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**Terms Neologisms**

***Abstract***

*In this article we will consider cognitive factors of the new medical term emergence on the basis of subject domains 'AIDS' and 'Diabetes'. The choice of these diseases is not casual. Diabetes is an ancient disease but its terminology is constantly updated. AIDS is a disease of the XX century therefore its terminology is still being formed. The material for this article is based on the terms expressing medical concepts within the modern period of the development of the Russian and English languages. In continuous selection there were fixed more than 2000 neologic medical terms of the above-named areas of medicine. Experimental material included entries of various specialized medical dictionaries and scientific articles on medicine in the Russian and English languages. Learning new objects of reality in the course of cognitive activity or opening new sides, signs and properties of the learned earlier, a person "as an interpreter of the results of cogitative reflection of reality and the center of linguistic semiosis" [2] seeks to fix the results of knowledge in a new term. In this regard there becomes topical studying how a person perceives and conceptualizes something new in the reality surrounding us, what factors of an objective and subjective order lead to updating the picture of the world.*

***Keywords:*** *concept, term, neologism, AIDS, cognitive pragmatic, cognitive semiological, linguistic semiosis, cognitive factors.*

Medicine, being the most ancient area of human activity, has terminology that is already developed. Nevertheless, a number of special medical terms increases, there are a lot of new scientific concepts and terms, a lot of old terms undergo these or those changes. It is impossible to establish the stocks of the medical language as it is extremely difficult to define with sufficient clearness the borders of its areas, sections, subsections, not to mention fields of knowledge that have the boundaries with medicine (for example, ecology). Annually the arsenal of medical vocabulary is replenished with hundreds of new notions. At this one of the main sources of new Russian terms is English-speaking medical literature since more than 75 % of medical information are published in English. Globalization in a lot of respects provided to the English-speaking term sphere the role of the terminological matrix of science of the XXI century. After T.N. Astafurova we refer to the factors of expanding the English-speaking term sphere:

a) need for the name of a new phenomenon and differentiation of substantially close concepts;

b) need for specializing concepts;

c) the tendency to designate an object not with a combination of words but "on the whole";

d) perception of a foreign-language word as more prestigious, scientific, beautifully sounding;

e) limitation of inflectional and word-formation means of English, abundance of mononuclear language elements, simplicity and free reproducibility of descriptive models, the creative potential of the English-speaking term sphere operated by national languages in global scale [1]. Therefore consideration of features of the Russian terminology is impossible without its comparison to the English terminology, especially medical.

In this article we will consider cognitive factors of the new medical term emergence on the basis of subject domains 'AIDS' and 'Diabetes'. The choice of these diseases is not casual. Diabetes is an ancient disease but its terminology is constantly updated. AIDS is a disease of the XX century therefore its terminology is still being formed. The material for this article is based on the terms expressing medical concepts within the modern period of the development of the Russian and English languages. In continuous selection there were fixed more than 2000 neologic medical terms of the above-named areas of medicine. Experimental material included entries of various specialized medical dictionaries and scientific articles on medicine in the Russian and English languages. Learning new objects of reality in the course of cognitive activity or opening new sides, signs and properties of the learned earlier, a person "as an interpreter of the results of cogitative reflection of reality and the center of linguistic semiosis" [2] seeks to fix the results of knowledge in a new term. In this regard there becomes topical studying how a person perceives and conceptualizes something new in the reality surrounding us, what factors of an objective and subjective order lead to updating the picture of the world. New medical terms are met in patent literature and publications, for example; *HIV inhibitor, telediagnosing, vibroillness.*

The process of neologisms emergence is caused by a number of cognitive factors. We refer to their number the emergence in the course of cognition of new concepts reality and their expression by language means: specification, reconsideration and profound knowledge of fragments of a conceptual picture of the world which are already recorded by public consciousness; cognitive and pragmatic factors. Studying these factors predetermining generation of a new word makes the subject of this article. Cognitive incentives of a new word emergence were for the first time defined by Yu.S. Stepanov. According to the scientist, there are originally flickering concepts which need to be brought under a certain category. It happens by means of verbalization. Generation of a new term happens when a person feels need. A new term emergence is the result of fight of two tendencies: the tendency of the language development and the tendency of its preservation. It is caused by that in "the language there is a quite strong tendency to remain in the condition of communicative suitability" [3]. However in order to reflect more adequately, to reproduce and consolidate new concepts, ideas, the language and vocabulary are compelled to be reconstructed, differentiated, to generate new units. At this the emergence of a new word is not always caused by new needs of the society for a new designation. I.V. Motchenko notes that the emergence of new terms in medical terminology is the result of new associations [4]. For example, the term 'a physician' in English designating 'a doctor', in total with the term element 'tele-' ('a telephysician') accepts the meaning of 'a videoclip for using medical information for training and improving medical workers' qualification’. A new term arises in the course of elimination of the imbalance between communicative and pragmatic needs of a person for his discourse activity and nominative and representative opportunities of the language. The contradiction is eliminated by the emergence of a new term by means of word formation, borrowing, semantic reconsideration. For example, in Russian there got accustomed the term 'подиатр' (podiatrician) which was designated by definition 'a doctor working with diabetic foot'.

The term forming mechanism of neologisation is used in the process of: a) developing new terms for names of new realities (teleworkstation); b) emergence of new terms by abbreviation (AIDS, HIV); c) productions of new terms by means of derivatives (insulin, insulinization, insulin therapy); d) developing new derivative terms for expression of the speaker’s estimated and expressional relation to what is called; e) formation of a univerb (glucometer). Term forming is that link in the language neologisation which is responsible for the formation of nominees designating elements of the person’s external and internal world. Alongside with this the expansion of the neologic space, cognitive-communicative need for increasing the nominative means caused intensification of lexical borrowing (insulin resistance, glucosuria, ketonuria, proteinuria, creatinine neuropathy, nephropathy), the development of derivational potential of borrowings was promoted in the modern language (hypoglycemia, syringe-pen, laser photocoagulation, hyperinsulinic), to their active functioning in various thematic spheres of 'AIDS' and 'Diabetes' sublanguages of medicine (glucoreceptor, glucotest, endocrinologist, podiatrician, self-testing, self-monitoring, AIDS sufferer).

The AIDS disease brought to life a nominative explosion at the periphery of the lexical system, for example: immune destruction means destruction of the immune system; AIDS-defining illnesses; HIV–1, 2; needles containing HIV-infected blood means needles containing the blood infected with HIV-infection; an infected individual – an infected patient.

Studies showed that for the abovementioned subject domains there is topical the layer of international terms formed from international term elements, as a rule, Greek-Latin within English with orientation to its main morphological properties, for example, gluco-, pathy-, tele-, etc.

The emergence of new concepts happens owing to that a person constantly seeks for adequate reflection of the facts of reality in the consciousness without which it is impossible for a person to learn the outside and inner world and real orientation in it. A new concept it always a new bit of information which is the criterion of identification of the surrounding reality object as a carrier of a certain conceptual system. The conceptual system of a person which includes knowledge of different type and character is developed, modified in the course of the interaction with the world around. At this the internal development of the conceptual system is carried out due to continuous generation of new concepts on the basis of already existing conceptual structures.

The functioning of a new concept is always connected with the solution of any practical task, with operating by a concrete subject in which activity it is included, setting it orientation, organizing it. The concept is as if “twisted" in the activity in which it is transformed, becomes the basis of new actions, is corrected in these actions, again becoming the condition of the subsequent practical operations. In the process of cognition the concepts are entered and excluded, extended and delimited, interpolated and updated and extrapolated (transferred from one fields of knowledge to others), divided and generalized, exposed to other changes. Having obtained language representation, new concepts become an integral part of the conceptual system, developing, in turn, the basis for its updating and further development. The continuity of this process causes the need of its adequate display in the language in the form of new lexical units.

The emergence of new terms is an important stage in comprehension of the objective reality as it is connected with the top of the cognitive discourse process, with the opening moment in the cognizable subject or the phenomenon of its intrinsic properties. The formation of a new term in the course of which there is established the "connection between a subject of thought and a language sign is a cognitive act revealing secrets of the mechanism of interaction of life and language" [5]. This process, according to the fair approval by L.I. Plotnikova, is not a passive objectivization of the outside world, but the conscious and purposeful word development giving a system of reference points in the subject world. At the time of opening in the cognizable phenomenon of its many-sided intrinsic properties there emerge new words like *glucometer, telemedicine, radio surgeon, epidemiologist-cartographer, high risk group, A.D./D.A (drug addict)*. Similar neologisms incorporating the general structural and semantic component enter the broad speech use, first of all due to modern mass media. A great role for the organization of the terminological field 'AIDS' was played by the metaphorical language of mass media. For example, the name of the illness, 'AIDS', is transferred by such metaphorical synonymic expressions as *warning* - "prevention", *divine punishment* - "punishment from above", *curse* - "damnation", *mystery, mysterious illness*", *homosexual cancer, gay cancer* - "cancer of homosexuals", *homosexual syndrome* ", that is *the disease is associated with punishment.*

Owing to the newspaper vocabulary scientific literature strongly included such synonymous terms as *risk, risk-factor* instead of *cause* - reason, by analogy there emerged such euphemistic terms, as *risk group and individuals in the risk group,* *persons practicing high risk behavior, patients at risk, high risk subjects* characterizing people of asocial behavior.

Specification, reconsideration and profound knowledge of fragments of a conceptual picture of the world which have already been recorded by public consciousness from positions of the developed by N.F. Alefirenko cognitive semiological paradigms of studying the mechanisms of relationship of the language and reality is that problem of verbal-and-cogitative activity at which there is needed coordination of new reality with already available experience. "Verbal cognition is always directed to cognition of reality by means of linguistic semiosis of new reality" [2], the author claims. As a result of the cognitive search defining various semantic processes there emerge semantic neologisms which make considerable part among the general stream of the new vocabulary in the Russian and English languages of the end of the XX and beginning of the XXI century. Their importance in objectivization of "spontaneous language life" is not a subject to doubt. High-quality changes of the lexical structure happen due to generation of new words meanings and transformation of the meanings of units which are already available in the nominative stock. This process, according to N.F. Alefirenko, is defined by linguistic cognitive activity of a person: "As the knowledge of the world surrounding us is infinite, the change and improvement of our knowledge of it connected with detection of new signs and properties of objects of knowledge, naturally leads to changing meanings and the related semantic process" [6]. The wide semantic structure of a word serves as a peculiar veil covering the unpleasant essence of a phenomenon. For example, *contact = bacilli carrier, infectious patient, patient.*

Cognitive processes are the cornerstone of any semantic changes. Semantic development of the vocabulary is caused by dynamics of the cognitive space as environments of professional and intellectual life of a person depicted in a new word since in the course of nominating there open cognizable by persons deep meanings of their own life. Historical factors of reconsideration of known concepts are connected with their adaptation to the new discourse space.

Search for a new concept or updating of an existing one is connected with redrawing the language picture of the world. The concept sphere as a structured set of concepts early developed is remade in the course of changing methods of research and emergence of new drugs. All this results in disharmony between the language concept sphere and its internal structure which seeks for overcoming the asystem states. The system balance is reached at the expense of the birth of neologisms or updating the come-back names. So, for example, infectious diseases were till the XIX century nominated as *catching diseases*, and surgical diseases were nominated as *obsessed with a wound*.

Among the complex of factors predetermining generation of a new word an important place is allocated for cognitive and pragmatic factors. High rates of formation of new lexical units are explained by unlimited opportunities of their pragmatic potential. In the a complex of reasons bringing a new term to life a significant role is played by pragmatic incentives as in the course of generation of a new term its semantics reflects subjective parameters of the personality developing a new lexical unit. In neology there is important the accounting of the cognitive and pragmatic aspect of new words and their meanings since objectively there is a stable relation between pragmatics and active processes of the nomination.

At this pragmatics is understood as conditions of the use of new terms and their impact on participants of communication. Inherently pragmatic factors are the driving force defining generation and functioning of a new word. These factors are connected with the attitudes of language signs towards a person, the relations between the sign system and those who use it, i.e. perceives, speaks, interprets. They are related to those content-semantic elements in which adjusting components prevail: subjective, expressional, etc. For example: "*Fear of AIDS", i.e. AIDS-phobia* forces to name a patient with AIDS in conversation the following euphemistic expressions: *PWA (person with AIDS), contact* instead of fixed in medical literature synonymic expressions: *AIDS sufferer, AIDS victim, AIDS patient, person exposed to AIDS, AIDS-infected person, AIDS subject, AIDS-infected individual, individual with AIDS, AIDS-positive individual, AIDS-infected person, people living with AIDS.* This is the largest group of neologisms distracting attention from the negative phenomena of reality. As a euphemism there can be presented the term `*vitamin*' *for various kinds of upper, downer or psychedelic drug. `Vit.A' LSD, acid or ecstasy; `Vit. C' cocaine; `Vit. E*'- *ecstasy; `Vit.T*' *marihuana*. Using abbreviations in the limiting function permits to use terms as the "codes" known only to experts, and for an ignorant they turn into a secret sign. The sense of a new term limits the circle of contacts.

New words, being relevant markers of the era, serve not only means of nominating new knowledge, but also express pragmatic relations to the cognizable world. The emergence of neologisms is initially stimulated with cognitive and speech pragmatics as the emergence of a new word is anthropocentrically focused, it is intended to serve and express communicative and pragmatic intentions of communicants.

The pragmatic component of the neologism meaning contains objectivized by a neologism subjective assessments of a person which it gives to the reviewer, an initial object of the neologic nomination. The birth of a new term is caused alongside with the requirement to objectivize pre-speech cognitive pragmatic meanings significant for this or that era. In our opinion, exactly this requirement puts in action the mechanism of the neonomination. And in the discourse activity, as it follows from the cognitive semiological theory of the word developed by N.F. Alefirenko, there emerge quite often such meanings which are not explicated by the language system. They are generated by cognitive propositions in a concrete statement. Speech intension, that is the requirement to express pro-positive sense, predetermines the position scheme of the statement for which filling of positions there are born corresponding new words. Since a proper word in the language system is absent, it is necessary to address to services of a linguistic semiosis or to use lexemes available in the language which are compelled repaying their system meaning, to develop a new one, needed for expression of a new pro-positive sense connected also with the experience of the subjective importance of those phenomena or events which appeared in the area of coverage of the leading motive. We will give an example on the AIDS disease material (acquired immunodeficiency syndrome) which was for the first time associated as *"the global crisis of health"*. Before the emergence of the 'AIDS' term the first words of the terminological field of this sublanguage of medicine became *"sexual freedom", "sexual choice", "sexual revolution"*, that is the cognitive field of the ‘AIDS’ subject domain was associated with sex. Then there appeared the terms 'Kaposhi Sarcoma', 'immunodeficiency' which defined the first symptoms of the disease. It is known that the immune system is urged to protect a human body or an animal from penetration of parasites into it. Violation of the system of protection is also called as *immune deficiency*, *insufficiency* in Russian. That is why instead of the term 'AIDS' sometimes there is used the abbreviation of AIDN. Only in 1980 the virus of this group affecting a person was opened. American scientists allocated it from the patients having a cancer disease, cellular limfoimy and gave the name *HTLV-1.* For the first time HIV-infection was described at its final stage which received later the name 'syndrome of acquired immune deficiency' (AIDS), or 'Acquired Immunodeficiency Syndrome' (AIDS). The analysis of literature on AIDS showed that in the beginning doctors used in their speech the term 'acquired immunodeficiency'. This term was indistinct as it was used in the sense that the initial disease was noted at adults, before healthy people. A feature of the new immunodeficiency was that the initial circle of manifestations of diseases was rather narrow, in this connection there were suspicions in specific character of the factor inhibiting immunity. Investigating the term-birth of the term 'AIDS', we came to the conclusion that it passed all stages of terminologization: *LAV – HTLV – HTLV-I – HTLVII – HTLVIII –HIV.*

By the nature the pragmatic component of semantics of a neologism is deeper and more concrete, the cognitive one is wider and richer. Unlike cognitive information, the pragmatic component is the carrier of data not of the reviewers but about their perception by speakers. In other words, the pragmatic component is mediated by the speaker’s cognitive relation to the neonomination subject reflecting in a new sign the intentions of communicants. At the beginning of the XX century in Russian there functioned the term 'diabetes' which was associated with availability of sugar in blood but the term 'diabetes' borrowed from Latin through English appeared more exact, therefore this word is now used in the speech of physicians.

Thus, generation of a new term is caused by action of a number of cognitive factors. The language consciousness searches for an adequate language sign for emerging a new concept and finds it, as a rule, in the potential resources or in the donor language. Cognitive activity of a person is resulted by generation of meanings of new terms and transformation of meanings of units which are already available in the nominative stock. The tendency to the discourse adaptation of the concepts which are available in the language consciousness forming a new discourse space is especially intensely shown. A new word possesses not only the gnoseological potential, but also, by a larger acting force, it forms the ability of a person to reproduce the realities of spiritual practical activities learned earlier, stimulates the further cognitive interest. A new term transfers the nature of cognitive activity of a person in the field of medicine.

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**Summary**

В данной статье рассмотрим когнитивные факторы возникновения нового медицинского термина на основе предметных областей `СПИД' и `Диабет'. Выбор этих заболеваний не случаен. Диабет заболевание древнее, но его терминология постоянно обновляется. СПИД заболевание XX века, следовательно, его терминология еще составляется. Материалом для данной статьи послужили термины, выражающие медицинские понятия в современный период развития русского и английского языков. В сплошной выборке зафиксировано более 2000 новообразованных медицинских терминов вышеназванных областей медицины. Экспериментальный материал включил словарные статьи различных специализированных медицинских словарей и научные статьи по медицине на русском и английском языках. Познавая в процессе когнитивной деятельности новые объекты действительности или открывая новые грани, признаки и свойства ранее познанного, человек «как интерпретатор результатов мыслительного отражения действительности и центр лингвосемиозиса»2 стремится фиксировать результаты познания в новом термине. В связи с этим актуальным становится исследование того, каким образом человек воспринимает и концептуализирует новое в окружающей нас действительности, какие факторы объективного и субъективного порядка приводят к обновлению картины мира.