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THE PHENOMENON OF LINGUA-CULTURAL REALIAS: SOME NEW WORDS OF THE RECENT YEARS

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New words as lingua-cultural realias of Anglophone media texts of the XXI-st century are under study. The ways of using these new words while teaching academic courses "Anglophone Press Language", "Anglophone Media Language Studies" and practical English course are given.

Key words: *realia, cultural realia, lingua-cultural realia, neologism, meta-language*

The meta-language of Anglophone mass media is considered to turn into a universal one that is the amalgamation of some coded lexical units, when everyone knows their code. This kind of the English language is about to overcome the boundaries of its ethnos, its country in order to become an international language that is called to be the World (or Global) English. This allows us to regard lexical units of media texts as basic ones of this meta-language.

While considering a mass media text as an "energetic-informational realization of Collective Consciousness" [1, p. 98] and journalists (mass media writers) as communicators and conductors of any culture [3, p. 430], it is possible to state that any mass media text is characterised with the usage of some unique lexical units representing the peculiarities of any culture.

Contemporary Anglophone mass media texts use both universal well-known English words and some lexical units that are usually considered to be codes and symbols describing definite phenomena of a definite language society or culture. These codes and symbols are regarded as realias which are names of some specific things, phenomena, facts, features characterizing a definite language society or culture and being strange for others [2, p. 137].

Tomakhin G. regards these notions as "cultural realias" (культуре́мы). He defines them as words that are names of some objects, historical facts, social institutions, national, folklore and mythological characters, which are specific for definite nations or culture [5, p. 15].

The main feature of a cultural realia is the specificity of its "objective content" that represents the link connecting this lexical unit with some definite cultural sphere and some definite historical period. So any cultural realia has its national and historical colouring.

While realias define some strange and unknown objects, facts, institutions, phenomena, cultural realias are the same ones but referring to the definite culture sphere and any reader can see their national and historical colouring and refer them to the proper language society. Some "cultural realias" are undoubted as they have no equivalents in other cultural system.

The lexical realization of "cultural realias" can be considered to be lingua-cultural realias. Usually they are not strange for people willing to know a foreign language but specific for a definite society (*the Golden Gate, Monica Gate*).

There exist universal lingua-cultural realias. They used to characterize any culture or language system because of their invention or first appearance there. But now they don't correspond to the

definite culture or language society because they managed to overcome its boundaries and become the lexical units of the World (or Global) English (*Internet, web-site, management*), because such universal lingua-cultural realias are common for many societies.

For example, McDonald's is considered to be a cultural realia referring to the American society because of its place of existing, but this cultural realia is on the point of being a lingua-cultural realia defining a specific and unique way of eating ("fast food") having its types anywhere.

It is mass media that give the birth of such new common lingua-cultural realias and usually they are regarded as neologisms. But their English version dominates and is getting more and more popular because of the global influence of English in their creation. So mass media are characterized with the process which can be observed as the wholesale adoption of English words with their original form and meaning. The mass media of other languages varied in their tendency to do this, though the majority of newly appeared lingua-cultural realias has become pretty much universal while forming a global English vocabulary. And it is mass media that try to fix such common lingua-cultural realias in a reader's memory.

The following lingua-cultural realias represents phenomena typical for any countries but their English form dominates because they are the lexical units of the World (Global) English. These words have recently appeared in mass media and date back to the very beginning of the XXI-st century. Try to keep them in your mind and enjoy while using.

A. Mind the following information:

earworm (sticky tune): a song or tune that a person hears repeatedly in their head – 'They bore into your head. They won't let go. There's no known cure. Earworms can attack almost anyone at any time. ... Earworms are those songs, jingles and tunes that get stuck into your head (Daniel DeNoon, *Lycos Health*, 27th February 2003)

me time (me-time): a period when someone relaxes by doing something that they enjoy – 'There's alone me time where I could go get a massage or a pedicure, or go for a drive. Then there's fun and frolic me time when I get together with special people and laugh, eat, drink, talk. Both do wonders for me.' (e-mail, February 2003)

to google (to Google): to use the Internet search engine Google™ to find information about someone or something (Googling *noun*, Googler *noun*) – '... soon-to-be parents are Googling potential baby names to ensure their future little angel won't share his with a serial killer. An entrepreneur seeking venture capital Googled himself to see if his reputation would pass the due diligence process ...' (Dennis McCafferty, *USA weekend.com*, 28th April 2002)

middle youth: the period of a person's life, especially between their thirties and mid-forties, when they are no longer young but do not want to be considered as old or middle-aged – 'There has even been another category added, 'middle youth' ... for those of us well past our green years but not quite ready for middle age. According to the market research, this social group of thirty-somethings may well go out clubbing on a Saturday night but after a few hours' sleep 'they go to a garden centre'. They are living the life of the Middle Youth.' (Ruth Cherrington, 'Youth in Britain Today', *British Studies Web Pages*, British Council 2003)

studentification: the social and environmental changes caused by very large numbers of students living in particular areas of a town or city -- 'Students have officially been identified as the new scourge of Britain's towns and cities in a study blaming "studentification" for a string of social evils ... They include destroying respectable neighbourhoods by driving out families, triggering rat infestations, causing vandalism and forcing the closure of corner shops in favour of tatty burger bars and cheap off-licences.' (*The Observer*, July 2002).

bluejacking: the practice of sending anonymous text messages to another person's mobile phone by using the Bluetooth™ networking system (bluejacker, to bluejack) – 'She said the "priceless" expression on the face of her first victim as he tried to work out what was going on has

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turned her into a regular bluejacker. ... To be bluejacked you must make sure your phone can be discovered by other Bluetooth devices.' (*BBC News*, 4th November 2003).

set-jetter: a person who visits a particular place because it was featured in a book or film that they enjoyed – 'Tourist locations are seeing up to a 30 per cent surge in bookings from "set-jettlers", who like to visit places depicted in films, it was revealed yesterday ...' (*The Scotsman*, 9th August 2005)

egosurfing: the activity of searching the World Wide Web for occurrences of your own name (to egosurf, egosurfer) – 'Egosurfing, the practice of harnessing the Internet's vast data-collection powers to dig up information about oneself, has proved a popular application on the World Wide Web.' (*Wired News*, 4th April 2001) **cyberslacking (cyberloafing)**: using a company's Internet connection during working hours for activities which are not work-related, such as shopping, playing games and sending personal e-mails (cyberslacker, to cyberslack, cyberslacking) – 'Cyberslackers are costing Britain's small businesses almost £1.5bn per year ... A survey has found that many workers at small businesses are wasting time with e-mail messages and websites that have nothing to do with their jobs.' (*BBC News*, 1st November 2002)

phishing: the criminal activity of persuading people to give personal information such as passwords and credit card details by directing them to a fake website which has been made to look exactly the same as the website of a legitimate bank or other organisation (phisher, to phish) – 'Phishers send emails which purport to be official notices from banks or retailers saying that an account needs to be updated or informing about a new product on sale...' (*The Guardian*, 30th April 2004).

chocotherapy: a health treatment in which a cocoa-based cream is rubbed all over the body in order to cleanse the skin – 'This is not a scene from a fetish movie. This is a treatment room in Kensington, west London, and we are watching **chocotherapy**' (*The Telegraph* 4th March 2006)

winterval: a period of festivities which take place in the middle of winter, including Christmas and other religious or secular festivals – '... time for Australia to fall in line with places such as the UK, where councils have renamed Christmas "**Winterval**" and replaced references to Christmas on signage with the words "Festive" and "Winter".' (*Queensland Sunday Mail*, 4th December 2005)

Houseblinking: decorating the exterior of a house with a large amount of Christmas lights – 'Greetings **houseblinkers** and their admirers! The new **houseblinking** season is now upon us and we know that many of you have already been preparing furiously for this winter's display...' (*houseblinker.com*, 29th November 2005), 'Some streets with a lot of **houseblings** can attract many visitors, causing traffic jams and annoyance to neighbours.' (*The Observer*, 29th November 2005).

B. Try to guess the meaning of the following lingua-cultural realias:

Sheeple = sheep + people

Irritainment = irritation + entertainment (about TV programmes)

Chugger = charity + mugger

Bustitution = bus + substitution

Movieoke = movie + karaoke

Plagiarhythm = to plagiarise + rhythm

Shopgrifting = gift + shoplifting

C. Match the words and their definitions:

1. deshopper; 2. wardrobe malfunction; 3. fanfic, fan fiction; 4. supersize; 5. healthspan; 6. infomania; 7. WOW; 8. babymoon; 9. security mom; 10. bouncebackbility

a) a special holiday taken by parents-to-be before their first baby is born

d) the period of a person's life during which they are generally healthy and free from serious or chronic illness

e) the accidental exposure of an intimate part of the body because of a problem with an article of clothing

d) a condition of reduced concentration caused by continually responding to electronic communications such as e-mail, text-messaging etc.

e) to increase significantly in size, to make something increase significantly in size

f) new stories featuring characters and settings from a particular series of books or TV programmes, written by fans of the series and not by the original author

g) a person who buys something with the specific intention of using it and later returning it to the shop for a full refund

j) things are not going so well for you at the moment

k) the wife or girlfriend of a professional tennis player competing at the Wimbledon tennis championships

l) in the USA, a woman with children who is particularly concerned about terrorism and security issues

D: Guess the meaning of the following sentences:

1. 'He has also gone **cake diving** off the coast of South Africa to see the Great Whites in action and declares it an "amazing" not life-threatening experience.' (*Liverpool Daily Post*, 1st September 2005)

2. 'They say there's really only one fruitcake in the world and it just gets passed from person to person. Call it recycling or **regifting**, but passing on gifts we don't want or need is becoming a more acceptable part of our culture, experts say... Many Americans are devoted **regifters**. Nearly a third of shoppers have **regifted** at least one or more times, according to the 2003 American Express Retail Index on holiday shopping. On average, those who **regift** have done so at least three times. About 60 percent of women **regift** and 40 percent of men.' (*The Beacon Journal*, 21st December 2003)

3. 'It's called **smirting**, and it's almost certainly coming to a smoking zone near you soon ... If you think you've already **smirted** because you stand in the office car park three times a day sharing smoke breaks with Eric from accounts, think again. ... **Smirting** brings you into contact with a far greater variety of people than shuffling about on a dancefloor ever could ...' (*The Sunday Times*, 26th February 2006)

4. 'I am the **fat-fingered** fool who, overconfident of her online skills, recently tried to order one litre of goat's milk but ended up with five ...' (*The Telegraph*, 20th December 2005)

5. '... They ask how many 9/11s and 7/7s it will take for the West to realise that fighting terrorism is not targeting only Al Qaeda.' (*Khaleej Times*, 26th July 2005)

6. 'The British Dental Association has no objections: "If the **dental spa** 'experience' is more likely to make patients feel relaxed and comfortable in the dental environment ... we welcome news of these developments.'" (*The Guardian*, 7th January 2003)

7. 'He may engage in what researcher Sadie Plant, author of the Motorola report, refers to as "**stage-phoning**", in which the caller is effectively performing for innocent bystanders ... In extreme cases, performance may, in fact, be the entire point of the call.' (*The Chicago Tribune*, 17th July 2002)

8. 'West Australians are being urged to store an emergency contact number in their mobile phones to assist authorities in the event of a disaster or accident ... The "In Case of Emergency" (**ICE**) **number** would allow police and rescue workers to quickly alert family members if someone had been involved in a serious accident.' (*Melbourne Herald Sun*, 29th July 2005)

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9 '... a number of companies are turning to a new method to meet call center challenges: getting workers to handle calls from their homes. So-called **homeshoring** ... can boost productivity while cutting costs' ([CNET.com](http://www.cnet.com), 21st December 2004)

10. 'Since we introduced the pocket numbers game into the United Kingdom in November, it has **googolplexed** into a national craze and international pandemic.' ([Times Online](http://www.timesonline.co.uk), 14th May 2005)

E. Explain the meaning of the following words:

Cyber Monday, locationship, manny, mobisode, radiophobia, Denglish, garbology, hypnosurgery, afterparty, grief tourist.

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Сухенко И. ОСОБЕННОСТИ ФУНКЦИОНИРОВАНИЯ ЛИНГВОКУЛЬТУРЕМ: НЕОЛОГИЗМЫ XXI ВЕКА

Исследуются новые лингвистические единицы, которые появились в англофонном медиатексте в начале XXI века и приобрели статус лингвокультурем. Предлагаются способы применения таких неологизмов при чтении курсов «Язык англоязычной прессы», «Англоязычная медиалингвистика» и курса практического иностранного языка.

Ключевые слова: реалия, культурема, лингвокультурема, неологизм, метаязык

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Досліджуються нові лінгвістичні одиниці, які з'явилися в англофонному медіатексті у перші роки XXI століття та набули статусу лінгвокультурем. Репрезентуються способи застосування таких неологізмів при викладанні курсів „Мова англomовної преси”, „Англomовна медіалінгвістика” та курсу практичної іноземної мови.

Ключові слова: реалия, культурема, лінгвокультурема, неологізм, метамова

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