

# Digitally Lexicographized Neologisms of Douglas Coupland's Novel "Generation X": Software for Bilingual Electronic Dictionary

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## Abstract

This paper encompasses the algorithm of bilingual dictionary compiling. The original and translation of Douglas Coupland's work were analyzed in relation to neologisms extraction. Ninety items from the original novel were selected and contrasted with their translated versions. Next, their definitions and contexts within the sentences were singled out. Then, the software for the dictionary was created. Afterwards, the dictionary was filled up in accordance with the prior accentuated fields. All mentioned embraces the novelty of the paper since it has not been performed before in terms of bilinguality. The results of the paper may potentially lay the foundation for other elaborations of multilingual electronic dictionaries of different authors.

## Keywords

Digital lexicography, bilingual dictionary, translation studies, fiction, text, neologism, natural language processing

## 1. Introduction

Authors use a diversity of lexical means in fiction to affect the reader's mind in a desired way with the intention to foster readers' different mindset. Incorporating such vocabulary the author can realize the full potential of words and phrases and deliver his opinion clearly.

Most English neologisms are created by morphological word formation and meaning reconsideration of the existing lexical unit in the lexicon. The main ways of creating morphological neologisms are affixation, abbreviation (acronym), word formation and conversion. As the lexicon is replenished through objects and phenomena that become part of the public space, these are nouns that account for a large portion of new lexical units [5, 14, 15].

The author of the novel 'Generation X', Douglas Coupland fulfills his creative potential towards the needed effect through the use of the author's neologisms and occasionalisms. The novel 'Generation X' is brimful of neologisms, which the author uses to fully immerse the reader in years 1960-1970 and to familiarize them with new youth ideology [2, 16].

The author created an unusual layer of vocabulary which enriched the English language and immersed the reader into novel generation ideology, and revealed the society and lifestyle of the time.

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It should be noted that the author generated and applied into usage about 90 neologisms which stylistically emphasize the expressive mode the author's ideas.

Moreover, an impressive number of Douglas Copeland's neologisms are gradually gaining popularity in other spheres. They are mainly used by journalists and sociologists to outline new tendencies and convey contemporary trends in society to the public. The term «MacJob», used in the novel «Generation X» by Douglas Copeland, is now widely used in book and television advertising [17, 18, 19, 20].

For example, Amitai Etzioni, an American sociologist who used McJob's neologism in his article «MacJobs is harmful to children» in the Washington Post newspaper, contributed to an even extensive usage of the term. Another example is the neologism "Dorian Graying", which derives from the name of Oscar Wilde's philosophical novel "The Picture of Dorian Gray". Later, this term gained popularity in articles and forums, especially when it comes to youth, for example Robert Kastenbaum often uses this term in his book «Dorian Graying: Is Youth the Only Thing Worth Having?».

The novel we analyze frequently employs affixation, word construction and abbreviations as methods of word building, however there are no examples of conversion throughout the text.

## 2. Neologisms of Douglas Coupland: philological perspective

In the creation of actual neologisms, the method of affixation predominates. In contrast to the stem, derived and compound words are distinguished by the presence of semantic fragmentation and internal predication [1].

The question of distinguishing between occasionalisms and neologisms is relevant in modern linguistics, because these concepts are similar. Some linguists tend to consider occasionalisms as a subspecies of individual authorial neologisms, while others completely separate the concept of occasionalism from the concept of neologism.

It should be noted that occasionalisms are words formed by individual authors, which are used only once in their works, as a lexical tool to denote artistic expression. The creators of such neologisms can be both writers and ordinary speakers who come up with new words.

Having worked out the definition of "neologism" by the linguists [1, 3, 4], the working definition is as follows: neologism is a linguistic unit which bears a new meaning in comparison with the existing one in terms of unity of form and content and is actively used in language.

The suffixal method of word formation prevails since all the author's neologisms are related to the spoken vocabulary, so-called 'slang'. Among the most commonly used suffixes are -y/-ie -fication, -ism, -ness, -a,. For example, *yuppie* denotes highly educated young people, who are mainly focused on their careers; *obscurism* is a practice of adding sophisticated, though vague references into everyday conversation with the aim of praising your own education; *Armanism* is a name that derives from Giorgio Armani: the pursuit of impeccable, obsessed and controlled ethos of Italian fashion; *spectacularism* – a feeling of fascination developed from extreme situations; *lessness* – a philosophy of accepting of his or her own expectations regarding/of material sufficiency; *me-ism* – an individual's attempt to shape a religion under his own control in the absence of traditional religious upbringing; *brazilification* – the gap widening between rich and poor; *bambification* – mental transformation of living creatures of flesh and blood into animated characters with bourgeois – Christian beliefs and morality.

There are also prefixes tele-, anti- ethno-, etc. For example: *tele-parablizing* - adopted from the plots of TV series, moral, which is used in everyday life; *anti-sabbatical* - a job that people apply for with a clear choice to get occupied there only temporarily; *ethnomagnetism* - the tendency of young people to live in the environments emotionally more open.

Word formation is one of the most productive ways of creating neologisms, it consists in the morphological combination of two or more stems (bases). As a result, word formation forms a compound word, or a composite.

The novel contains many examples of word formations, and below are presented the most productive models of creation:

1. N+N (*café minimalism* – the act of professing the philosophy of minimalism in words without applying any of its principles in practice; *personality tithes* – payment for living as a couple; those, who used to be great individuals, become boring people; *rebellion postponement* – the tendency of young people to avoid traditional for their age activities and artistic experience in order to build (pursue) a career; *derision preemption* – a refusal to resort to any emotional crutches at all to avoid ridicule from peers; *poverty lurks* – a financial paranoia, instilled into children by their parents, who grew up during the economic crisis in the 30s; *earth tones* – a subgroup of young people who are interested in vegetarianism, partly colored clothes in hippy style, and occasional use of soft drugs; *successophobia* – a person's anxiety that after achieving success, they will abandon their personal needs and will no longer pursue a childhood dream.);

2. Adj+N+N (*emotional ketchup burst* – when thoughts and emotions boil up inside a person so much that they suddenly pour out, shocking employers and friends, most of which were convinced everything was fine; *mental ground zero* – a place where a person imagines themselves to be during a nuclear strike, often such place is a shopping mall).

3. Adj+N (*black holes* – a subgroup of Generation X, best known for wearing all black; *musical hairsplitting* – a habit of classifying music and musicians into pathologically fragmented categories; *occupational slumming* – a work position, which requires much lower abilities or education than the person possesses, in order to avoid responsibility and possible failures at the workplace; *poor buoyancy* – the realization that you were a better person when you had less money; *recreational slumming* – the tendency to engage in entertaining activities that you consider to be appropriate for a lower class than yours; *historical slumming* – visiting places such as canteens, industrial properties with smoke chimneys, remote villages – places where time seems to have stopped many years ago – in order to feel a sense of relief by returning to the “present time”; *poorochondria* – a hypochondria caused by a lack of health insurance; *native aping* – to pretend to be a local when visiting a foreign country; *expatriate solipsism* – happens to a person who arrives at a certain place abroad, as they consider it unexplored, but discovers there a lot of people, whose similar expectations also brought them here; *conspicuous minimalism* – a lifestyle tactic, similar to the Substitution Status. Lack of material wealth, which is displayed as a sign of moral and intellectual superiority; *architectural indigestion* – almost obsessive need to live in a “cool” architectural environment; *air family* – a false sense of proximity, which prevails among employees in the office; *historical underdosing* – to live in a time when nothing around seems to happen, mostly it is a symptom of dependence on newspapers, magazines and TV news; *historical overdosing* – to live in a time when there seems to be too many events happening, mostly it is a symptom of dependence on newspapers, magazines and TV news; *platonic shadow* – friendly relationship with a person of an opposite gender, which does not involve a sexual intercourse).

4. Adv+V (*underdogging* refers to the tendency of taking the side of a loser in almost any situation (it is expressed in the purchase of less successful poor quality products; *down-nesting* means the tendency of parents of an adult to move to smaller houses in order to avoid the return of their 20-30-year-old children home; *overboarding* is a complete immersion in work or lifestyle that seems to have nothing to do with an individual's previous lifestyle or interests)

5. Part+N(+N). (*legislated nostalgia* denotes the enslavement mood of a group of people to remember what they do not actually remember: «How can I belong to the generation of 1960 if I do not even remember anything from those years?»); *vaccinated time travel* means to represent travel back in time, but under the condition of having been given all required vaccinations in advance)

6. N+ Part+N (*fame-induced apathy* is the belief that it is not worth taking any action unless it makes you famous).

It should be noted that the word formation model implies not only words that are written and spelled together, but also phrases that contain already existing words, while their combination is presented as a new meaning.

It should also be noted that structurally Douglas Coupland's neologisms, which are created using a word-formation model, can be classified according to the number of words:

1. single-word (*Armanism, bambification, bradyism, ethnomagnetism, McJob, underdogging, squirming, successophobia, survivulousness, spectacularism, ozmosis*).

2. two-word (*air family, architectural indigestion, black dens, bleeding ponytail, celebrity schadenfreude, consensus terrorism, decade blending, divorce assumption, dumpster clocking, rebellion postponement, power mist.*)

3. three-word (*bread and circuits, cult of aloneness, diseases for kisses (hyperkarma), knee-jerk irony, mental ground zero, mid-twenties breakdown, poverty jet set, sick building migration, vaccinated time travel, veal-fattening pen*)

4. four-word (*the emperor's new mall, Jack-and-Jill party, ultra short term nostalgia*)

The abbreviation is the process of reducing the number of phonemes and/or morphemes in words and collocations existing in the language without changing their lexical and grammatical meaning, resulting in a new nominative unit appearing.

Abbreviations are referred to as infrequent ways of creating neologisms, even so, the number of new words formed by this method is constantly growing. This increment is explained by the fact of linguistic rationalization and linguistic efforts accumulation.

Abbreviations and acronyms make up a large part of the word shortening. The scope of their use is (by and large) generally narrow, but in Coupland's slang, many acronyms and abbreviations are associated with various spheres of human activity. For example [taken from 2]:

QFD- quelle f \*king drag. "Jamie got stuck at Rome airport for thirty-six hours, and it was, like, totally QFD."

QFM - quelle fashion mistake: "It was really AM, I mean painter pants? That's 1979 beyond belief."

AVD (anti-victim device) - a small fashion accessory worn along with conservative outfits, indicates that the person still has a smouldering spark of individuality.

Telescopic word (*telescopism*) denotes the process when a new word arises from merging the full word stem of one word with the abbreviated word stem of another, or from merging the abbreviated word stems of two words. The meaning of such a new word in most cases contains the combined meaning of both its components. Examples of telescopism include *cryptotechnophobia* (cryptocurrency + technology+ phobia), a deep belief that technology does more harm than good.

Moreover, the use of the neologism "Jack and Jill party," which refers to an expectant mother's-to-be party or "shower party" in American holiday advertisements, cards, or websites, is appealing. In fact, the tradition of celebrating the birth of a child is not new to Americans, this is what led to the widespread use of the word.

The term "Successphobia" is also often mentioned in business literature as a person's fear of having achieved success and neglecting their personal needs, or in various forums when it comes to the balance between success and moral values.

All in all, having analyzed the neologisms Coupland uses in his novel, we can conclude that the principal mode of word generation is word formation and affixation, namely prefixation and suffixation.

There are also sporadic instances of shortenings (abbreviations and acronyms). Worth emphasizing, affixation and word formation are among the most productive morphological ways of coining neologisms in English and the general linguistic background.

### 3. Coupland's digital dictionary of neologisms

It should be noted that all Couplend's neologisms are presented and stored in different online or printed dictionaries, meaning there is no one single resource, where all Ukrainian equivalent neologisms can be found. Thus the developing of Douglas Couplend's Dictionary of Neologisms is the most appropriate decision, because it significantly simplifies the study.

#### 3.1. Glossary collection

We have first collected all the neologisms available from the original nove. Next, we clarified their equivalents in the Ukrainian translation. Later on, we worked out the definitions to all of the items found. For the comfort of our use, the list is organized alphabetically.

- 1) air family ( повітряна родина) - фальшиве відчуття близькості, що панує серед працівників одного офісу;
- 2) anti-sabbatical ( антивідпустка) – робота, на яку йдуть, заздалегідь вирішивши попрацювати там лише тимчасово (часто - рік). Ідея зазвичай полягає в тому, щоб заробити достатньо грошей для іншої, важливішої з особистих міркувань діяльності, на кшталт малювання акварелей на Криті або створення в Гонконгу дизайну для светрів;
- 3) anti-victim device (AVD) (оберіг псевдо нескореного (ОПН))- невеличкий модний аксесуар, який носять разом із консервативним одягом; він має свідчити про те, що всередині цієї особи, ще тліє іскра індивідуальності;
- 4) architectural indigestion ( архітектурне нетравлення) - майже одержима потреба жити в «крутому» архітектурному середовищі. Часто вона передбачає наявність об'єктів фетишу включно з чорно-білими мистецькими фотографіями в рамках, простих сосновим меблів;
- 5) Armaniism - назва походить від імені Джорджо Армані: одержимість наслідування бездоганного та контрольованого етосу італійської моди;
- 6) Vambification - ментальне перетворення живих істот із плоті та крові на персонажів мультфільмів із буржуазними та юдео-християнськими переконаннями;
- 7) black dens ( чорні нори) -місця проживання Чорних Дір; часто розмальовані флюоресцентною фарбою складські приміщення без опалення, захарашені покаліченими манекенами, згадками про Елвіса, дюжинами переповнених попільничок;
- 8) black holes ( чорні дири) - підгрупа представників покоління X, найбільш відомих тим, що вони одягаються в усе чорне;

**Figure 1:** Preparatory stage of neologisms collecting

All in all, we came across ninety neologisms to be further processed.

### 3.2. Dictionary compiling

The advantages of digitally processes linguistic material is known as being used in diverse spheres [6, 7, 9, 10, 11, 12, 13]. Taking into account all the advantages of the Python language, the dictionary was created in this programming language [8].

It is well known that Python is one of the leaders in the use of programming languages in the field of data science.

Developed in 1990 by Guido van Rossum, Python is an interpreted high-level object-oriented programming language with dynamic semantics.

One of the complicated data type in Python is dictionary.

Data structure that allows you to identify its elements not by numerical index, but by arbitrary, is called a dictionary or associative array.

To open a dictionary program, we use Notepad++ interpreter, download the file with code and press RUN.

```
25 def f_find():
26     text_field.config(state='normal')
27     word = search.get().lower()
28     text_field.delete(1.0, END)
29     if word in words_dict:
30         text_field.insert(1.0, f"{word}: {words_dict[word]}")
31     text_field.config(state=DISABLED)
32     .....
33 search_label = Label(root, text="Search:", font=("Arial", 20))
34 search = Entry(root, font=("Arial", 20))
35 find = Button(root, text="Find", font=("Arial", 15), width=5, height=1, command=f_find)
36 info = Button(root, text="Info", font=("Arial", 15), command=f_info)
37 exit = Button(root, text="Exit", font=("Arial", 15), command=f_exit)
38 text_field = Text(root, bg="white", font=("Arial", 15), width=45, height=8)
39 text_field.config(state=DISABLED)
40
41 search_label.place(x=50, y=100)
42 search.place(x=160, y=100)
43 find.place(x=480, y=100)
44 info.place(x=50, y=20)
45 exit.place(x=500, y=20)
46 text_field.place(x=50, y=190)
47
48 root.mainloop()
```

**Figure 2:** Dictionary coding sample

DouglasCoupland's neologisms dictionary opens with the window presented below:



**Figure 3:** Search window

In the window we see the search bar where it is possible to enter a neologism:



**Figure 4:** Illustration of the search line

Each dictionary element consists of two objects: a key and a meaning. In our case, the key is neologism; the meaning is the Ukrainian equivalent and explanation. For example, enter the neologism "air family" in the search term and press FIND.

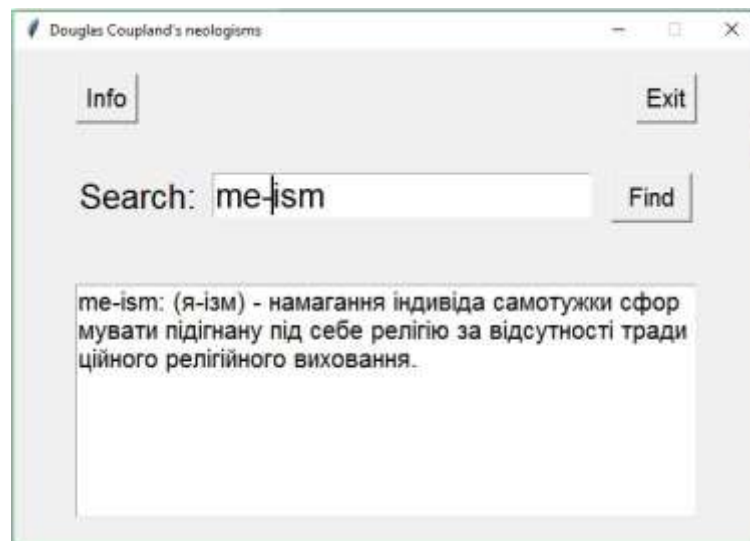


**Figure 5:** Option of find

The key identifies the dictionary element; the meaning resembles the data that correspond to the key data.

That is, the translation and definition of the word "air family" is displayed.

Let us consider another example:



**Figure 6:** Search result

It should be noted that the meanings of the keys are unique; there can be no two identical keys in the dictionary. We can check this, in another example. Enter another neologism "me-ism" in the search term and click Find.

As a result, we get the unique meaning of the word "me-ism".

#### **4. Analysing translation tendencies**

From the point of view of vocabulary, neologisms are translated using two basic principles, the first of which is the presence in the language of the original equivalents, or concepts that are close in meaning and content, and the second way occurs when such equivalents do not exist in the target language and the translator is forced to look for ways to interpret the newly coined word correctly.

It is worth noting that the translation of neologisms is difficult, because such words are not fixed in dictionaries, but function freely in the language of the original text.

There is a certain algorithm in translation, the first is the analysis of word structure, and the second is the selection of the appropriate analogue. Particular attention should be paid to finding an appropriate version of rendering a foreign neologism in Ukrainian or English, as laconism and unambiguity are the basic requirements for translation. No less important is the difficulty in reproducing the meaning of the word and the ability to deliver it to the reader.

The main tendency in the creation of new words is the reduction of existing words and phrases, which in turn complicates the process of translating literary works.

The reason for the large number of abbreviations is the cumbersome and inconvenience of long words usage in language, so they are presented in a more succinct way, the most common example of such abbreviations are lol (laughing out loud) or QFM (quelle fashion mistake).

Before translating lexical items of this kind, the translator has to first decipher and reveal the essence of these concepts, and this again complicates the translation process and takes more time. Rentition of vocabulary with no analogue in the language of translation presents certain challenges, but the theory of translation identifies several ways of transmission of no equivalent vocabulary, namely: by transcoding (transliteration), or selection of analogues, or directly incorporated into another language while maintaining the original lexical structure units, but with the addition of a definition to simplify the reader's perception of the new-word.

In the translation of the analyzed novel by Douglas Coupland "Generation X", made by Henik Belyakov, such methods of translation of neologisms as selection of analogues, transcription, transliteration, descriptive method, and calque are most frequent.

Sometimes it is quite difficult to find analogues in another language in translation, due to differences in socio-cultural and historical contexts, which contributes to the fact that a word is completely absent or hardly recognizable in the vocabulary of the language.



Transcoding presupposes the transmission of sound or graphic form of the word of the original language using the alphabet of the target language. In turn, transcoding is divided into transliteration and transcription.

Transliteration is based on the transfer of letters (letter translation of the word by replacing the letters of the English alphabet with Ukrainian). Transcription is based on the phonetic principle, i.e. the transfer of Ukrainian letters sounds of English names (words pronunciation). Making use of the vocabulary compiled, we came to understanding that transcribing (transcoding) occurs 7 times within 90 items, in percentage terms it equals to 7.6%.

One more method calque, which consists in replacing the constituent parts of morphemes or words with units of the original – their lexical counterparts in the language of translation, while maintaining the same internal form of the lexical unit. This method is prevailing in translation.

The main task of the translator is to create an adequate translation that reproduces both the content and the form of the original with the help of lexical units of another language. Analog translation is a selection of one of several possible synonyms, and equivalent translation is a dictionary equivalent.

It should also be noted that there are cases of combinations of several translation methods. For example: transliteration + calque: (*decade blending* consists of the words "decade" and "blending", both words have equivalents in the Ukrainian language, namely "decade, era" and "mix, or mixing" but still in the case of the word " *blending* "the author uses the method of calque, not the selection of analogues and as a result the Ukrainian version is formed - *блендинг епох* (blending of epochs), as in the case of *boomer envy*, the neologism consists of the words "boomer" and "envy", the translator uses the method of transliteration of the word boomer, as a result of the Ukrainian equivalent of this neologism is a *бумер заздрість* (boomer of envy).

The main task of the translator is to create an appropriate translation that re-creates both the content and the form of the original with the help of lexical units of another language. Possible way is translation using one of the analogues that is choosing the most appropriate synonym, also translation using the dictionary equivalent.

Let consider a few examples: *lessness* is a philosophy that allows a person to come to terms with lowering their expectations of material prosperity; the translator gives the word " меншим // less" as the Ukrainian equivalent of the English word "lessness"; *survivulousness* is a trend of how you enjoy life while remaining the last person on the planet, the translator presents the Ukrainian equivalent of "survivulousness" as " *вцілізм // utilism*". And *a derision preemption* - refusing to resort to any emotional crutches at all to avoid ridicule from peers, the translator presents as a "глумопревентивність // mockery".

None of the ways in which foreign neologisms are translated are perfect; therefore, the translator decides for himself which method of translation is the most acceptable in a certain context.

## 5. Conclusions

The writer finds sources for enriching the story's vocabulary within the language system - through word-formatting and semantic emergence of new lexemes and migration of vocabulary and phraseology from slang and professional jargon to story's vocabulary. High-level data structures, together with dynamic semantics and dynamic linking, make Python attractive for rapid software development, as well as a means of combining existing components; therefore we have chosen it for our dictionary software. Next steps will be taken for multilingual development of the dictionary.

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