

UDC 81.42+811.111:81'373.43

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COGNITIVE AND PRAGMATIC FUNCTIONS OF NEOLOGISMS IN SPEECH

Abstract

The article addresses cognitive and pragmatic functions of neologisms and discusses the characteristic features of new words, as well as possible criteria to identify them. The authors juxtapose the nominative function of neologisms, i.e. the function of naming and denoting new artifacts, and a number of pragmatic functions (expressive, ludic, substitutional, social, spacio-temporal, appellative, compressive and adaptive), which are potentially manifested by the speaker when using neologisms in speech. A neologism is believed to be a marked member of an utterance, and when in the focus of the speaker's attention, exhibits some or much pragmatic potential. At the same time, nominative and pragmatic functions of neologisms do not exclude but, on the contrary, complement and presuppose each other.

Keywords: neologism, neology, cognitive meaning, pragmatic meaning, pragmatics, pragmatic function.

doi: 10.22250/2410-7190_2020_6_2_5_17