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Traditional and cognitive approaches to occasional word-formationNykytchenko Kateryna Petrivna, postgraduate student
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Abstract. The article deals with scientific research on the occasional word-formation in the light of cognitive paradigm. The difference between classical (taxonomic) and cognitive word-formation is analyzed and the interpretation of cognitive word formation of our own is proposed. It is revealed that the semantics of occasionalisms in the traditional sense is opposed to quantum of knowledge in cognitive linguistics.

Keywords: occasional word-formation, cognitive semantics, quantum of knowledge, conceptual integration theory

Problem definition. The notion of word, as fuzzy as it is, appears as the central concept for understanding and investigating language [11, p. 1]. New words, created due to traditional word-building processes, are the result of development and progress of the language, which in its “present state can never recapture all the immensity of human experience, the immensity of the world” [4, p. 126].

The problem of word formation remains actual in modern linguistics [6, p. 153], among which occasional word formation which has its own set of ways and means of creating nominations holds an important place.

Under the term “occasional word-formation” we understand the process (or the result) of creation of new words via counterproductive or unproductive rules, as well as productive models, for a certain case. As a result, non-standard words, the formation of which is affected by violation of certain traditional word-formation laws, are produced.

With the appearance of cognitive paradigm of linguistic studies, which considers functioning of language to be a kind of cognitive activity and explores cognitive mechanisms and structures of the human mind through the language phenomenon and aims to “acquire knowledge about knowledge” [5, p. 41], the issue of occasional word-formation acquires modern vision through this cognitive prism, interpretation and understanding. This causes the relevance of our study.

Recent researches and publications. A significant number of scientists paid attention to various aspects of the problem of occasional word-formation. The derivational aspects were at the center of scientific interest of O.A. Zemska, R. Yu. Namytkova, I.S. Uluhanov. The problem researches in the light of lexicology are reflected in the works of O.I. Oleksandrova, M.A. Bakina, O.H. Lykov. Important contribution to the problem was made by the following scholars: R.O. Budarov, L.P. Krysin (sociolinguistic aspect), O.A. Habynska, A.S. Kubryakova (onomasiological), L. Liptaková, Y. Nesterov, I.A. Neflyasheva, J. Grzegą (communicative aspect) and others. With the appearance of cognitive semantics researchers (V.D. Bialik, I.V. Evseeva, O.S. Kubryakova, O. Tupahina, M.M. Polyuzhyn, O.V. Rebriy) took up in their papers the problems of cognitive occasional word formation. However, semantic and cognitive potential of occasionalisms of modern English has not received proper attention and this fact has caused the choice of the topic of the article.

The purpose of this article is in systematic grounding of scientific achievements regarding the nature of cognitive ways of occasional word formation in modern cognitive semantics. To achieve this goal it is necessary to perform the following tasks: to differentiate traditional

and cognitive principles of occasional word formation and to reveal the nature of cognitive approach to occasional word formation.

Main body. Cognitive approach to language encompasses a wide variety of theoretical proposals with a common denominator: the idea that language is an integral part of cognition and therefore it should be understood in the context of conceptualization and mental processing [16, p. 9].

Today cognitive linguistics is constantly shifting focus from systems aspects on the “human factor in language” [3, p. 3], that is on how a person perceives and interprets phenomena of the world. Within the framework of cognitive linguistics, which explores the cognition and related to it processes and structures, the cognition itself serves as a knowledge going beyond the limits of the observed, displaying the world not “as it is”, but the world “projected” in our consciousness [14, p. 62]. The results of cognition and understanding of objects and subjects of reality are reproduced by different language means and means of word formation as well.

The subject of cognitive linguistics is a human cognition, so a person acts like the generator of the meanings of words, he chooses his own way of interpreting reality and his own way of presenting the results of cognition, that is manifested in the ways of occasional word-formation, which is a means of access to the mental processes that occur in the human brain.

Therefore, cognitive semantics (after R. Shepard) can be defined as a science of general principles which control mental processes [18, p. 45], as a science that studies the ways of cognition of the world and the role of language in their application [7, p. 109].

But before finding out the essence of cognitive approach to the word-formation it is natural to start with how word-formation is interpreted in the framework of classical (taxonomic) paradigm of linguistic knowledge.

Traditionally, word-formation is interpreted as an individual author’s process of creating new words with new lexical meaning. From the standpoint of this approach the studies on word formation (based mainly on the morphemic and derivational analysis) concern largely semantic and structural descriptions of derived words, singling out derivational types and models, refining the classification of the ways of word-formation.

Word-formation from the cognitive point of view should be considered in connection with the problems of “studying and modeling the structure of human knowledge on which the choice of a nominative structure of derivative words takes place” [8, p. 670]. The research of cognitive features of word-formation makes it possible

to solve the problems, the solution of which was previously impossible. They are the following: to investigate the interaction of mind, language and reality in the nominative act; to reveal cognitive mechanisms that underlie the designation of different fragments of the surrounding world and to describe language means and methods that are used for this purpose.

The fact that words are merely abstract labels for categorizing objects, qualities, and actions of the world has two immediate consequences. On the one hand, abstract conceptual reference to the perceived world creates associative space for cognitive processes such as simulation, projection, and concept manipulation (e.g. recombining, blending, adjunction, and focal highlighting), which, on the surface of language, can inspire the formation of words and expressions. On the other hand, the symbolic quality of language creates a conceptual distance between an utterance and what it stands for [11, p. 1].

The importance of a cognitive perspective on processes of word formation has been implied in Plag's discussion on the role of the mental lexicon in the word storage and productivity [15, p. 47-51].

Most outspokenly, Schmid calls for a cognitive turn in word formation research and outlines the central concerns of a cognitively inspired view:

“Im Zentrum des Interesses stehen die Fragen nach dem kognitiven Prozess der Konzeptbildung, den kognitiven Funktionen von Wortbildung und Wortbildungsmustern sowie die Mechanismen der Profilierung von Konzepten in komplexen Lexemen” [17, p. 103].

[The questions of central concern are those targeted at the cognitive process of concept formation, at cognitive functions of word formation and patterns of word formation, and at mechanisms of conceptual profiling in complex lexemes].

These recent voices stressing the importance of investigating word formation in the light of cognitive processes can be interpreted from two general perspectives. First of all, they indicate that a structural approach to the architecture of words and a cognitive view are not incompatible. On the contrary, both perspectives try to work out regularities in language. What sets them apart is the basic vision of how language is encapsulated in mind and the ensuring choice of terminology in the description of the processes [11, p. 5].

The purpose of cognitive processes of word formation can be characterized as “connection of our previous experience with the new one” [1, p. 45] or as “the way of categorizing reality and practical human activity” [2, p. 228], or as cognitive outcomes of understanding the world which are reflected in derivational terms. Mainly on the basis of previous experience and knowledge of the world the process of categorization happens, where affixes, according to M.M. Poliuzhyn, serve as “categorizers”. In word formation affixes or derivational formants are those special cognitive rods that provide including the words to a certain class and their correct interpretation [7, p. 151] and then the derivational act itself is an act of categorization.

From the mentioned above it can be concluded that the semantics of linguistic units (in the light of traditional understanding of word-formation) is opposed to the

“quantum of knowledge” (in the terminology of O.S. Kubiakova and V.D. Bialyk) (in cognitive word-building).

Different approaches to the study of word formation have an impact on the interpretation of the derived word as the central unit of word building system. Based on the traditional theory of word formation under the derivative one understands a word formed from another word or phrase that is characterized by semantic output from a primary one and by double reference.

The central in cognitive approach is the idea that the derived word is “the unit of storage, extracting, obtaining and systematization of new knowledge” [5, p. 56]. In the context of cognitive approach to the ways of occasional word-formation the meaning of the derived occasional word is not always possible to deduce from the primary one. Transparency of the internal form of occasionalisms in most cases does not lead directly to its understanding, and therefore, we can state that the use of the traditional approach to word formation is not sufficiently effective and requires a search for new solutions of the problem.

Furthermore, in the light of cognitive linguistics should be also understood such property of the derived word as a double reference, i.e. “human ability to characterize new knowledge through already known, combine ready and worked out structures of knowledge in order to express new, use the knowledge of word-formation models as ready forms of representation knowledge of the world” [5, p. 407].

In this way, cognitive linguistics concedes closely to the self-organizing nature of humans and their language whereas generativist-structuralist perspectives represent external boundaries as given in the institutionalized order of human interaction [11, p. 5].

In order to explain the cognitive mechanism of derivational processes one can refer to the conceptual integration theory (blending or theory of mental spaces). The theory of conceptual integration networks, more commonly known as blending theory, posits a number of optimality principles for understanding how content from multiple conceptual spaces can be selectively projected and integrated into a new conceptual space, called the blend space. “In a nutshell, conceptual blending theory builds on the notion of mental spaces which form a conceptual integration network. The structure of the network consists of input spaces which feed associable meaning components into a blended space” [11, p. 8].

Portmanteau blend words (that is occasional words) which demonstrate the tight lexical integration of two distinct word-forms into a unified lexical whole that suggests an equally tight integration of ideas at the conceptual level [11, p. 1] have been studied within the context of conceptual integration networks as championed by Fauconnier and Turner (1998), where such words belong to the category of formal blends.

So, the essence of conceptual integration is mixing two input mental spaces, resulting in a space-blend that combines elements partially borrowed from input spaces and has its own emergent structure [12; 13]. It is the theory, according to M.M. Cetina, that is the basis for interpretation the ways of occasional word formation as cognitive processes in which the integrating mechanism with the mandatory components (“space-recipient”, “donor-space”, “blend”, “generic space”) works [10]. The proponents of

the approach are also N.I. Korobkina who illustrates cognitive potential of compressive occasionalisms on mental level and O.G. Batalov who studies occasional word formation by constructing models of integration of mental spaces and interaction with the context.

For instance, the cognitive structure of the word “McJobs” consists of two input spaces “McDonalds” and “jobs” and has the meaning “categories of jobs involving unskilled, low-paid work and a lack of career prospects” [9, p. 183].

Thus, the specificity of cognitive word-formation is that:

- 1) it is not parts of the word but fragments of knowledge are transformed;
- 2) word-formation itself is characterized by hybridity that is a combination of previously unconnected traditional ways (cognitive procedures) of word-formation in a certain cognitive mechanism.

Among cognitive mechanisms we (following G. Lakoff and M. Turner) distinguish: extension, elaboration, combination, questioning.

Cognitive procedures (after G. Lakoff and M. Turner), often applied in cognitive occasional word formation, are: procedures for compression, combination, crossing, colliding, opposition, rejection, extension, substitution, blending and generalization.

Let us consider combination as one of the ways of occasional word formation in the light of cognitive semantics:

Francis, her partner in evil, was like an egg on legs: all his weight was piled on his stomach, but his pins were Kate Moss-skinny (M. Keyes).

Cognitive procedure of combination that underlies the creation of occasional words “Kate Moss-skinny”, demonstrates the fusion of two words: the proper name “Kate Moss” and the adjective “skinny” into one quantum of knowledge. The word “skinny” along with the usual information that is transmitted by the seme “skinny, thin” in combination with the proper name (Kate Moss – a famous British supermodel and actress) further develops new incremented knowledge “as skinny as Kate Moss”. Due to the impact of cognitive mechanism of combination atypical structure of occasional word appears in the inclusion of the proper name to the compound word.

Conclusions. Thus, the traditional word formation deals with the study of structure and semantics of derivative words while in the framework of cognitive word formation main attention is paid to the representation of knowledge as a result of cognitive activity. Cognitive approach to the study of ways of occasional word formation allows to show individual interpretation of the world (as a result of human cognitive activity) which is reflected in the semantics of occasional derived words and derivational formants.

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Никитченко Е.П. Традиционный и когнитивный подходы к окказиональному словообразованию

Аннотация. Статья посвящена научным изысканиям по окказиональному словообразованию в рамках когнитивной парадигмы. Проанализированы различия традиционного словообразования от когнитивного и предложено собственную трактовку когнитивного словообразования. Обнаружено, что семантика окказиональных единиц в традиционном понимании противопоставляется кванту знания в когнитивной лингвистике.

Ключевые слова: окказиональное словообразование, когнитивная семантика, квант знания, теория концептуальной интеграции