Modern Compressive Occasionalisms As Textual Puzzles

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Abstract: *A certain part of modern compressive occasionalisms is considered to be the result of conceptual integration occurring in the communicative field of the language. In different communicative situations the most pragmatically oriented communicative "fields-sources" of compressive occasionalisms can be identified.*

Keywords: *communicative sphere-source, compressive occasionalism, language economy, conceptual integration, conceptual blend.*

It is widely known that the process of creation or appearance occationalisms is carried out within the framework of the speech activity, which is understood as a complex process involving language, speech, mental, social and other extralinguistic factors necessary for communication. It is believed that the basic unit of such process is a communicative nomination, which can be presented as a morpheme, word, phrase, sentence, and even a text. This article will mainly deal with occasional communicative nominations reflecting not only various aspects of English linguistic and cultural realities, but also the phenomenon of language economy in the communicative field of the language, presented by compressive linguistic neologisms or newly coined blends emerging and acting at the level of thinking as a result conceptual integration showing and reflecting complex processes happening in human mind. In this article, I will marshal the relevant texts before considering several interpretive strategies aimed at making sense of them.

From this perspective, occasionalism is understood as a non-existent word or phrase, appearing and manifested in speech, possessing form, meaning, and expressing a certain concept. There are several reasons for "inventing or using new

words or phrases" [OED3]. In literature, the main motivation for new word formations is not the enrichment of the lexicon, but the enrichment of the text itself. P. Hohenhouse [5] makes a distinction between "*neologism*" and "*occasionalism*", based on their integration into the vocabulary. For him, neologisms are words that are "*young*" diachronically speaking, but which, nevertheless, have already entered the language as more or less institutionalized vocabulary objects, while occasional formations are "*actually new - in the sense of newly and actively formed words performed by the author or the speaker in the particular situation.*" Since such coins have little chance of entering the language, they can be classified as disposable formations.

Bauer makes the same distinction [2], arguing that "*there is a tradition to limit the term "occasionalism" to a number of specific subsets of newly invented words.*" For him, the contrast between the "*one-time word*" and "neologism" appears as soon as the "*newly invented word enters the general vocabulary of the language*", thereby acquiring the status of occasionalism. Such word at the time of its "birth" is also characterized by its usage in a specific communicative situation, by the absence /frequency of a wide situational functioning [1]. Concerning conceptual integration, it is described in detail in the theory of J. Fauconnier and M. Turner, where the authors noted that the functioning of this basic cognitive operation can be observed on purely graphic images - caricatures, signs, advertising posters, etc. However, to a greater extent conceptual integration is expressed on the linguistic level, when two mental spaces are mixed in the subconsciousness of the linguistic personality emerging a special (mental) construct - the conceptual blend [3], which, in our opinion, can be verbally correlated to compressive occasionalism. At the lexical level, conceptual blends are regarded as a frequent and productive means of word formation, which is defined by Stefan Gris as "the mixture of a new lexeme by merging parts of at least two other sources, of which either one is reduced in fusion and / overlapping of the

source words." [4] Another linguist, Ekaterina Bakaradze, suggests that alongside with the term "mixing" the terms "portmanteau" or "telescopy" can be used, since they are similar to the term "mixing" and "imply a way of forming words" by merging the two other words together" [...], thus creating a new word which can "partially or completely," describe the meaning of the components used to create the word." [5]

Thus, being the verbal reaction to different extralinguistic stimuli (political, social, economic, etc), compressive occasionalism conveys new contextual meaning reflecting tight interconnection of speech, cognition and extralinguistic reality. The singularity and uniqueness of content and meaning of such expressions is that they emerge in the most pragmatically oriented communicative situations brightly displaying the individuality of the linguistic personality and, therefore, adding not only emotional significance to the new nomination but also creating the most expressive effect.

In the communicative field of contemporary English language we can distinguish such spheres as printed (newspapers, magazines) and electronic (radio, television); media, Internet communication (Internet publications, social networks, etc.); fiction; advertising, etc. In this article we are going to analyze some of these so called communicative source-spheres in more detail. A number of modern newspapers and magazines draw the attention of their audience to such compressive occasionalisms as, for example, a Belieber (believer + Bieber) - a HUGE Justin Bieber's fan [6]. This occasionalism appeared because of popularity of Canadian singer Justin Bieber, who twitted in the way which is peculiar for him and wrote "*Hopefully she would have been a Belieber.*" Here he mixed two words (*believe* and his name *Bieber*) to reach bright and impressive effect. Therefore, the emergence of such occasionalism in this communicative situation is considered to be rational and socially reasonable. As it is seen from the example, in linguistic reality such expression does not exist. However, words containing occasional

verbal correlates are actively used in language and speech and are created in particular communicative field where improvisation and novelty are in great importance. They are blended in occasional extralinguistic context and contain new contextual blend carrying particular compressive occasional nomination.

Fashion which is constantly and dynamically changing can be considered as one more example of extralinguistic reality with the emergence, for instance, of such modern and trendy piece of cloth as jeggins that are made to look like skin-tight denim jeans. "*Jeggings*" to take pants fashion by storm". [7] Jeggings were brought on by the resurgence in style of skinny jeans in the late 2000s, when a higher demand for a tighter style of pants came about. The word is a portmanteau of the words *jeans* and *leggings*. In this example we can observe the realization of the principles of language economy, namely, when occasional verbal correlate of such conceptual blend does not lose its original meaning. On contrary, on conceptual level we can observe the mixture of two different mental spaces of "jeans" and "leggings" into one new conceptual blend named as "mixed mental space" by J. Fauconnier and M. Turner. Therefore, it is clear for most customers of such type of cloth, that tight elastic fabric imitating denim is the referent of   this new conceptual blend.

Political sphere is also one bright example of communicative field-source of modern compressive occasionalisms. The emergence of such so-called Islamic republic as Frankistan on the territory of modern France is also considered to be bright example of compressive occasionalisms. [8] The most interesting thing in this occasionalism is that it is a mixture of two languages: English nomination of "*France*" and the suffix "*istan*" which is Persian by origin, which is used as an integral part of some Central Asian states (for example, Pakistan, Tajikistan, Uzbekistan, etc.). Here we can observe how this compressive occasionalism makes it possible to link successfully two different non-contiguous concepts and integrate

them into the conceptual blend "*Frankinstan*" which denotes the particular area in France the major part of population of which professes Islam.

Internet media can also be referred to the possible communicative sphere-sources of modern compressive occasionalisms . Such examples as *bananotechnology* (banana + nanotechnology) which denotes unsatisfactory nature in the process of realization of nanotechnology; *brandalism* (branding + vandalism) - a movement in which, street artists, paint over advertising billboards with their own designs and slogans; [10], ; *womance* (woman + romance) - a close personal relationship between two women ; they are just close friends who share important thoughts and ideas[11], reveal that different communicative situations can generate new blends which can successfully reflect specificity of particular communicative situation.

Occasionalisms are not intended to fill the lexical gap and enrich the vocabulary, but to enrich the text and speech itself, so they are called accident words, namely, a type of one-time word. An analysis of accidents in written and spoken situational texts allowed me to describe three types of occasionalisms: word formation (from existing morphological material), word deformation (from existing lexical units and phrases) and word formation (from scratch). Formation processes are both lexicological and stylistic (patterns and paths). Thus, I believe that in spoken and written texts there is no limit to lexical creation and rejection because where the genres of fantasy and nonsense are outstanding, the common practice is to create randomness to refer to entities that do not exist in the real world. The power of words in the formation of concepts (hypostatization) explains the overwhelming presence of coins in fantasy contexts. However, chance does not necessarily have an explicit referent in the extralinguistic world. Another main function of occasionalisms is to stand out in the text. As attention-grabbing devices, they generally do not follow the principle of least effort, forcing the reader to decipher opaque randomness. Words are invented to stand out with humor in a

statement. Playful impulse is the main goal of such lexical creations. The peculiarity of accidents, often long words with cryptic pronunciation, always affects the reader / listener. This is a magical formula of words, enhanced by their complexity.

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