very important in the context of war and the unacceptable actions of the enemy. An English-speaking reader must clearly decode the neologisms and connotations that enter the English language because of the war in Ukraine (Korneiko, Tarangul, & Dovzhuk, 2023). The hypothesis of the paper is that translation depends on the author's intentions and various criteria that apply in each case. Translation largely depends on the judgment of the translator, who must understand not only the text but also what the original author meant. Therefore, we are guided by the idea that the author's intention has a pragmatic purpose.

2. Method

Using the method of synthesis and analysis, the paper selects and demonstrates various theories and translation strategies available to translators, presents the peculiarities of military and political discourse and polemics that can pose problems for translation. A corpus of slang expressions-neologisms was selected and the relevant translation theories were applied.

The choice of the corpus is based on three principles: first, being limited in time and space, we limited ourselves to translation from Ukrainian into English; second, these are words used by a fairly large group of speakers (military); finally, these words constitute a category of slang expressions-neologisms that have found their way not only into the free use of Ukrainians but also into the English language through the media. The criterion for translating such linguistic innovations is quite difficult to measure objectively, so the work was based, in particular, on the extent to which these words are used in a subtle way. In particular, the extent to which these words were broadcast without any further explanation by the Ukrainian-language media. The absence of explanations indicates that the public is so familiar with the word that it does not require additional explanations. The selected slang expressions-neologisms are all the more interesting for the study, as the assumed understanding is obviously not the same for the English-speaking public.

2.1 Theory Used

The translation was analyzed based on the concept of connotation. The concept of connotation is a polemical one since some words can have two kinds of meaning. Connotations as a type of extension of meaning that varies greatly from speaker to speaker and refers to all the subjective meanings given to a term.

2.2 Neologisms with a Pejorative Meaning

We have identified 14 unimportant connotations (words and expressions) that express contempt or disgust. Thus, the paper distinguishes between several types of disparaging slang expressions-neologisms, including dysphemisms and ethnic slurs.

2.3 Neologisms with Ironic Connotations

The article identifies 8 ironic figures of speech in Ukrainian military and political discourse. The translation of the selected neologisms is based on the implicit translation. Neologisms-slangisms with ironic connotations often do not have this connotation in English, so the translation can be literal with explanations.

2.3.1 Translation Options

Having explained the difficulties associated with the translation of connotative neologisms, the paper suggests various translation methods that can be used in these cases. Theoretical and practical translation systems and the peculiarities of military-political discourse and polemics are important here, as they are the best way to translate in light of the theory of translation of realities. Theoretically, a translator can work with connotative slangisms-neologisms in terms of borrowing without and with an explanation.

2.3.2 Measures and Covariates

The addition of explanatory information may seem unnecessary, but it allows the translator to clarify both the denotation and connotation of the expression. This process can be especially useful in cases where the term or a component of a term refers to another connotative term.

2.3.3 Research Design

The paper proposes a theory of translation of realities that is most effective for translating slang expressions-neologisms that relate (exclusively) to the Ukrainian military and socio-cultural phenomena. The paper deals with the question of how socio-cultural features and their connotations can be conveyed in the target language.

2.3.1 Terms for Socio-Cultural Phenomena

When translating military neologisms, one cannot avoid the fact that this type of discourse is often deeply rooted in socio-cultural reality. The translation of these neologisms is often problematic for the three reasons described below.

2.3.2 Translation Options

Given that there are many problematic aspects of translating slang expressions and neologisms, it is very difficult to find a translation method that takes all these elements into account. At the same time, it is important to preserve elements, and this choice depends on the term, context, target audience, and purpose of the translation.

2.3.4 Experimental Manipulations or Interventions

Two other points should be noted within the framework of the presented study. The first is that there are many ways in which military-political discourse can be translated. It is always necessary to take into account other linguistic and extra-linguistic means (if applicable) in order to be able to choose the translation that best suits the overall tone of the text and the situation. There are time and space limitations in this work. Therefore, only the smallest units of translation, i.e. individual words and slang expressions-neologisms, were selected for the work.

3. Results

The translation analysis was based on the concept of connotation. The concept of connotation is a controversial one, as it is often difficult to draw a line between the connotation and the denotation of a word. Some words can have two kinds of meaning: A "pure" meaning, called a "denotation," and an additional meaning, called a "connotation" (Zhang & Liu, 2022) Consequently, connotations are a type of meaning extension that varies greatly from speaker to speaker and refers to all subjective speakers and refers to all subjective meanings that are given to a term.

The selected models of translation of slang expressions-neologisms distinguish between the signifier and the signified. That is the mental representation and the acoustic image of the word, which together produce a sign that carries a denotative meaning. The resulting sign, on the other hand, acquires an additional meaning. It becomes signified and seeks connotative meaning itself. The difficulties associated with connotations for translation are that connotations are unstable, not only in different cultures but even among different native speakers (Maggo, & Garg, 2022). However, this paper proposes a classification based on the intentions of the speaker. This is due to the fact that the selected corpus of slang expressions-neologisms emerged against the backdrop of war and, one way or another, has the potential to influence public opinion, which means that their connotations are as clear and "stable" as possible for the public to understand them (Sari & Saifudin, 2022). Moreover, this categorization is important for our study, and we focus mainly on translation aspects rather than on the

details of the ideas behind the connotations, so the proposed classification is rather general.

3.1 Neologisms with a Pejorative Meaning

Pejorative connotations usually refer to words or expressions that express contempt or disgust. Thus, we can distinguish between several types of derogatory slang expressions-neologisms, including dysphemisms and ethnic slurs (Table 1):

Table 1. Translation of connotations of dysphemistic slang expressions-neologisms and ethnic slur

Ukrainian linguistic new formation	English translation
Рашизм	Rushism is a neologism meaning the Russian version of Nazism, all manifestations of fascism, whose peculiarity is the hatred of the democratic world
Рашист	Rushist is a neologism (dysphemism) that originated from the combination of the lexemes "Russian" and "fascism". It is especially popular in the mass media. It expresses Putin's expansionist ideology
Орки	Orcs is a neologism (dysphemism), analogous to the monsters in John Tolkien's Lord of the Rings trilogy. The neologism is endowed with pejorative semantics, describing Russian soldiers who invaded Ukraine in 2022.
Гауляйтер	Gauleiter, a neologism (dysphemism) with the initial meaning "Nazi official during World War II," took on a new meaning in the context of armed aggression, Expresses disdain for collaborators
Зукраїнити	To be ukrained (or alienated) is a neologism describing the global humiliation of an aggressor country.
Чорнобаїти	Chornobaites is a neologism with a pejorative meaning and characterizes the repetition of the same mistakes.
Макронити	Macronites is a neologism expressing strong concern, but no attempt to help. **It d**escribes the French president's inaction over the Russian invasion of Ukraine.
Путінферштейн	Putinversteher (German: putin and verstehen) is a neologism (dysphemism) conveying justification or understanding of Putin.
Шойгувати	Shoiguing is a neologism describing the neglect of Russian Defense Minister Sergei Shoigu's speeches, pretending that the war is going according to plan.
Скрепи	Screps is a neologism describing the concept of "spiritual crosses". It expresses some incomprehensible values that supposedly hold the Russian nation together.
Укри	Ukry is a neologism, an abbreviation for Ukrainians. A pejorative word invented by the Russians to refer to Ukrainians.
Хуйло	Khuilo is a neologism (dysphemism), a pejorative term for Putin in Ukraine.
Хуйлостан	Khuilostan is a neologism invented as an alternative to the name Russia.
Путиніст	Putinist is a neologism (dysphemism) cognate of Putin fans.

Sample: author's own development

Dysphemism has the following definition: an expression with an offensive connotation either for the designated person or for the public, and which is used for this reason (Rabiyeva, 2022). For example: 1. Свинособака/the dog-swine is used in denoting russian soldiers; 2. Свинорилі/pigmy – the same pejorative connotation. Ethnic slur can be seen as a specific form of dysphemism, with the difference that in this case, the connotation refers to a specific ethnic group. A term can be derogatory in two ways, which can also be combined into one word. Either the term itself or a component of the term carries a pejorative connotation. Either the term itself carries a pejorative connotation or the pejorative connotation is based on the fact that the term or a component of the term refers to another term with a pejorative meaning. Obviously, for translation purposes, the latter option causes the most problems, since both the term and its component part have a pejorative connotation. In this case, the term being translated and the term on which the translation is based are often unknown to the target audience.

Irony is a figure of speech that is often found in military and political discourse, especially in neologisms. It is important to note that the

concept of irony is a subjective phenomenon, which means that irony is based on the implicit and that it depends entirely on the context of utterance, the speaker, the purpose, and the target audience. In practice, this means that in military discourse, words with ironic connotations often do not have this connotation at the time of their use, but they acquire it when they are used in the media and used for criticism (Table 2).

Table 2. Neologisms with ironic connotations

Ukrainian linguistic new formation	English translation
Аналоговнєт	"No analogues" – something invented in Russia
Затридні	"Inthreedays" – unrealistic plans
Іхтамнєтити	"To they shouldn't be there" - to destroy enemies, to remove what shouldn't be there
Чмоні	Chmony – Neologism (dysphemism). Russian military officers and supporters of Putin
Бавовна	Cotton – a bang is an explosion in Russia, Belarus, or on the territory temporarily controlled by the occupiers
Завести трактор	To start a tractor – to use the most unexpected argument, the most unexpected means of struggle
За поребриком	Beyond the porebrik – in Russia
Йти за російським кораблем	To follow the Russian ship – to fail.

Sample: author's own development

Having explained the difficulties associated with the translation of connotative neologisms, the paper suggests various translation methods that can be used in these cases. Theoretical and practical translation systems and the peculiarities of military-political discourse and polemics are important here, as they are the best way to translate in light of the theory of translation of realities. Theoretically, a translator can work with connotative slangisms-neologisms from the following perspective:

1. Borrowing without explanation (retention), i.e. transposing a Ukrainian word directly into English text without providing additional information, but putting the word in quotation marks or italics. This procedure can be used only if the audience is already familiar with the definition.

2. Borrowing with explanation:

- the designation of the word in Ukrainian, possibly in brackets.

- the connotation of the word in Ukrainian, possibly in brackets. You can add, for example, "a derogatory term denoting (...)". The advantage of this approach is obviously that the connotations are not lost. On the other hand, this type of explanation can make the translation more difficult to read.

Adding explanatory information may seem unnecessary, but it allows the translator to clarify both the denotation and connotation of the expression. This process can be particularly useful in cases where based on the fact that a term or a component of a term refers to another connotative term.

3. A level that is only possible when the word to be translated consists of units that also exist as independent units in English. In addition, one should be aware of the fact that the individual components do not necessarily have the same denotations and connotations in English as in Ukrainian. As in the case of borrowings, you may consider adding additional information about the denotation, connotation, and/or origin of the neologism.

4. Using an equivalent expression or a close equivalent, if available. On the other hand, it should be borne in mind that, despite equivalence, expressions do not always have the same connotations in both languages.

5. It may be possible to consider dropping the connotations of a term if it is felt that they are not relevant to the target audience. However, such a choice can only be made in the broader context of the text. In our study, we analyze individual words, so given that we are analyzing individual words in our study, we will not use the term.

6. Combining the various features listed above.

In the context of the above examples, it is worth mentioning the pragmatics of translation. Pragmatics is concerned with what is said (locative function), what is done (illocutionary function), and the consequences of what is said and done. According to Huang & Xia (2021), every new utterance is both a locative act and an illocutionary act.

However, we believe that every military-political utterance is simultaneously a locative, illocutionary, and perlocutionary act, and we would

add that all three acts can be performed even within a single word. In fact, when used in a certain context, a word can accomplish something (e.g., affirmation, negation, or threat) and achieve something (belittle, ironize, discredit, etc.). The use of neologisms with ironic connotations, dysphemisms, and ethnic slurs is one of the features of military and political discourse and is one of the most powerful semantic weapons.

The use of slang expressions and neologisms is a manifestation of the speaker's intention to describe reality with the help of his or her own vision. According to Nowak & Wierzchoń (2020), these words are more "stubborn" than others, mainly because of their performativity. By their very appearance, they reveal trends, which they then help to reinforce, as they are picked up by other circles and transmitted to the masses through the media" (Shahlee & Ahmad, 2022).

The performative power of slang expressions-neologisms is often based on the implicit since only those recipients who are sufficiently familiar with the background of the subject will understand it. It is this knowledge that makes it possible to understand the "coded language" of neologism, which the recipient receives from collective memory and recent history.

In the end, the author of a neologism only suggests associations, counting on the audience's inclination to create them. This is why implicitness is a real challenge for translators.

4. Discussion

The birth of neologisms is to some extent related to the great influence of the media and the changes in discourse caused by this modern phenomenon. Press efforts to spread neologisms are increasingly focused on radical statements rather than "ideas" (Thompson, Roberts & Lupyan, 2020). The school of European translators is of the opinion that if we look at the phenomenon of neologization from this perspective, the introduction of a new concept and a new concept is more common, as it is new in both the literal and abstract sense (Sydor & Nanivskyy, 2018).

First of all, it should be noted that there is no consensus on the exact definition of the term neologism. In other words, there is a general agreement that it is a "new word", but it is not specified what kind of phenomenon it is, how long it takes for a new word to cease to be new, and what are the criteria for a neologism to be lexicalized.

Yatsenko (2022) explores the philosophical content of the term "national mentality," which is often used in sociophilosophical discussions but lacks clear definitions. The article raises research questions about the extensiveness and coherence of existing definitions, emphasizing the complexity of the concept and suggesting a multidimensional approach to understanding national mentality, with implications for various fields and interventions based on a philosophical foundation. Dictionaries, of course, provide some clues, but "lexicalization" can only be said to occur when a word has been learned by a sufficiently large number of speakers, regardless of whether it is in a dictionary or not (Floccia, Delle Luche, Lepadatu, Chow, Ratnage & Plunkett, 2020). In any case, the creation of neologisms poses a significant challenge for translation. Firstly, because these linguistic innovations have never been translated or have been translated very rarely, so the translator cannot rely on existing translations. Second, neologisms in most cases denote new phenomena that exist only in the socio-cultural reality of the source language. Esmail et. al. (2020) explains this by stating that: "Languages differ mainly in what they should express, not in what they can express". In a related study, Elejalde Sáenz (2020) brings neologisms into the realm of pragmatics. Pragmatics is defined as the study of the relationship between language and the context in which it is spoken. In other words, pragmatics seeks to analyze the use of language in communication and cognition, and this includes, in particular, the study of the purposes of texts or utterances.

In contrast to the presented study, Bondar, Bachynska, Novalska, Kasian, Kuchnarov & Pylypiv, (2020) discuss the distinction between semantic and communicative translation, or formal and dynamic equivalence, which actually relates to the problem of translation typology. To distinguish between different types of text, the authors propose a triple classification. Jalilbayli (2022b) discusses the philosophy of linguistic culture in the context of Azerbaijani linguistics, emphasizing the epistemological approach and the role of vocabulary, cognitive linguistics, and cultural aspects in the philosophical examination of language and culture in Azerbaijan. However, from the perspective of this paper, we distinguish seven strategies for translating slang expressions-neologisms, emphasizing that the choice of the most appropriate method depends, among other things, on the literary descriptive and affective value of the source text, the situation of utterance and the intention of the author of the neologism: borrowing, calquing, literal translation, transposition, modulation, equivalence, adaptation.

5. Conclusions

The translation of Ukrainian slang expressions and neologisms of military and political discourse into English poses a number of problems. Most of these difficulties are related to the fact that this type of neologisms is deeply rooted in today's reality. This is compounded by their connotations, which are often unclear to the English-speaking public. These characteristics mean that a simple literal translation is not enough in many cases. The results of the work showed that it is often necessary to use a combination of two or even three translation strategies. For neologisms that refer to socio-cultural phenomena, a combination of calquing/literal translation with explanation or definition is often necessary. On the other hand, in cases where a Ukrainian neologism is completely untranslatable and incomprehensible to an English-speaking reader (because it is a play on words), the term can be deleted and replaced with an English definition or explanation. With regard to neologisms-slangisms derived from a politician's surname, it is important to consider, among other things, whether the person is known to the English-speaking public. Then, you can consider the translation methods suggested above. When it comes to translating neologisms with connotations, it sometimes happens that there is an equivalent in English. The translation may be such an equivalent, but it can also be translated by creating your own neologism in English, by calquing or retaining the Ukrainian term with an explanation of its

meaning and/or origin. In this study, we also found out the importance of neologisms entering the language through the media.

The aim of this study was to offer recommendations for the translation of slang expressions-neologisms, but there are certain limitations in the sense that there are many more factors that are involved in translation practice, such as the role of context, target audience, and purpose of the translation.

Nevertheless, the research presented here can be seen as a basic model that does not aim to offer an ideal solution that can always be applied, but rather to suggest different translation possibilities and conditions for their application.

Prospects for future research are to analyze the application of the proposed methods in specific contexts in order to develop a classification of the most appropriate translations for each type of text.

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