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OCCASIONAL COINAGES IN MASS MEDIA DISCOURSE

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ABSTRACT

This Bachelor's thesis explores the structural and semantic features of occasional coinages in mass media discourse. The aim is to determine their role in shaping and reflecting modern public consciousness by examining how language and media interact to form new vocabulary that expresses current worldviews. The study is based on 222 occasional coinages. These words were selected from articles, online sources, and dictionaries. To examine their use in real media contexts, examples were taken from television, social networks, news articles, YouTube videos, blog posts, hashtags, and websites. The coinages were grouped into thematic categories such as Covid-19, Brexit, and Ecology, depending on their meanings and the topics they describe. The research methods include the analysis of scholarly sources to build the theoretical framework, along with descriptive, comparative, and generalising approaches, as well as discourse studies. The Paper shows that occasional coinages are widespread across various media formats and are often context-dependent. A key feature of occasional coinages lies in their temporal nature: they tend to be actively used when a specific issue dominates public discourse but may gradually disappear as attention fades. For example, coinages related to Covid-19 or Brexit were highly prevalent in past years but are now less common. In contrast, ecology-related coinages continue to emerge and gain visibility, as environmental concerns remain a growing and long-term topic. These observations confirm that language evolves in close connection with society. The conclusions contribute to the fields of neology, discourse analysis, media studies, and sociolinguistics.

Keywords: occasional coinage, mass media discourse, neology, word formation, Covid-19, Brexit, Ecology, discourse analysis.

АНОТАЦІЯ

У цій бакалаврській роботі досліджено структурні та семантичні особливості оказіональних лексичних новотворів у мас-медійному дискурсі. Метою є визначення їхньої ролі у формуванні та відображенні сучасної суспільної свідомості шляхом вивчення взаємодії мови та медіа у процесі створення нової лексики, що виражає актуальні світоглядні позиції. Дослідження базується на аналізі 222 оказіональних новотворів. Ці слова були відібрані зі статей, онлайн-джерел та словників. Для вивчення їхнього вживання в реальних медійних контекстах були використанні різні приклади, а саме зразки з телебачення, соціальних мереж, новинних статей, відео на YouTube, дописів у блогах, хештегів та вебсайтів. Залежно від їхніх значень, новотвори згруповано за тематичними категоріями, такими як «Ковід-19», «Брекзит» та «Екологія». Методологія дослідження включає аналіз наукових джерел задля побудови теоретичної бази, а також застосування описового, порівняльного та узагальнюючого підходів, разом із дослідженнями дискурсу. Робота показує, що оказіоналізми широко поширені в різних медійних форматах і часто залежать від контексту. Ключовою особливістю оказіональних лексичних новотворів є їхній тимчасовий характер: як правило, вони активно використовуються, коли певна оказія домінує в публічному дискурсі, але можуть поступово зникати зі згасанням уваги. Наприклад, оказіоналізми, пов'язані з темою Ковіду-19 або Брекзиту, були дуже поширені в попередні роки, але зараз трапляються рідше. На противагу цьому, неологізми, пов'язані з екологією, продовжують з'являтися та набувати видимості, оскільки екологічні проблеми залишаються зростаючою та довгостроковою темою. Ці спостереження підтверджують тісний зв'язок між розвитком мови та суспільством. Зроблені висновки сприяють розвитку таких галузей, як неологія, аналіз дискурсу, медіа- та соціолінгвістика.

Ключові слова: оказіональний новотвір, мас-медійний дискурс, неологія, словотворення, «Ковід-19», «Брекзит», «Екологія», аналіз дискурсу.

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INTRODUCTION

Language is a flexible and continuously evolving system that reflects changes in social life, culture, and technological progress. A central aspect of this progression involves the introduction of new lexical units designed to address emerging communicative needs and conceptual gaps. This phenomenon frequently results in the formation of occasional coinages—expressions created to define novel or short-term phenomena. These units typically emerge in situations where the existing lexicon proves insufficient for accurate articulation. In this context, the media serve as a significant force in both the generation and distribution of such expressions. These platforms introduce the terms to broad audiences and shape their meaning through repeated use.

The phenomenon of occasional coinages and their role in language development has been explored by numerous scholars. Among those who have examined the nature and functions of newly coined words in various contexts are J. Algeo [1], D. Baron [3], H. Bussmann [5], V. Cook [6], D. Crystal [7], V. Hreshchuk [12], O. Jespersen [14], B. Kettleman, G. Marko [15], O. M. Turchak [32], and G. Yule [35], along with many other linguists. Particular attention to lexical items created for specific communicative needs has been given by D. E. Baron [3], O. V. Kosovych [16], C. Poix [30], and other researchers. In addition, the mass media has been recognized as a significant source of neologisms and emotionally charged vocabulary. This perspective is supported by the works of D. Anitasari [2], S. Dumbadze [8], S. Grynyuk [11], E. Janeau [13], M. Ortman [29], among others. Collectively, these studies contribute to a deeper understanding of how language evolves and responds to contemporary communicative demands.

Relevance of the research topic. The relevance of this research lies in the fact that mass media is a primary way for linguistic innovation. The study focuses on three key areas: the theoretical foundations of coinages and occasionalisms, the analysis of their use in media discourse across major global events, and the structural classification of these lexical units.

The purpose of the study is to examine the phenomenon of occasional coinages in mass media discourse, focusing on their definition, characteristics, and the factors that drive their creation and dissemination.

The achievement of the determined aim requires a solution to the following objectives:

1. to define the concept of coinage and identify its general linguistic characteristics as a dynamic process of vocabulary expansion;
2. to analyse the nature and functions of occasionalisms;
3. to define the concept and classification of mass media discourse;
4. to examine Covid-19-related occasional coinages in mass media;
5. to analyse occasional coinages that emerged in relation to Brexit, considering their political and cultural implications in media discourse;
6. to investigate eco-related occasional coinages;
7. to classify the structural types of occasional coinages used in mass media discourse, identifying common word-formation patterns.

The object of this study is the dynamic system of language, which includes the concept of occasional coinages in mass media discourse.

The subject of this study is linguistic peculiarities of occasional coinages within mass media discourse, with particular attention to their creation, usage, and communicative impact across different thematic domains, such as health, politics, and environmental issues.

The research methods employed in this study include the analysis of scholarly sources, such as articles, books, and dictionaries, to establish the theoretical framework. The study utilises descriptive, comparative, and generalising methods to investigate the use of occasional coinages in modern media. Additionally, discourse analysis is applied to examine how these coinages function and to identify the cultural and social factors that influence their usage in mass media discourse.

The novelty of this study lies in its integrated approach to occasional coinages within the context of mass media discourse. While the general phenomenon of coinages has been widely studied, it has typically been explored separately from the mass media context. This study brings these two areas together, examining how mass

media influences language and how language is used in mass media. By combining these elements, the study offers a clearer understanding of the relationship between language and mass media in shaping modern communication.

The study consists of an introduction, two main chapters (the first theoretical, the second practical), conclusions to each chapter, general conclusion, a list of references, and five appendices containing supplementary material.

1. THEORETICAL FOUNDATIONS FOR STUDYING OCCASIONAL COINAGES IN MASS MEDIA DISCOURSE

1. 1. Definition and general characteristics of coinages

Coinage is the process of creating and developing new words and phrases to meet the evolving needs of a language community. This phenomenon is dynamic and constantly changing, as speakers form new words using existing linguistic elements. The need for new words arises from changes in science, technology, culture, public relations, and politics. These changes introduce new concepts that require names [10, p. 295]. As a result, coinages serve as markers of a society's development and reflect its socio-cultural context.

According to the Britannica Dictionary [53], coinage involves both the act of inventing new words or phrases and the resulting linguistic units, with «*blog*» cited as a prominent example. The Cambridge Dictionary [54] further defines coinage as «the inventing of a new word or phrase», emphasising its innovative character and its capacity to reflect the dynamic nature of language. In the same way, another dictionary [56] describes coinage as the process of forming neologisms, offering «*neology*» and «*neologism*» as synonymous terms.

Additionally D. Crystal defines coinage as a lexical response to external circumstances, such as technological advancements or social changes, which create linguistic gaps requiring new terms [7, p. 229]. He provides the example of the prefix «Euro-», which gained prominence in the 1990s to reflect the rising influence of the European Union, as seen in terms like «*Eurofighter*» and «*Euromasure*».

The given definitions together show that coinages are both innovative and flexible. They result from a linguistic process that continuously shapes the vocabulary. This process drives the formation of new words and phrases to meet the expressive needs of a language community.

Moreover, theoretical perspectives provide valuable insights into the systematic and creative aspects of coinage, particularly in relation to the motivated and unmotivated connections between meaning and words. McArthur distinguishes between «motivated» coinages, which are built upon existing linguistic patterns, and «unmotivated» coinages, which arise *ex nihilo* - completely new words created

without any reference to pre-existing linguistic structures [15, p. 29]. The notion of unmotivated coinage was further elaborated by H. Bussmann [5, p. 199], who highlighted its uniqueness by defining it as «the first-time creation of an unmotivated connection between expression and content». This perspective emphasises that coinage is not only a process of linguistic innovation but also one that involves forming entirely new and unprecedented links between language and meaning.

The scientists continued the discussion by analysing observable patterns in language corpora. They emphasised that motivated coinages follow a systematic process and that the lexicon changes more rapidly than other areas of language [15, p. 29]. Together, these perspectives offer a nuanced understanding of coinage, balancing the creative and systematic processes underlying both motivated and unmotivated innovations.

Building on this, the creation of new words, or coinage, is a vital process that ensures the ongoing development and adaptability of language. Various linguistic processes contribute to this evolution, with some being more productive than others. Among these, affixation, compounding, conversion, blending, borrowing, shortening, and shifting are the most significant methods of word formation [9], [1].

Affixation is one of the most productive word-formation processes, accounting for approximately 31% of new word formations [4]. It involves adding prefixes or suffixes to a base word. Prefixes appear at the beginning of a word, such as *mono-* in *monolingual* (meaning «one language»), while suffixes are added at the end and often indicate the word class, as seen in *-ly* in *unhappily*, which turns an adjective into an adverb [9]. Affixation is widely used in various fields, particularly in technology and telecommunications, where prefixes like *tele-* form words such as *telebanking* (managing banking transactions via TV or PC) and *telemarketing* (selling goods by phone). Similarly, suffixes like *-y/-ie* frequently appear in informal speech, creating words like *screenager* (a teenager who spends a lot of time in front of a screen) and *tweenager* (a child aged between eight and fourteen) [4].

Another productive method of coinage is compounding, which is responsible for approximately 18% of new words [4]. This process involves linking two or more bases to form a new word, with the first element often modifying the second.

Examples include *backache* (pain in the back) and *postcard* (a card sent by mail). Scientific terminology frequently employs compounds containing *-o-*, as seen in *bacteriophobia* (fear of bacteria) and *suggestopedia* (a teaching method that creates a favorable learning environment) [9]. Additionally, compounds are common in various word classes, including nouns (*car park*), adjectives (*heartbreaking*), and verbs (*baby-sit*) [4].

Conversion, which accounts for approximately 24% of new word formations, involves changing a word from one grammatical category to another without altering its form [4]. This is evident in verbs derived from nouns, such as *to email* (from email) and *to microwave* (from microwave). The process also applies when proper nouns become common nouns, as in *Has anybody seen my Dickens?* (referring to a book by Dickens) [9]. Furthermore, political discourse frequently uses partially substantivized words, where adjectives or participles take on some features of nouns, such as *the needy* (referring to poor people) and *the locals* (local trade union representatives) [4].

Blending involves combining parts of two or more words, often omitting sections of one or both. Common examples include «*motel*» (*motor* + *hotel*), «*brunch*» (*breakfast* + *lunch*). This method demonstrates the creativity and efficiency of language users in forming descriptive terms [23]. Blending, though a less productive method, involves merging parts of two words to form a new term. Approximately 11% of neologisms in newspaper discourse result from blending [4]. This process is particularly useful for creating concise and expressive terms.

Borrowing is another essential source of lexical expansion, allowing languages to integrate foreign words to fill lexical gaps. This process has played a significant role in shaping global vocabularies, particularly in fields such as science, technology, and trade [14]. Many loanwords originate from cross-cultural interactions and international collaboration. For instance, English has borrowed *kindergarten* from German and *pizza* from Italian [23]. Borrowings also reflect the influence of linguistically dominant cultures, as seen in the adoption of technological terms.

Shortening, one more method of coinage, includes acronyms and clipping. Acronyms are formed by combining the initial letters of a phrase into a single

pronounceable word, as in *UNESCO* (United Nations Educational, Scientific and Cultural Organization). Clipping, on the other hand, shortens longer words, creating forms such as *fridge* (from *refrigerator*) and *lab* (from *laboratory*) [1]. Another variation of this process, commonly found in scientific and medical terminology, involves the combination of abbreviations with full words, such as *B-chromosome* (an additional chromosome in the human genome) and *ACD-solution* (acid citrate dextrose, an anticoagulant used for blood storage and transfusion) [4].

Shifting refers to the adaptation of existing words for new meanings, functions, or grammatical roles. This process is essential for language flexibility, allowing words to acquire new semantic associations. For example, the word *virus*, once used exclusively to describe biological pathogens, now also refers to harmful computer programs. On the same way, words originally confined to specific contexts, such as *broadcast* (once meaning «to scatter seeds»), have expanded to include modern meanings like *television broadcasting* [1].

Other methods, such as calquing and reduplication, also contribute to lexical expansion. Calquing involves directly translating foreign phrases while preserving their structure, as seen in *blue-blood* from Spanish *sangre azul*. Reduplication creates new words by repeating a root, often for emphasis or rhythm, as in *ping-pong* or *bye-bye*. Partial reduplication, as in *hodgepodge* or *helter-skelter*, adds variation while maintaining a playful tone [23]. These methods, along with affixation, compounding, conversion, blending, borrowing, shortening, and shifting, highlight the diverse ways languages evolve, ensuring adaptability to new communicative needs.

Furthermore, an analysis of the general characteristics of coinage reveals its broader impact, particularly in commercial and cultural contexts. The influence of coinage is especially evident in its origins. Many coinages begin as trade names for products, such as *aspirin*, *nylon*, *vaseline*, and *zipper*, which later become generalised terms in everyday usage [35]. In the same way, eponyms, or words derived from proper nouns, highlight the sociocultural significance of coinages. Examples include *sandwich* (from the Earl of Sandwich), *jeans* (from Genoa), and *fahrenheit* (from Gabriel Fahrenheit). These instances demonstrate the diverse influences that contribute to the development and integration of new lexical items.

Beyond their origins, coinages also display distinctive structural and phonetic characteristics that underscore their linguistic versatility. A key feature of coinages is their phonetic structure, where certain sounds evoke specific meanings, as seen in English words starting with *gl-* (e.g. *glisten*) that suggest brightness, or *sl-* (e.g. *slip*) that imply fluidity. Coinages may also include nonsense words, like those of Lewis Carroll, which, despite being invented, follow grammatical conventions to feel plausible. The flexibility and creativity involved in coinage enable language to adapt to new concepts and cultural shifts [21, p.90].

One more important characteristic of coinage is its emotional and occasional nature, which plays a pivotal role in text creation. These unique linguistic units, often referred to as «occasional coinages», significantly influence the pragmatic dimension of a text. By reflecting the writer's personal perspective and expressive intent, they shape the way a text is perceived and evoke specific emotional responses in readers [12, p. 80].

Moreover coinage further serves as a cultural indicator, encapsulating the zeitgeist of specific periods. For example, the COVID-19 pandemic saw the emergence of numerous neologisms, reflecting the societal and linguistic shifts resulting from the crisis. Trademarked names such as *Kleenex*, *Xerox*, and *Kodak* also exemplify the integration of commercial terms into general usage, showcasing the influence of media and commerce on linguistic innovation [35, p. 54].

An additional significant feature of coinage is its adaptability and practical application, particularly in second language acquisition and dynamic textual contexts. V. Cook [6, p. 107] observed that language learners frequently create substitute terms to bridge lexical gaps when specific vocabulary is unavailable. For example, a learner might invent the term *airball* to describe a balloon, demonstrating how coinage facilitates effective communication in challenging linguistic situations. Likewise, B. Kettleman and G. Marko emphasize the role of coinages in dynamic corpora, such as journalistic texts, where new words emerge in response to evolving communicative demands [15, p. 29]. This adaptability underscores coinage's responsiveness to both individual and societal linguistic needs, further illustrating its significance.

In conclusion, coinage is an important aspect of language development, allowing for the creation of new words and expressions to meet the evolving needs of society. The widespread use of coined terms, whether in everyday language, commercial products, or cultural contexts, demonstrates the significant role these new words play in shaping communication and capturing contemporary experiences. Moreover, the phenomenon of coinage reveals the creative nature of language, where linguistic innovation not only fills gaps but also allows for expression of new ideas, emotions, and social realities.

1. 2. The nature and functions of occasionalisms

The study of coinages naturally progresses to a detailed consideration of their distinct types, each playing a unique role in enriching the language. Within this diverse range, occasionalisms hold a special place due to their specific function in language use. These temporary lexical items, created for particular situations or purposes, provide important insight into the interaction between individual creativity and broader linguistic patterns.

At the outset, it is important to define occasionalisms as a distinct type of coinage. These are words or expressions created spontaneously for a particular situation and exist solely within a specific context. Such unique lexical creations, often referred to as «occasional» or «nonce-words», are distinguished by their absolute novelty [27, p. 182].

A nonce word, or occasionalism, is a word coined for a particular occasion or situation for which no existing word sufficiently conveys the intended meaning. The term «nonce» originates from Middle English «for the once», meaning «for one purpose» [22]. These words are not usually part of the formal lexicon but acquire meaning only in their specific context. As a result, nonce words are often created as temporary solutions for specific situations and remain outside standard dictionaries unless they gain widespread use [26].

Due to their strong ties to the context in which they are formed, nonce-words or occasionalisms are unlikely to reappear unless the same circumstances that led to their creation arise again. For instance, the term «*phone out*» was coined to describe

the loss of telephone service in Lower Manhattan after a fire at a telephone switching center. Similarly, the word «*babylift*» emerged during the evacuation of children from Cambodia and South Vietnam, illustrating how these lexical items are intrinsically linked to their originating events [3, p. 4-5].

The term «occasionalism» itself, derived from the Latin «*occasio*», was initially introduced by the German philologist G. Paul in 1880. At that time, all newly formed words were generally categorised as neologisms [8].

However, over time, distinctions between occasionalisms and neologisms have been drawn, emphasising their unique characteristics and functions. O.V. Kosovych highlights several key differences between the two [16]:

1. **Contextual Creation:** Occasionalisms are inherently tied to specific communicative situations and are created spontaneously within the context of speech.
2. **Ephemeral Novelty:** Unlike neologisms, which may gradually lose their novelty and become integrated into the broader lexicon, occasionalisms retain their unique and unfamiliar character, ensuring their enduring distinctiveness.
3. **Unpredictability:** The emergence of occasionalisms is inherently unpredictable and contingent upon the specific communicative needs of the moment. They possess a «*facultative function*», appearing only when the need arises.
4. **Expressive Power:** The unfamiliar and unexpected nature of occasionalisms, coupled with their concentrated meaning, imbues them with significant expressive power.

Additionally, neologisms, while new, are gradually integrated into the lexicon and gain wider acceptance, becoming familiar elements of the language system. In contrast, occasionalisms are inherently ephemeral, created for a specific situation and rarely intended for long-term use. A key distinction between occasionalisms and neologisms lies in their relationship to the established rules of language. Neologisms typically arise from productive word-formation processes, adhering to existing linguistic patterns. Conversely, the creation of occasionalisms may involve violations

of these rules, reflecting a greater degree of linguistic flexibility and creativity [27, p. 182].

Thus, occasionalisms and neologisms exhibit distinct characteristics. But while the study of neologisms has garnered significant attention from linguists, occasionalisms remain relatively underexplored. Certain questions remain controversial, such as the boundaries of occasionality, the structure of occasionalisms, their specific usage by different authors, and the characteristics of occasional words across various linguistic levels. Despite this, recent decades have seen a growing interest in occasionalisms. Linguistics has increasingly focused on the issues surrounding occasional words. Researchers have been working to clarify their composition, structure, role, and function within the lexical system of a language, as well as to establish criteria for identifying and classifying them [32].

The study of occasionalisms is essential for a deeper understanding of language's expressive potential and its ability to adapt to specific communicative contexts. Beyond their theoretical significance, occasionalisms also hold practical importance, particularly in the realm of creative writing. One of the most famous creators of nonce words in English literature is Lewis Carroll. His poem *Jabberwocky*, featured in *Through the Looking Glass*, is filled with his invented words, many of which serve playful and creative purposes. For instance, in the line «*Twas brillig, and the slithy toves*», Carroll combines «*lithe*» and «*slimy*» to form «*slithy*», creating a word that captures an intended meaning through imaginative blending. Similarly, «*mimsy*», a combination of «*miserable*» and «*flimsy*», adds a sense of fragility and disappointment. These nonce words are not meant to become permanent fixtures in the language but serve as artistic expressions for specific contexts.

Additionally, O. Matsko researched occasionalisms in Ukrainian literature and states that this linguistic phenomenon enriches creative writing by crossing cultural boundaries and contributing to the diversity of literary traditions. According to O. Matsko [20], occasionalisms serve as a significant means of expressive influence within the creative writing of contemporary Ukrainian authors. This phenomenon

arises from the multifaceted influences that shape an author's unique linguistic style. These influences encompass:

- The legacy of preceding literary figures: The linguistic experiences of past writers significantly impact the development of an author's individual language use.
- Exposure to diverse cultural and intellectual spheres: Knowledge of various aspects of global culture, including science, art, and diverse cultural traditions, enriches an author's linguistic repertoire.
- Connection to native language and culture: A deep understanding and appreciation of the native language, encompassing folk creativity and conversational traditions, plays a crucial role in shaping an author's unique voice.

Moreover, due to O.V. Kosovych, occasionalisms serve another unique function in language. They often partake in a form of playful wordplay that borders on the nonsensical, reminiscent of the linguistic experimentation observed in children's language. However, for authors, this process of creating occasionalisms is not merely frivolous; it represents a valuable avenue for linguistic experimentation and a source of creative satisfaction. O.V. Kosovych further emphasizes that every instance of an occasionalism embodies the very essence of the concept. Within the framework of the dichotomy between language as a system and speech as its actualization, occasionalisms represent the potential for the emergence of entirely new linguistic phenomena [16].

This exploration of the functions of occasionalisms naturally leads to the examination of their distinctive characteristics and how they are formed. The process of occasionalism creation is inherently flexible, as these words do not always follow the usual patterns of word formation. While typical word formation processes, such as affixation, compounding, or conversion, are systematic and rule-based, occasionalisms tend to be more creative and deviate from these established patterns. This deviation often adds personality, humor, or emphasis to the language [12, p. 80].

G. Kuparadze [19, p.1] identifies several key ways in which occasionalisms can emerge. These include the semantic shift of a lexeme through metaphor, metonymy, or comparison; conversion, which involves changing the grammatical

category of a word without altering its form; and the transfer of lexical items across sociocultural or professional domains.

Once coined, occasionalisms undergo an evaluation process by society and language experts. While some new words are swiftly adopted, others face resistance or rejection. Critics often argue that neologisms misuse the language or detract from meaningful discourse, especially when related to sensitive topics. However, proponents of occasionalisms view them as creative and valuable contributions to language, enhancing its adaptability and richness. These new words often offer clear and concise meanings, making them accessible even to non-native speakers. The process of acceptance or rejection demonstrates the dynamic nature of occasionalisms, with some words achieving widespread use, while others fade from the lexicon over time [10, p. 300].

To better understand the formation of occasionalisms, C. Poix [30] examines their distinctive characteristics in children's literature. She notes that the creation of nonce words often involves the deformation of existing lexical units. Drawing on J. Tournier's theoretical framework of «matrices lexicogéniques», Poix classifies word-formation processes in contemporary English into internal and external matrices. In the context of children's literature, Poix identifies semantic neology as one category of occasionalisms, which includes instances where the meaning of a word (signified) changes while its form (signifier) remains unchanged. Tournier further subcategorizes semantic neology into:

- Conversion: The shifting of a word's grammatical class (e.g., from noun to verb), such as the transformation of «*Google*» from a proper noun to a verb meaning «to search online» [35, p. 53].
- Metasemantic processes: Including metaphor, metonymy (*including synecdoche*), figurative meaning, and euphemism.

Furthermore, occasional words are often formed by violating grammatical, word-forming, and lexical-semantic norms, a characteristic that contributes to their originality. Despite their deviation from linguistic conventions, such words are perceived as new regardless of when they were coined [17, p. 30]. By examining these distinctive functions and characteristics, it becomes evident that occasionalisms

are not merely linguistic anomalies but crucial elements that contribute to the richness and adaptability of language.

Considering the various functions and characteristics of occasionalisms, it is essential to examine their classification and types to gain a comprehensive understanding of their role and significance within the linguistic system. In linguistic studies, occasionalisms are typically classified based on the form of the linguistic unit [24, p. 49].

- Phonetic occasionalisms emerge when an author introduces a specific combination of sounds that they believe conveys a particular meaning, often associated with the phonetic properties of those sounds. These innovations result from subtle alterations in sound patterns, which, while not always creating a completely new word, contribute to the author's unique linguistic style.

- Grammatical (morphological) occasionalisms involve a conflict between lexical semantics and grammatical form, where deviations from normative grammar rules serve to enhance the aesthetic and expressive qualities of the language. These can often be seen in the creation of individual comparative forms of adjectives or adverbs, which deviate from standard grammatical structures.

- Lexical occasionalisms are formed by modifying existing words in the language through various word-formation methods such as affixation, compounding, and abbreviation. These innovations break conventional word-formation rules and, as a result, possess a more complex and sometimes obscure meaning structure.

- Lastly, semantic occasionalisms involve standard words that acquire new meanings in specific contexts or lose one or more elements of their original meaning. They can also undergo a reorganisation of their semantic structure, creating new layers of meaning. Some scholars even consider words formed through the process of revitalisation - where old words are reintroduced into usage or given new significance - as part of semantic neologisms.

Alongside this detailed classification, there is a more general classification of occasionalisms, which divides them into two main types: lexical coinages and semantic shifts. Lexical coinages refer to entirely new words formed by combining

roots and affixes in novel ways. Semantic shifts occur when existing words acquire new meanings depending on the context [18].

Finally, occasionalisms are a unique and vital aspect of language that showcase its flexibility and creative potential. Unlike neologisms, which gradually integrate into the broader lexicon, occasionalisms are temporary and arise spontaneously to meet specific communicative needs. These «nonce words» stand out because they break conventional linguistic rules, which makes them especially expressive and memorable. As discussed by researchers, occasionalisms are driven by the moment's context, serving as a means of linguistic experimentation and innovation.

They illustrate how language can adapt and evolve to reflect the world around it, showing us that even fleeting linguistic innovations can have a lasting impact on communication.

1. 3. The concept of mass media discourse

Mass media discourse is a key area of study in modern linguistics, which offers valuable insights into language use in public communication. As a powerful force, mass media shapes societal norms, spreads information, and mirrors changes in language and culture. This type of discourse is flexible, often introducing new linguistic forms, such as occasional coinages, to address the needs of modern communication.

The term «mass media» is defined in several ways by the Cambridge Dictionary [54]. The definitions are very similar, but they show different aspects of the concept. One definition refers to «*newspapers, television, radio, and the internet*», highlighting the specific platforms involved. Another describes mass media as «*the newspapers, magazines, television, and radio that reach large numbers of people*», focusing on its reach. The third definition explains it as «the different methods of giving information to lots of people, for example, through newspapers, television, and radio», which emphasizes the means of communication.

E. Janeau describes mass media as a collection of platforms, including newspapers, television, social media, and radio, that facilitate the distribution of information to wide audiences. Beyond the basic function of communication, these

platforms significantly impact public opinion, contribute to the establishment of cultural norms, and serve as catalysts for social and political change [13].

The Chitkara University blog post «Understanding Mass Media: Types, Functions, and Examples» also provides a comprehensive overview of this multifaceted phenomenon. It begins by defining mass media as a broad spectrum of channels that disseminate information to a wide audience. This definition encompasses a diverse range of platforms, from traditional forms like storytelling and folklore, which have been used for generations to transmit cultural values and beliefs within communities, to modern mediums such as television, the Internet, and social media [34].

Expanding on this definition of mass media, it is also essential to consider the concept of discourse, which plays a central role in shaping communication within media platforms. As explored by D. Anitasari, discourse refers to the patterns of language use within a particular community, encompassing how language, dialects, and acceptable statements are employed. Discourse analysis examines how these patterns shape communication and social interaction [2, p. 3].

Additionally, media discourse is a unique form of speech and thought activity, distinct from other forms of discourse such as political or religious discourse. It is characterised by its specific practices and communicative situations, making it a subject of significant interest within media linguistics [29].

Moreover, M. Ortman outlines two main approaches to define media discourse:

1. Media discourse as a distinct type of speech activity: This approach views media discourse as a unique form of communication specific to the media field.
2. Media discourse as any discourse within mass communication: This broader approach encompasses any type of discourse produced by the media, including political, religious, or educational content [29].

The concept of mass media extends beyond its definition to encompass the crucial features it has within society. S. Grynyuk [11, p. 103] delves into the specific characteristics of media discourse analysis. This field examines the language used in media outlets, focusing on the methods, tools, and techniques employed to analyse media texts. Media discourse analysis considers the communicative nature of

discourse as a whole, while also acknowledging the unique mental environment created by media, encompassing both formal and intangible aspects.

Media texts, based on the notion made by S. Grynyuk [11, p. 103], are a crucial aspect of media discourse. They are a special type of communicative discourse used to inform audiences about various social spheres. Media texts may include not only verbal content but also audiovisual materials, illustrations, and hyperlinks. A core function of media texts is to influence the recipient's perception of social phenomena. This intricate relationship between media texts and their communicative purpose underscores the significant role of language in the mass media, especially in the creation and dissemination of linguistic innovations.

Furthermore, the study of media language becomes increasingly important when considering the formation of neologisms. The language of mass media serves as a primary platform for their introduction and popularisation, as newspapers, magazines, social media platforms, and television are often the first to present new information to the public. A common feature in mass media language is the borrowing of words from one language to another, a trend that is particularly noticeable in contemporary Ukrainian, where the number of Anglicisms continues to rise each year. One of the most legitimate reasons for using neologisms in the media is the widespread use of standardised international terminology, especially in areas such as technology, culture, sports, and the economy.

Researchers note several key factors that drive the use of new words in modern mass media: enhancing informativeness, the need to distinguish specialized terms, the existence of well-established international terminology, and adherence to «linguistic trends». Foreign borrowings are frequently used to lend prestige to a text and to infuse it with a sense of novelty [31, p. 82-83].

After exploring the nature of media texts and their role in shaping public perception, it is important to examine the broader functions of mass media within society. As a powerful tool of communication, mass media addresses fundamental societal needs by shaping public perception, fostering cultural exchange, and disseminating information. According to I. H. Miroshnychenko [25, p. 8], these

functions play a vital role in fulfilling both informational and social demands, including:

1. Comprehending the topical social context and depicted reality: Mass media provides audiences with insights into the complexities of the social world, allowing them to understand current events and form informed opinions.
2. Receiving, elaborating, and communicating information: Mass media acts as a conduit for information, gathering news and events from various sources, processing it, and disseminating it to a broad audience.
3. Disseminating vital social and political news: Mass media plays a crucial role in keeping the public informed about important social and political developments, empowering citizens to participate in democratic processes.

Beyond the functions previously mentioned, mass media plays a crucial role in keeping the public informed and engaged in the social and political discourse. As noted by Chitkara University, mass media acts as a powerful force in shaping societal perceptions. It provides a window into diverse perspectives, allowing individuals to form informed opinions on pressing social and political issues. By showcasing different viewpoints and presenting multifaceted narratives, media fosters critical thinking and encourages individuals to engage in constructive dialogue. Moreover, mass media serves as a vital conduit for information flow, transcending geographical boundaries and connecting people across continents. This interconnectedness fosters a globalized understanding of events, enabling individuals to access information and perspectives beyond their immediate surroundings. The continuous flow of news empowers citizens to participate in democratic processes, hold their leaders accountable, and contribute to societal change. By raising awareness about critical issues, mass media can mobilise public opinion, drive social movements, and catalyze positive social transformation [34].

Ultimately, a comprehensive understanding of mass media can be achieved by exploring its various classifications. Categorising mass media can be approached from various perspectives. O. B. Ogbemi and E. E. Akpoveta propose two primary classifications [28, p. 73-76]:

1. Classification by mechanism:

- **Print media:** Relying on the physical printing of ink on paper, this category includes newspapers, magazines, and books. These traditional forms of media continue to play a significant role in shaping public discourse, providing in-depth analysis and investigative journalism.

- **Electronic media:** Utilising electronic signals for transmission, this category encompasses radio, television, motion pictures, computers, and the Internet. The rise of digital media has revolutionised the landscape of mass communication, offering unprecedented access to information and fostering new forms of social interaction.

2. Classification by audience:

- **Elite media:** Comprising small, homogenous groups with shared professional interests, such as engineers or architects.

- **Mass media:** Representing the general public, this category encompasses a diverse range of individuals with varying interests and backgrounds.

- **Specialised media:** Catering to groups with specific interests within a particular field, such as medical professionals or financial analysts.

To expand the notion of classification by mechanisms introduced earlier, there is a more detailed categorisation proposed by the Team Leverage Edu [33]. Their classification identifies six main types of mass media, providing a broader understanding of its tools and channels.

- **Traditional Media:** Rooted in cultural customs and rituals, traditional media has preserved and transferred values across generations. This includes folk dances, songs, storytelling, theater, and visual art forms like sculptures, paintings, and motifs. Community-based communication, such as rural radio and fairs, also falls under this category.

- **Print Media and Electronic Media:** Despite being mentioned earlier, these forms remain integral to any classification of mass media. Print media, with its newspapers, magazines, and books, forms the backbone of public discourse, while electronic media, including television, radio, and the internet, continues to revolutionize communication by offering faster and broader access to information.

- **Outdoor Media (Out-of-Home Media):** Focused on communication in public spaces, this type includes billboards, banners, posters, wallscapes, and signage. It is widely used for commercial advertisements and public awareness campaigns.
- **Transit Media:** Specialising in advertising within transit systems, such as buses, taxis, and railways, this type targets individuals on the move, making it highly visible and impactful for brand promotion.
- **Digital Media/New Media:** The most dynamic and rapidly growing form, digital media integrates traditional media with online platforms. It includes social media, websites, podcasts, blogging, e-books, and virtual reality, offering users interactive and two-way communication.

In summary, through a wide range of formats mass media ensures that information reaches diverse audiences and influences their perceptions. Media discourse, which refers to the specific ways language is used within the media, is central to how mass media shapes views, fosters public debate, and encourages social change. The language used in media discourse plays a crucial role in framing issues, guiding public interpretation, and influencing societal attitudes. Understanding the functions, classifications, and unique features of mass media, along with the critical role language plays within its discourse, is essential for comprehending its profound impact on both individuals and the broader society.

CONCLUSION TO CHAPTER 1

In this chapter, we have explored three key aspects of language development: coinage, occasionalisms, and the influence of mass media. These elements offer valuable insights into the dynamic nature of language and its constant evolution in response to changing social, cultural, and technological contexts. Language is not a fixed system but a living, adaptable tool that evolves over time to meet the communicative needs of its users. Through coinage, occasionalisms, and the pervasive role of mass media, we see how language continues to develop, innovate, and reflect the world around us.

Coinage, specifically, demonstrates the linguistic creativity and responsiveness inherent in language systems. As a process, it is characterized by the novel and flexible formation of words or phrases that bridge communicative gaps, responding to societal changes and cultural developments. Coinages often reflect emotional and cultural nuances, conveying the spirit of their time and enriching the language with expressive depth. Their role extends beyond filling lexical voids; they adapt to the pragmatic demands of communication, facilitating clarity and innovation in various contexts.

In contrast to the more permanent nature of coinage, occasionalisms represent a different kind of linguistic innovation. Occasionalisms are words or expressions created spontaneously for specific contexts, often arising in response to particular communicative needs. These terms, also known as nonce words, are typically temporary and exist only in the moment they are needed. Unlike neologisms, which gradually integrate into the lexicon and become familiar parts of the language, occasionalisms are ephemeral and often remain isolated to the context in which they were created.

Occasionalisms also play a significant role in the creative process. Writers often use them to experiment with language, pushing its boundaries to see what new meanings and effects can be achieved. In this sense, occasionalisms are a form of linguistic play that mirrors the broader cultural experimentation seen in the arts. As such, they are an important aspect of how language evolves within specific artistic or communicative contexts. Occasionalisms are not meant to be permanent additions to the lexicon but rather serve as markers of a specific time, place, or moment of creativity. They remind us of language's potential for innovation and transformation, even within the constraints of established rules and norms.

The third component of this chapter, the role of mass media in language development, ties together the processes of coinage and occasionalisms. Mass media has become one of the most powerful forces in shaping language, accelerating the spread of new words and expressions across vast audiences. Through advertisements, television, films, and online platforms, language is continuously shaped and reshaped, with new words emerging and gaining recognition at a rapid pace.

To conclude, in the broader context of «Occasional coinages in mass media discourse», the interplay between coinage, occasionalisms, and media is particularly significant. The mass media acts as both a catalyst for the creation of new words and as a widespread platform for the circulation of temporary expressions. Words that are coined in response to specific events or trends may only be used for a short period, but their influence can be magnified by the reach of mass media.

2. LINGUISTIC PECULIARITIES OF OCCASIONAL COINAGES IN MAS MEDIA DISCOURSE

2. 1. Covid-19-related occasional coinages in mass media

Occasional coinages are widely used in mass media. Journalists, broadcasters, and online content creators introduce new terms to describe emerging events and phenomena. Mass media is a dynamic space for linguistic innovation. New words quickly enter public discourse through repeated use in articles and broadcasts. Sometimes these coined words remain in the language after coming from mass media, because they gain wide popularity, but they also often disappear from common usage, because the occasion they described becomes irrelevant over time. Although they do not always become permanent additions to the language, their temporary relevance contributes to the expressiveness and dynamism of communication in mass media.

In media discourse, occasional coinages often emerge in response to social, political, technological, or cultural developments. Numerous articles are published daily, and sources frequently quote one another. As a result, these new terms are often repeated to capture readers' attention through their novelty. However, their longevity depends on factors such as social acceptance and linguistic necessity.

The era of COVID-19 became a defining period for linguistic innovation in mass media. This period can definitely be called the occasion that gave a boost to the expansion of the lexicon with coinages [Appendix 1]. As the global crisis unfolded, media outlets coined and popularised new terms to describe pandemic-related phenomena, ensuring that information remained clear and accessible. This process demonstrated how occasional coinages emerge in response to social and cultural shifts, allowing people to effectively communicate new concepts and trends.

To analyse the linguistic impact of the COVID-19 pandemic, a total of 90 coinages related to the crisis were used, as listed in Appendix 1. These terms convey the rapid adaptation of language to unprecedented and irreversible changes in global society.

Despite the fact that these coinages are specifically related to the single occasion of COVID-19, they encompass a wide range of topics, addressing not only

health and medical issues but also work-related challenges, social dynamics, and changes in everyday life during the pandemic [Appendix 2]:

- Medical and health-related terms: The COVID-19 pandemic introduced and popularised numerous medical terms that became part of everyday language. The word *coronavirus* itself, along with abbreviations like [36, 39] *CoV* (*coronavirus*), *nCoV* (*novel coronavirus*), *SARS-CoV* (*severe acute respiratory syndrome coronavirus*), *MERS-CoV* (*Middle East respiratory syndrome*), and *COVID-19*, became widely recognised. Discussions about disease transmission led to frequent use of terms like [36, 39] *community spread*, *contact tracing*, *index case*, *index patient*, and *patient zero*. The severity of the virus brought attention to medical statistics, making *CFR* (*Case Fatality Rate*) [36] a crucial measure. Public health organisations such as the *CDC* (*Centers for Disease Control*) and *WHO* (*World Health Organization*) played key roles, while protective measures like *PPE* (*personal protective equipment*) and testing methods like *PCR* (*Polymerase Chain reaction*) became essential. The pandemic also led to psychological and health-related challenges, giving rise to terms like [52] *coronasomnia* (*pandemic-induced insomnia*) and *coronanoia* (*paranoia about infection risks*). The idea of a *twindemic* [50] - the simultaneous spread of COVID-19 and other illnesses - highlighted concerns about healthcare capacity, while *super-spreader* and *super-spreading* [39] events emphasised the dangers posed by highly contagious individuals.

- Social restrictions: Government-imposed restrictions changed daily life dramatically, leading to the rise of new expressions. The term *lockdowners* [52] described those strictly adhering to stay-at-home orders, while *shelter-in-place* [45] became an official directive for safety. Many people longed for *the Before Times* [52], reflecting nostalgia for life before COVID-19, whereas phrases like *new normal* [47] captured the adjustments made to daily routines. As restrictions began to ease, words like [52] *unlockdown*, and *loxit* emerged to describe the transition back to public life. The global decrease in human activity, often due to lockdowns, was referred to as the *anthropause* [50].

- Work and education adjustments: Remote work and online education became

dominant themes of the pandemic, bringing new vocabulary into the workplace and classrooms. The abbreviation *WFH (Work From Home)* [47] became standard as businesses adapted to remote operations. Virtual conferences were referred to as *homeference* [52], while students and teachers relied on *instaclass* [47] for online learning. Makeshift home offices were humorously called *isodesk* [50]. Video conferencing on Zoom became so frequent that people coined *zooming* [47] to refer to attending virtual meetings, while *Zoom-ready* [50] described the act of preparing for an on-camera call. However, the sudden reliance on virtual communication also had downsides, such as *Zoom-bombing* [47], a disruptive act where uninvited individuals interrupted online meetings.

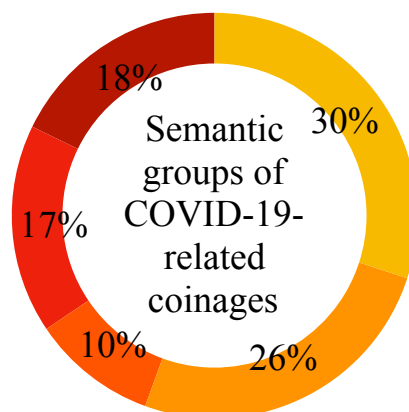
- Economic and social impact: The pandemic's effect on the economy led to widespread job losses and financial instability, reflected in terms like [36] *furlough* and *layoff*. The combination of a pandemic and economic crisis resulted in the term *pancession* [50], capturing the global recession triggered by COVID-19. Financially, individuals and businesses faced challenges that led to terms like [36] *deferred interest* and *forbearance*, showing economic adjustments necessary for survival during this period. Governments attempted to mitigate financial hardships with stimulus payments, such as the *Ehsaas Emergency Cash program* [36] in Pakistan, which provided financial aid to those in need. However, some businesses took advantage of the crisis, leading to unethical practices like [36] *price gouging (inflating prices on essential goods)* and *profiteering (exploiting shortages for excessive financial gain)*.

- Relationships: The lockdown period dramatically altered social interactions and relationships. People who entered into romantic relationships during quarantine were humorously referred to as *corona bae* or *corona boyfriend*, while new partnerships formed under these conditions were called *corona relationships* [52]. Some couples, however, faced increased stress, leading to *covidivorce* [52], a term for pandemic-induced breakups.

The distribution of these categories is shown in the diagram «Semantic groups of COVID-19-related coinages» below [Appendix 3]. It reveals that medical and health-related terms make up 30%, social restrictions account for 26%, relationships

for 18%, economic and social impact for 17%, and work and educational adjustments for 10%. This breakdown demonstrates the wide range of topics covered by the new vocabulary.

- Medical and health-related terms
- Work and education adjustments
- Relationships
- Social restrictions
- Economic and social impact



These words, which cover a variety of topics related to one occasion of COVID-19, have been widely used in the media during and after the pandemic to describe the changing impact of the disease. The use of such neologisms is clearly visible in articles. Journalists used new catchy words to attract attention. This approach proved effective for many individuals, who, drawn to the newly coined terms, would quickly revisit an article or news item to reread it.

An illustration of the process of using coinages in reports can be the article «*Quantifying the ‘Infodemic’: People Turned to Trustworthy News Outlets During the 2020 Coronavirus Pandemic*» [59]. In this case, the authors investigated the overflow of information related to a specific event. In order to make their statements more accurate, the term «*infodemic*» was used. This word was not only coined specifically in response to the pandemic but was also formally introduced by the World Health Organization (WHO) in 2020. The WHO developed this term to describe the excessive spread of information, both accurate and misleading, during a disease outbreak, highlighting the risks of public confusion, misinformation-driven behaviors, and diminishing trust in health authorities. This coinage emerged as an essential linguistic tool to capture a crisis that extended beyond the virus itself, illustrating how uncontrolled information flow could intensify public health

challenges [119].

This article [59] employs «*infodemic*» in its title to encapsulate the core issue of their study: the dramatic shifts in online news consumption during the pandemic and the competition between trustworthy and untrustworthy sources of information. The incorporation of this occasional coinage underscores the gravity of the situation, reinforcing the idea that the spread of misinformation was a crisis in itself - one serious enough to warrant its own terminology, introduced at the highest institutional level.

It is a widespread technique to use new words and phrases in headings to catch the attention of readers. As in the previous example, where the occasional coinage *infodemic* was used to illustrate a specific phenomenon, many other news sources employ this method, with The Guardian [111] being a prominent example. The term *Omicron* - a highly mutated variant of the SARS-CoV-2 virus - has been frequently used in The Guardian articles to highlight the rapidly evolving concerns surrounding the pandemic. Headlines such as «*UK Covid alert raised to level 4 as **Omicron** cases surge*» [104], «*Johnson to address nation at 8pm on booster jabs amid **Omicron** concerns*» [58], «*Covid live: 633 new **Omicron** cases detected in UK – as it happened*» [63] and «*Stricter measures than plan B may be needed to rein in UK's **Omicron** growth*» [73] reflect how the newspaper utilises this new term to draw attention to the ongoing crisis. Additionally, the term *Covid*, which was coined to describe the global pandemic, is used in two of these titles, illustrating how, when an occasion is significant, the lexicon becomes overwhelmed with new terms and phrases.

In order to catch attention in news reports occasional coinages can be used not only in headlines but also in direct quotations. One example is the term «*she-cession*», which emerged to describe the disproportionate economic effects of the pandemic on women in the workforce. Similar to the term *man-cession* used during the 2008 financial crisis to describe the impact on male workers, *she-cession* provided a clear and impactful way to discuss the pandemic's effects on women [114]. This term appeared in various articles and was emphasised in a direct quote by C. N. Mason, president and CEO of the Institute for Women's Policy Research, who

stated: «*We should go ahead and call this a **shecession***» to show how women faced more severe job losses than men [61].

This coinage, within C. N. Mason's saying, quickly gained recognition in news reports and articles. For instance, it was used in a women's magazine, placed after the title but before the main text, drawing attention to the issue: «*“We should go ahead and call this a ‘**shecession**.’”— C. Nicole Mason, president and chief executive of the Institute for Women's Policy Research*» [61]. Similarly, The New York Times further reinforced its relevance by featuring the quote in May 2020, bringing the term into broader public discussion [81]. Another example of this coinage being widely used can be found in the article by American Progress, where the quote by C. N. Mason is incorporated directly into the text, further solidifying the term's impact and usage in discussions surrounding the economic crisis: «*Women's employment and labor force participation rates have both fallen to levels not seen since 1986.2 When Dr. C. Nicole Mason, CEO of the Institute of Women's Policy Research, said that “[w]e should go ahead and call this a ‘**shecession**,’” the term stuck.*» [92].

Furthermore, in the aftermath of the COVID-19 pandemic, many news articles and reports continue to employ neologisms that emerged during the crisis to describe people's behaviors and perceptions. For instance, in an article of The Guardian, the terms «*covidiot*», «*superspreader*», and «*doom monger*» are used to illustrate the divisive and sometimes accusatory language that came to the fore during the pandemic. As the article notes: «*Most people don't want to dwell on the pandemic, the trauma, the boredom, the anxiety and the uncertainty about when it would end, or if it would end, whether the rules would change or why the rules hadn't already changed, and work out who was a **covidiot** or a **superspreader** or a **doom monger**.*» [113].

Terms like «*social distancing*» and «*Zoom fatigue*» have become key elements in discussions about life after the pandemic. Social distancing, which was widely practiced to curb the spread of the virus, is still frequently mentioned when talking about changes in behaviour. In an article published by ScienceDirect [76], it is noted: «*Video conferences have allowed us to keep engaging in important tasks such as*

*working, learning, and socializing during an extended period of **social distancing**.... It is essential to investigate the potential tradeoff between the negative and positive impacts of **Zoom fatigue**.».*

In the same way, post-COVID articles often use medical terms to talk about the ongoing effects of the pandemic. Words like «*COVID-19*», «*long-COVID*», «*post-COVID*», and «*SARS-CoV-2*» are commonly mentioned when describing the long-term health issues caused by the virus. For example, in the article «*The Aftermath of COVID-19: Exploring the Long-Term Effects on Organ Systems*» [79], it is stated: «*Thousands of **SARS-CoV-2** patients are suffering from a variety of **post-COVID** problems, including so-called ,**long-COVID** ‘*».

Additionally, aside from articles and news reports, social media platforms have become key spaces for the dissemination and popularisation of occasional coinages. On platforms such as LinkedIn, Threads, Facebook, Instagram and others, these newly coined terms are often employed to capture attention, reflect on current challenges, and communicate emerging trends. Social media users often adopt these terms to encapsulate complex situations and convey emotions more effectively.

For instance, the term «*Coronacation*» emerged on LinkedIn to describe the shift in how the hospitality industry viewed travel and vacations during the COVID-19 pandemic. In an article discussing the future of the industry, the author S. Osomba introduced the term to reflect the ongoing impact of the virus and its influence on how people approach travel in the post-pandemic world. He notes that «*The epidemiologists opine that the virus will be with us for several years before it’s fully contained. This makes **Coronacation** the new normal for the hospitality industry*» [98].

In a post on Ashley Burk’s blog on Threads, the term «*guaranteam*» was used to describe the tight-knit and supportive group dynamics that emerged among friends and family during the quarantine season. In the context of the pandemic, when people were isolated at home, «*guaranteam*» encapsulated the idea of having a small, trusted circle of individuals who were committed to staying connected and supporting each other.

Also, the term «*Coronageddon*» was used across social media platforms to

convey the scale of the pandemic's impact. For example, in a post on LinkedIn, the Hopkins map was criticised for its hyperbolic colour scheme resembling a video game, and a scale that suggested the outbreak was more extensive than it actually was. By combining «*corona*» with «*armageddon*», the term served as both a warning and an exaggeration, reflecting the sense of impending doom many people felt. Through its use, this term became part of the broader narrative surrounding the pandemic, symbolising its catastrophic nature [103]. The same coinage appeared in Dr. Wade M. Larson's article on LinkedIn «*7 Ways to Help Your Employees Through Coronageddon*» [90], where «*Coronageddon*» was used to describe the overwhelming challenges that businesses and individuals faced during the early stages of the pandemic. The term quickly became associated with a time of panic and uncertainty, effectively communicating the severity of the situation.

The same post by Dr. Wade M. Larson on LinkedIn additionally introduced the newly coined abbreviation «*CDC*», referring to the Centers for Disease Control and Prevention. In the article, one of the tips to help businesses navigate the pandemic involved the creation of a comprehensive pandemic response plan. The author advised businesses to follow CDC and Health Department guidelines while emphasising the importance of clear communication: «*As a business, you should have a pandemic response plan. Be sure to follow the **CDC** and Health Department guidelines*». He encouraged companies to address critical questions, such as what to do if an employee is sick, tests positive, or has been exposed to someone with COVID-19. This advice, aimed at helping employers manage employee safety, further illustrates how new terminology and urgent guidance shaped the pandemic's discourse [69].

In conclusion, the COVID-19 pandemic led to the creation and widespread use of many new words in mass media. These terms reflected the changing reality and provided a common way to discuss the crisis. Traditional news sources introduced these words, while social media helped them spread quickly. This shows how language changes during difficult times, shaping public understanding and helping people cope with uncertainty.

2. 2. Brexit-related occasional coinages in mass media

Brexit is an important event in modern history that has influenced the British English vocabulary and spread across the world. The United Kingdom's decision to leave the European Union has led to the creation of many new words, showing how language continues to develop. English has a vocabulary of about one million words, and around one thousand widely used new words appear every year, although many more are invented. In recent years, major social and political changes - such as globalisation, technological progress, and international conflicts - have played a key role in shaping the language. Brexit is part of this trend, introducing new words that reflect the political, economic, and social changes it has caused.

Some of these Brexit-related words will become a permanent part of the English language, while others will soon be forgotten. It is difficult to predict which ones will remain, making the study of new words an interesting area of research. However, one thing is clear: the word *Brexit* itself has already had a strong impact on the English vocabulary [88]. This word appears in many TV shows, YouTube podcasts, and news reports. For example, the YouTube channel *Latest TV* in Brighton has regularly gathered public opinion on Brexit-related issues. The report «*What do Brighton think of **Brexit**?*» [115] from March 8, 2022, featured local residents discussing whether Theresa May could negotiate a better deal with the EU. In the same way, *The Economist* examined possible solutions to the Brexit crisis in the video podcast «*How can Britain fix **Brexit**?*» [84] on January 19, 2019, analysing the difficulties that followed the rejection of May's Brexit deal.

Beyond public opinion, Brexit's economic impact has been a major focus in leading news outlets. *BBC News*, in «*What impact is **Brexit** having on the UK economy?*» (2022), examined how leaving the EU has affected trade, currency value, and business investment [116]. In addition, the *Financial Times* has published in-depth video-reports such as «*The **Brexit** effect: how leaving the EU hit the UK*» (2022) [110], which traced the economic consequences of Brexit, or «***Brexit**: why economists think the UK will be poorer after leaving the EU*» (2018) [68], analysed government and Bank of England forecasts predicting long-term financial losses for UK citizen.

The complexity of Brexit, which involves political talks, public opinions, and possible economic effects, has led to the creation of terms that reflect these different aspects. While all these terms are related to Brexit [Appendix 1], they can describe different smaller categories [Appendix 2], such as:

- Brexit process: These terms are linked to the legal, political, and economic stages of Brexit.

Within this group, different types of Brexit can be discussed. For example, former Prime Minister Theresa May introduced the phrase «*a red, white, and blue Brexit*» during her visit to the Gulf. This term was a response to «*grey Brexit*», which referred to a proposed deal allowing limited access to the single market with specific immigration restrictions. Theresa May rejected labels such as «*hard Brexit*» or «*soft Brexit*», stating that the focus should be on achieving a Brexit that represents Britain's national identity. As she explained, «*I'm interested in all these terms that have been identified – **hard Brexit, soft Brexit, black Brexit, white Brexit, grey Brexit** – and actually what we should be looking for is a **red, white and blue Brexit***» [75].

In addition, Brexit led to several legal and political adjustments as the UK separated from the EU. These changes also resulted in the creation of new occasional coinages, which were widely used in the mass media. One example is the *Great Repeal Bill*, which was introduced to manage the legal transition. This bill aimed to replace EU laws with UK laws and ensure stability after Brexit. According to CNN, on March 30, 2017, the UK government stated: «*...**Great Repeal Bill**, first announced in October, would 'allow for a smooth and stable transition as the UK leaves the EU'...*» [105]. This term was frequently mentioned in news outlets, showing its importance in the Brexit discussions.

- Public opinion: These coinages reflect the various attitudes, emotions, and reactions towards Brexit. For example, «*Bremain*» [44] refers to those who supported staying in the European Union, while «*Brexiter*» [46] refers to those who supported or advocated for the UK's exit from the EU.

These two opposite positions are represented in various social media platforms. For example, there is a group called *Bremain in Spain*, which has organised its presence on Facebook, Instagram, Twitter, and LinkedIn. This group campaigns to

protect the rights of UK nationals living in Spain and the EU, hold the government accountable, and restore full UK voting rights. The group also advocates for strengthening links to the EU, with the eventual aim of rejoining as full members [66].

Following the position of *Bremain*, there is also the emotion of regret about Brexit, occasionally referred to as «*Bregret*». This emotion refers to people who initially supported leaving the EU but later felt it was the wrong choice. The term «*Bregret*» is often used in the media to describe this feeling. For example, a survey from July 2022 showed that many people now regret Brexit. Among 18-25-year-olds, 61% expressed regret, while only 38% of people aged 65 and over shared this feeling [65]. In addition, an article published on November 19, 2024, titled «*Bresignation: British people are ready to turn a page on the EU referendum vote*», further highlights this trend. It notes that 54% of people now believe it was wrong for the UK to leave the EU. The article also mentions that 18% of leave voters would choose to remain if they could vote again in the 2016 referendum [67]. To describe these statistics, the occasional coinage «*Bregret*» was also used in this article to make the language more precise and focused.

- Hypothetical scenarios: The words of this group relate to imagined or possible future scenarios related to Brexit or similar exits.

These terms have been discussed in the media in relation to speculations about the future of the European Union. For example, *Califexit* was mentioned in a post by Thomas Piccirillo on LinkedIn. He wrote: «*Now we see how the federal gov responds to the individual states with blame and excuses. We must pull out of the union. #Califexit*» [99]. This reflects the idea that some people in California have considered the possibility of the state leaving the United States, similar to Brexit.

Another term, *Frexit*, has been discussed in media coverage, regarding France. A Reuters article by Mike Dolan stated: «*...there's likely no such thing as 'Frexit' in isolation — if by Frexit people mean France could leave the currency union while a functioning euro zone still exists*» [74]. The article explained that such a scenario would be difficult because of France's central role in the EU.

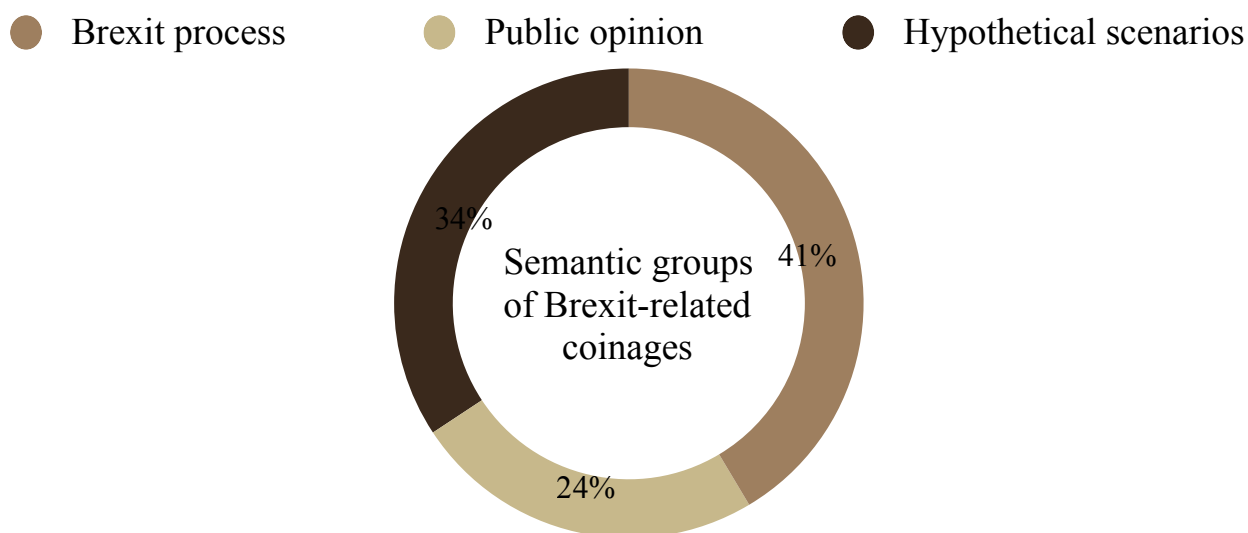
The term *Grexit* gained attention during the Eurozone crisis. It was used to

describe the potential exit of Greece from the EU due to its sovereign debt crisis. The article «*Grexit and Brexit: Lessons for the European Union*» [109] highlighted the use of this term during the 2015 Greek referendum, which raised concerns about Greece’s future in the EU.

In a similar context, *Italexit*, or *Italeave* has been discussed in media outlets. The terms refer to the idea of Italy potentially leaving the EU. An article by Adam Hayes, titled «*Italexit (Italeave): What It Is, Economic Consequences*» [82], explained that this term became popular as Italy’s populist movements began criticizing the EU, particularly on economic issues and immigration.

On social media, other terms have been used in a more humorous or speculative manner. For example, Camille Charrière’s Instagram post from June 24, 2016, included a list of possible EU exits: «*Brexit to be followed by Grexit. Departugal. Italeave. Fruckoff. Czechout. Oustria. Finish. Slovakout. Latervia. Byegium. Britain, how could you?*» [71]. This satirical list reflected online discussions imagining other countries following Britain’s example and leaving the EU.

The categorisation of occasional coinages related to Brexit into smaller semantic groups makes it easier to understand how language has adapted. It also helps us see the different sides of Brexit and its impact on society. The diagram 3 «Semantic groups of Brexit-related coinages» below [Appendix 3] shows the distribution of terms related to Brexit.



Terms about the Brexit process make up 41%, hypothetical scenarios account for 34%, and public opinion represents 24%. Compared to COVID-19-related occasional coinages, where the distribution varied more, the frequency of usage here is more balanced. It shows that different aspects of Brexit have been addressed in a relatively equal manner.

In conclusion, Brexit serves as a significant occasion for the creation of new words, reflecting the broader trends in language development. The United Kingdom's decision to leave the European Union has spurred the formation of terms that reflect the political, economic, and social impacts of this decision. As language evolves, Brexit has provided an opportunity for the creation of new vocabulary. While some of these terms may disappear, Brexit has clearly influenced language and shows how major events can lead to new words.

2. 3. Eco-related occasional coinages in mass media

Ecology is an area that is gaining public attention today. This fact is provoking significant changes in both scientific research and public discourse and is also influencing how we communicate about issues related to this domain. The growing acceptance and awareness of sustainable goals in recent years have led to the emergence of eco-related occasional coinages in mass media. As environmental concerns continue to gain attention globally, new terms are becoming more common.

These linguistic innovations reflect the increasing public interest in sustainability and the role of mass media in shaping these discussions. Such terms are important for connecting various areas of environmental studies, guiding public understanding, and influencing both consumer behaviour and policy [60]. The widespread use of eco-related occasional coinages contributes significantly to the broader conversation on sustainability and its integration into everyday life.

Much like COVID-19-related and Brexit-related occasional coinages, these terms all connect to one general theme but analyse the topic from different perspectives. The vast scope of ecology has led to the creation of a wide array of terms that reflect how humanity interacts with and impacts the natural world. Although they stem from the same overarching occasion, these coinages can be

divided into smaller, more specific semantic groups, each highlighting a distinct aspect of ecological discourse. To analyse ecology-related occasional coinages, 62 terms were chosen [Appendix 1] and categorised into smaller semantic groups [Appendix 2], such as destructive environmental practices, eco-friendly environmental practices, sustainability standards, environmental challenges and environmental movements.

- Destructive environmental practices: this group focuses on human activities or practices that directly contribute to environmental harm or degradation. Examples from this category include [40], [51] *auto-pollution*, *car-abuse*, *chemical-abuse*, *environment-abuse*, *mercury-abuse*, *fracking*, *clearcutting*, etc. These terms illustrate how human actions, such as the overuse of fossil fuels, improper waste disposal, and unchecked industrialisation, contribute to environmental degradation and loss of biodiversity.

The usage of words that describe harmful environmental practices has become increasingly prevalent in articles, social media, and mass media in general. These terms serve as essential tools for addressing urgent ecological issues. For instance, the term «*clearcutting*» was used more than 50 times in the article titled «*The pros and cons of clearcutting*», published by Church & Church Lumber Company on their official blog on September 02, 2024 [112]. The article also mentions the word «*deforestation*», stating: «*Frequently associated with **deforestation** and environmental harm, **clearcutting** involves the removal of most or all trees in a designated area, leaving a cleared landscape in its wake*». This article highlights the importance of language in raising awareness and fostering public discourse on environmental sustainability.

Despite the existence of straightforward harmful actions caused by society, there are also less obvious yet equally damaging influences, such as the unnecessary consumption of energy. One example of this is the use of electronic devices that continue to drain power even when not in active use, a phenomenon covered by the term *energy vampires*. This occasional coinage reflects the impact of modern gadgets on energy waste and environmental sustainability. The notion of *energy vampires* is also widely used in mass media. In the article «*Household **energy vampires**: which*

electronics are draining your power?» published by Positive Energy Solar [83], the concept of energy vampires is discussed in detail, with the article stating: «*These **energy vampires** aren't just a drain on our wallets — globally, they contribute to 1% of carbon emissions, equating to 44 million metric tons of CO₂ annually in the U.S.*» This example illustrates how mass media employs the term *energy vampires* to explain the unnoticed yet significant impact of excessive energy use.

LinkedIn, as a well-known social media platform, is also a space where new words, especially those related to environmental issues, are introduced and actively used. For instance, in the LinkedIn post «*Can your expert tell you if a vehicle has been abused?»* [72], the author Ryan Cockle explains the term *vehicle abuse* as damage caused by misuse, such as off-roading, racing, or neglect. He describes how investigators can identify signs of abuse even after a vehicle fire, helping insurers determine the cause. Another example is Akhil Minocha's LinkedIn post «*Redeeming **environmental abuse** through green software applications»* [96], where the term *environmental abuse* is used to describe harmful human activities that negatively affect nature. These posts demonstrate how social media contributes to defining and spreading specialised environmental terms.

Correspondingly, in Sophie Benson's post «*What's **ecocide** and what does it have to do with fashion?»* [64], she discusses *ecocide* in the context of the fashion industry, showing how this term is becoming relevant in different fields. Notably, the occasional coinage *ecocide* appears not only in the article itself but also in the comments, where users further engage with eco-related terms to discuss environmental concerns. For example, one user suggests, «*Maybe it's worth involving designers to create a collection that would draw attention to the problems of **ecocide** caused by war?»*. Another commenter engages with the term *deforestation*, asking, «*And how much of that wildlife lost had been due to **deforestation** to achieve a Green New Deal from my state in India to Africa to South America?»*. This exchange demonstrates how social media serves as a space where these words remain in use and continue to evolve through public discussion.

- Eco-friendly environmental practices: this perspective focuses on eco-friendly solutions aimed at reducing harm and fostering environmental balance.

Terms in this group reflect the ongoing shift towards greener alternatives. Examples include [40], [55] *biofuel*, *composting*, *circular economy*, *permaculture*, *eco-tourism* etc. These terms underscore efforts to adopt practices that conserve natural resources, mitigate climate change, and promote ecological stewardship, such as the increased use of renewable energy, closed-loop production systems, and environmental preservation strategies.

Eco-friendly environmental practices are often discussed across various media platforms, including television and online content. One notable example is the official BBC World Service YouTube channel, which featured the concept of eco-tourism in an episode of «*The climate question*» podcast. The video, titled «*Can tourism ever really help the environment?*», was published on February 19, 2024, and explores the impact of eco-tourism in Costa Rica [70].

The term *eco-tourism* appears multiple times throughout the episode. It shows how this occasional coinage has become integral to discussions about sustainable travel. The presenter, Qasa Alom, investigates whether eco-tourism benefits the environment or poses additional risks. The significance of the term is reinforced when he says: «*I'm on a journey in Costa Rica, the home of **eco-tourism**, to ask: Can tourism ever really be good for the environment?*».

Additionally, the episode introduces the related term *eco-volunteers*, referring to individuals who participate in conservation efforts while traveling. A local conservationist explains the role of these volunteers in protecting sea turtles: «*We receive **eco-volunteers**. And what work do they actually do to help?*».

- Sustainability standards: This category focuses on terms that describe clear goals and requirements for achieving sustainability, which is different from eco-friendly practices. While eco-friendly practices emphasize everyday actions that reduce environmental impact, sustainability standards are about meeting specific criteria or regulations to ensure long-term environmental health. Words like *additive-free*, *CFC-free*, *lead-free*, *net zero*, *pollution-free*, *smoke-free*, *zero waste* represent standards or limits that products or actions must meet to be considered sustainable [51], [55]. These terms highlight measurable objectives, certifications,

and commitments that guide organisations and individuals toward more sustainable outcomes.

In discussions about sustainability standards, significant attention is paid to reducing waste, pollution, and harmful emissions to minimise environmental damage. The idea of less waste, less pollution, and less smoke is widely addressed in mass media, with various occasional coinages emerging to capture these concepts and promote sustainable solutions.

For instance the term *net zero*, used in the International Energy Agency's (IEA) «**Net Zero by 2050**» report [97]. This term refers to a significant reduction in fossil fuel use and an increase in international cooperation to transition to sustainable energy. The report emphasises the urgency of achieving this goal, noting: «**Net zero means huge declines in the use of coal, oil and gas**». The term encapsulates the global ambition of balancing greenhouse gas emissions with removal efforts.

In the same way, the UN Environmental Programme's article «**A pollution-free planet**» [57] employs the term *pollution-free* to describe the necessity of eliminating pollution and rethinking economic models for environmental protection. The article asserts: «**We must shift towards a pollution-free planet and alter our economic models to protect the environment...**». Additionally, the article introduces occasional ecological expressions such as «*forever chemicals*» and «*dead zones*». These terms describe persistent environmental threats, with *forever chemicals* referring to long-lasting toxic pollutants that travel through air and water, and *dead zones* denoting areas in marine ecosystems where excessive nitrogen pollution depletes oxygen levels, making them uninhabitable.

The concept of reducing environmental harm also extends to air quality, as seen in the American Lung Association's article «**Smokefree Environments**» [106]. This text emphasises the importance of eliminating exposure to secondhand smoke through policies and regulations. Notably, the occasional coinage *smoke-free* appears in the names of different sections on the site, such as «**Smokefree air laws**», «**Smokefree policies in multi-unit housing**», «**Expanding smokefree communities**» and «**Workplace wellness, is your workplace smokefree?**».

Furthermore, occasional coinages related to sustainability appear in both English and non-English media. An Instagram post by Zero Waste Alliance Ukraine (4 February 2025) [120], written in English, incorporates the term *zero waste* to highlight the global impact of waste reduction strategies. Zero Waste Alliance Ukraine is an organisation dedicated to promoting the transition to a circular economy, where materials are reused, recycled, or repurposed instead of being discarded.

- Environmental challenges: this group highlights problems, threats, or issues that the environment is facing due to both natural and human-induced factors. The focus here is on the consequences or effects of the destructive practices and broader environmental pressures. Examples include *aerial litter*, *climate emergency*, *eco-anxiety*, *greenwashing*, *microplastics* etc [40], [55]. These terms emphasise the adverse effects of pollution, overconsumption, and unsustainable practices, drawing attention to the need for immediate action.

In the context of environmental challenges, journalists often turn to occasional coinages to capture attention and underscore pressing issues. For example, in the daily report «*White House considering national **climate emergency** declaration*» by CBS News 24/7, from April 24, 2024 [117], the term *climate emergency* was used to describe the potential national declaration. This term was chosen to express the urgency of the situation and to show the administration's intention to use federal powers to reduce oil development and focus on renewable energy projects. This example shows how coinages are used in news reports to address significant environmental concerns.

Another term from this group that is widely used in most media is «*greenwashing*». This word has flooded the media in recent years, becoming widely discussed in many countries around the world, with numerous articles and posts explaining what it is, how it is used, and the potential consequences it can lead to. The term «*greenwashing*» has seen a significant rise in media coverage between June and December 2023. According to data from Clearly PR, the number of times «*greenwashing*» was mentioned in UK media grew by more than 50%, with monthly mentions steadily climbing from 1,942 in July to 2,920 in December [80].

Due to its rapid spread in the information space, this term and its usage as an occasionalism can now be found in the media of various countries around the world. In the United States, for example, Global Litigation News published an article titled «*Navigating the new rise of **greenwashing** litigation*» by David Baay, Matthew Rawlinson, and Kelsey Machado on July 31, 2024 [62]. In the text, the word «*greenwashing*» is mentioned nearly 15 times, emphasising its increasing relevance in the context of legal actions targeting businesses' sustainability claims. The article demonstrates the rise in class actions and the growing complexity of greenwashing claims, particularly those related to carbon-neutrality statements and other sustainability-related marketing practices.

- Environmental movements: this set of terms represents various approaches to environmental advocacy, scientific innovation, and ideological perspectives on sustainability. Some words [51], such as *agro-biotech* and *bioengineering*, relate to technological advancements, while others, like *eco-socialism* and *eco-feminism*, emphasise social and political dimensions of environmental issues. Additionally, terms like *eco-warrior* [40] and *reefwatch* [51] highlight activism and conservation efforts. Together, these words reflect the diverse ways in which individuals and organisations work toward protecting the environment and promoting sustainable development.

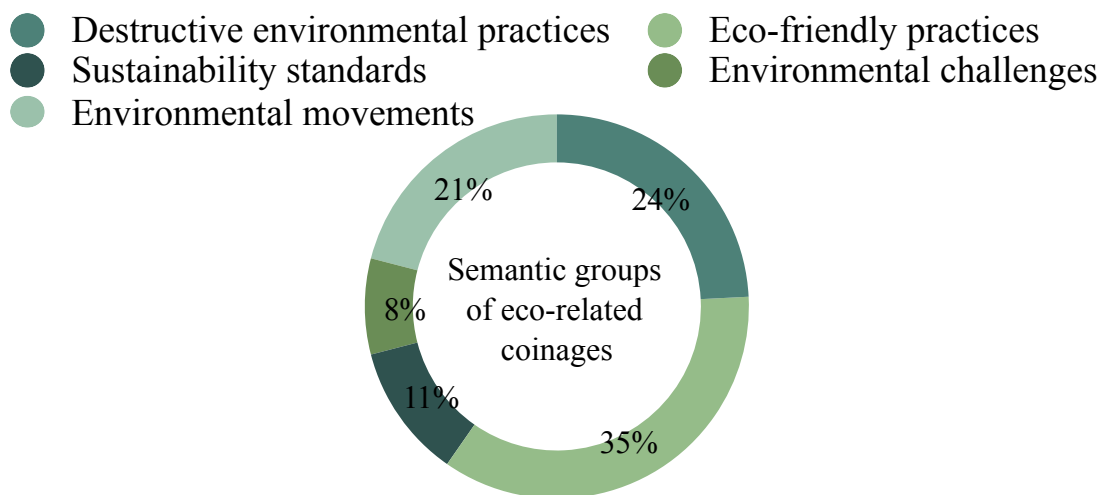
The use of occasional coinages from the *Environmental Movement* group can be clearly demonstrated through social media platforms, such as Instagram. A general search conducted on March 12, 2025, for specific hashtags reveals how frequently these terms are being used in posts across the platform. This search provides an insightful view into the public's engagement with environmental topics through newly coined terms.

For example, the terms used very frequently include *#ecoconscious* with over 881,000 posts, *#ecowarrior* with 472,000+ posts, *#bioengineering* with 69.9 thousand posts, and *#agrobiotech* with 500+ posts. These terms reflect growing public interest in eco-friendly practices, sustainability, and technology-driven solutions to environmental challenges.

Terms used less frequently, but still notable, include *#agroecologist* with over 100 posts, *#ecofeminism* with 82.8 thousand posts, *#ecosocialism* with 10.9 thousand posts, and *#triplebottomline* with 22.5 thousand posts. These hashtags are associated with more specialised discussions on environmental justice, the intersection of feminism and ecology, and sustainable business models.

Finally, the rarely used terms, such as *#ecoterrorism* with 5,000+ posts, *#reefwatch* with 1,000+ posts, *#ecoimperialism* with only 13 posts, and *#ecoscam* with 15 posts, suggest that while these concepts may be important in certain circles, they have not yet gained widespread attention in social media discussions.

The breakdown of all these categories is illustrated in the diagram «Semantic groups of eco-related coinages» below [Appendix 3]. It shows that eco-friendly practices constitute 35%, destructive environmental practices account for 24%, environmental movements represent 21%, sustainability standards make up 11%, and environmental challenges form 8%. This distribution reflects the broad scope of ecological terminology, with the highest focus on sustainable practices and efforts to address environmental harm.



In conclusion, the rise of eco-related occasional coinages reflects the increasing significance of environmental issues in public discourse and the media. As more terms emerge, they play a crucial role in helping the public understand these issues, influence consumer choices, and shape policies. By organizing these terms into specific categories, we can better understand how language evolves to address the

different aspects of ecology. From harmful practices to eco-friendly solutions, sustainability standards, environmental problems, and movements, each group contributes to the larger conversation about humanity's impact on the environment. The widespread use of these terms in media and social platforms demonstrates how language plays an essential role in raising awareness and driving global efforts toward sustainability.

2. 4. Structural classification of occasional coinages in mass media discourse

Occasional coinages in mass media discourse can be classified not only by their meaning but also by their structural characteristics. Despite their semantic grouping, these newly formed words and expressions differ in their structural formation. The study of these structural patterns is important for understanding how occasional coinages function in media texts.

New words in mass media discourse are formed through different word-formation processes, showing the linguistic diversity and adaptability needed to address social, political, and economic changes. As mentioned in the first theoretical chapter, these processes - blending, compounding, affixation, shortening, and others - allow for the creation of new words and expressions that address contemporary issues with creativity and efficiency. Each method promotes language development, with the goal of enabling mass media to convey complex ideas clearly and relevantly.

The most popular word formation processes for creating coinages are blending, compounding, acronymy and abbreviation, affixation, clipping, and borrowing. They are frequently used to form new words, particularly in contexts such as ecology, the Brexit debate, and the COVID-19 pandemic. Even within different semantic groups, there is a varied distribution of words formed by these processes, with certain word-formation types being more dominant in specific thematic domains. The results of this distribution are presented in Table 4, titled «Classification of occasional coinages according to word-formation processes» [Appendix 4].

- Blending, the process of combining parts of several words to create a new

one, is especially productive when coining neologisms related to contemporary events.

In the context of the COVID-19 pandemic, blending gave rise to terms such as *quaranteam* (*quarantine* + *team*), referring to a group of people who quarantine together, and *quarantini* (*quarantine* + *martini*), a playful term for a cocktail enjoyed while in lockdown [47]. These terms combine elements of familiar words to describe new, pandemic-specific experiences.

Even the entertainment industry embraced this trend, as seen in the TV series *QuaranTeam!* (2020) [100]. The show's title blends «quarantine» and «team», which highlights the storyline of a group of advertising professionals adjusting to remote work during the global lockdown. Produced by Greg Aidala and Bobby Chase, the show humorously portrays the challenges of working from home.

Another example of word blending in mass media is *quarantini*. The culinary blog The Novice Chef, written by Jessica, featured a post in March 2020 about this drink [86]. She described it as a Honey Lemon Martini with an optional Vitamin C rim. At first, *quarantini* meant a martini enjoyed in isolation during lockdown, but later, people started using it for any drink consumed while social distancing.

The term also appeared in the blog's comments, showing its widespread use. One commenter wrote: «*Just found this recipe after my daughter ... said she needed a martini. Then she said a «**Quarantini**». ...*». Another user emphasised the need for humor during the pandemic, stating: «*People need comic relief from all this. Can't wait to try the **quarantini**. You keep going, girl! Let go of the drama, and we will get through this together. Here's toasting you with my **quarantini!***».

The Brexit movement also led to numerous blended terms. The term *Brexit* itself, a blend of *Britain* and *exit*, became iconic, giving rise to spin-offs like *Brexodus* (*Brexit* + *exodus*). It describes the large-scale departure of European academics and professionals from the UK due to Brexit-related uncertainties. This word became widely used in media discussions about the consequences of Brexit for higher education. An article by the Centre for European Reform: «**BREXODUS: WHERE HAVE ALL THE WORKERS GONE?**» [107], highlights how this large-scale departure has reshaped the UK workforce. Research by John Springford from the

London School of Economics and Jonathan Portes from King's College London estimates that Brexit has resulted in a net workforce reduction of 330,000 people, or 1% of the total. The study illustrates the true scale of *Brexodus*, showing that while 460,000 EU workers left the UK after the end of free movement, only 130,000 new workers arrived from non-EU countries.

In the field of ecology, blending has also been used to create terms like *greenwashing* (*green* + *brainwashing*), describing deceptive environmental claims by companies [102]. The term is widely discussed in forums. On LinkedIn, for example, a public discussion on detecting *greenwashing* received over 100 responses from professionals sharing their insights [85]. For instance, Carlos Terol suggested: *«In my experience, a good way of checking for **greenwashing** evidence is social proof. If many people say a company is **greenwashing**, chances are they are. But one should always triple-check with independent sources. We really need more transparency to help citizens make the right decisions when it comes to purchasing goods and services»*. Lars Schernikau noted: *«I haven't found yet any single company above 1 bln usd revenue in the world that is **NOT greenwashing**, inc those that I am invested in»*. Also, Augustine Liyanda added: *«You would think green companies would be prepared to answer the question, Why go green? Surprisingly that simple question would bait a **greenwashing** company into exposing its inefficiencies even before you ask the real questions»*. These varied responses show the growing concern over *greenwashing* in corporate sustainability.

As a result, blending is one the most frequent word-formation process observed among the coinages selected for this analysis. Specifically, the number of blendings identified includes 34 coinages related to COVID-19, 38 associated with the Brexit context, and 20 pertaining to environmental (eco-related) terminology [Appendix 4]. This prevalence underscores the productivity and creativity of blending in generating compact, expressive, and often humorous or critical neologisms in modern discourse.

- The next word-formation process - compounding. It involves merging two complete words to form a new term, also plays a significant role in the creation of modern coinages.

For example, concerning the COVID-19 pandemic, the term *new normal* (*new*

+ *normal*) was coined to describe the lifestyle changes people adopted, such as mask-wearing and social distancing. This term gained significant traction on social media, with the hashtag #newnormalcovid19 appearing in over 1,000 posts on Instagram, where users mainly discussed wearing of masks. Another example from the same context is *doom-scrolling* (*doom* + *scrolling*), which refers to the act of continuously scrolling through negative news, particularly pandemic-related updates [47]. This term also became widely used online, with the hashtag #doomscrolling accumulating over 31,400 posts on Instagram.

In the context of Ecology, a new compound like *climate criminals* (*climate* + *criminals*) was created to describe individuals or organisations whose actions have caused significant harm to the environment, reflecting concerns about environmental responsibility in the political and business realms. The term *climate criminals* has been used in mass media articles, such as in the article «*Criminalising **Climate Criminals***», which emphasises that «*when considering who the key **climate criminals** are and their responsibility for mass loss of life and other extreme harms caused by climate breakdown, we must look at those who initiate the policies that kill and cause extreme mass suffering; those who lobby for those policies*» [118].

Additionally, the term *planet-friendly* (*planet* + *friendly*) was coined to describe products or practices that are beneficial to the planet, promoting sustainability and environmentally conscious choices [51]. For example, in an article providing free planet-friendly activities for kids, the term *planet-friendly* is used to describe activities that engage children with nature in a sustainable way. The article lists: «*Free **planet-friendly** activities for kids. 4 fun and free activities aimed at getting your child acquainted with the wonderful natural world*». Here, *planet-friendly* is used as a common descriptor, illustrating how the term has become integrated into everyday language [78].

Accordingly, compounding is also a very common word-formation process among the coinages studied. It is often used in all three groups, showing that people like to join two full words to create new meanings. In total, 35 COVID-19-related coinages, 22 Brexit-related, and 30 eco-related coinages, out of 222 selected [Appendix 1], were formed through compounding. These numbers show that

compounding is a useful and popular way to create new words when people need to talk about new situations [Appendix 4].

- Acronyms also are commonly used for convenience and are often associated with emerging trends or technologies.

COVID-related acronyms include, for example, *CDC (Centers for Disease Control and Prevention)* [36], an agency responsible for public health, and *SARS-CoV-2*, which stands for severe acute respiratory syndrome coronavirus 2 [39]. These acronyms are frequently used in mass media discourse to convey complex information more efficiently. This can be illustrated through the article *Long COVID Basics* by the U.S. Centers for Disease Control and Prevention [91]. In the section *About Long COVID*, *SARS-CoV-2* is used as an acronym to refer to the virus responsible for Long COVID, a chronic condition that occurs after infection and lasts for at least 3 months. In the next section *What CDC is Doing*, *CDC* is used as a term to refer to the U.S. agency responsible for public health. It highlights the agency's efforts to better understand and address the long-term impacts of Long COVID.

Additionally, *WFH (Work From Home)* became a common term for working outside traditional office settings during the pandemic. [47]. Its widespread use can be demonstrated by the 5.4 million posts on Instagram under the hashtag related to this work arrangement.

There are also many Brexit-related acronyms. *Brino* stands for «*Brexit in Name Only*», a term used to criticise delays in the UK's departure from the EU. Another notable example is *FBPE (Follow Back, Pro-EU)*, which was frequently used on social media by individuals supporting the European Union.

In addition, several eco-related acronyms have gained prominence. For instance, *LED (Light Emitting Diode)* refers to an energy-efficient and long-lasting lighting solution, while *CFC-free* denotes products that do not contain chlorofluorocarbons, which are harmful to the ozone layer.

Out of the whole list of words [Appendix 1] collected for the study, acronymy appeared most frequently in the context of COVID-19 due to the widespread use of medical, institutional, and technical abbreviations. In particular, 12 acronyms were

found in the COVID-19-related group, compared to only 1 in the Brexit-related group and 3 in the eco-related group.

- Affixation is a process in which prefixes or suffixes are added to existing words to create new meanings. This method is commonly used to form nouns, adjectives, or verbs and plays a significant role in language development. Affixation was found in 4 COVID-19-related coinages, 9 Brexit-related terms, and 8 eco-related terms [Appendix 4].

For example, in ecology, the term *rewilding* (re- + wilding) refers to the practice of reintroducing species to their natural habitats [102]. The article by the Ukrainian Journal of Ecology titled «*The role of **rewilding** in combating biodiversity loss*», written by E. Merola, uses the term «*rewilding*» more than 30 times. This frequent use clearly demonstrates that this coinage has become firmly established in the language [95].

In the Brexit context, *Brexiteer* (Brexit + -eer) denotes a person who supports Brexit. This coinage was created by combining the term Brexit with the suffix -eer. The word *Brexiteer* has become commonly used, as shown in different articles. For example, in The New York Times article titled «***Brexiteers** Vowed to ‘Take Back Control’ of U.K. Borders. What Happened?*», where the occasional coinage is used both in the title and within the article. It was written by Mark Landler and published in December 2023. The term here is used to describe people who supported Brexit: «*That shift is by design: **Brexiteers** promised that if Britain were unshackled from the European Union, it could devise a policy that would attract the best and the brightest from around the world*» [89]. This quote shows how *Brexiteers* are described in relation to their promises about immigration and border control after Brexit. Another example is the article «*Inside the **Brexiteer** Mind*», which focuses more on the aims of *Brexiteers* [94]. This idea can be illustrated by the quote from Stewart Jackson, former chief of staff to ex-Brexit Secretary David Davis: «*We cannot ‘lose’ Brexit because we voted for it*».

- Clipping, as the process of shortening words, is a common method for creating informal terms. In the context of health, *Rona* [47] comes from corona, meaning the coronavirus, while *iso* comes from self-isolation. The use of *Rona* in

mass media can be illustrated by a video titled «*Rona (COVID-19 Bot)*», published on April 6, 2020, by the YouTube channel *Barhead Solutions* [101]. The video introduces *Rona*, a chatbot developed using Microsoft's Power Virtual Agents, designed to answer Australians' questions about COVID-19 and its impact on their workplaces. The fact that *COVID-19 Bot* is mentioned in brackets in the title suggests that while *Rona* is commonly used, it sometimes requires clarification.

Likewise, in political discourse, particularly regarding Brexit, *Maxfac* (from *maximum facilitation*) [45] emerged to describe a proposed solution for maintaining a frictionless border between the UK and the EU. These examples show that clipping makes communication easier while keeping the main meaning. This clipped term appears in media articles, such as the BBC article «*Brexit: The return of the 'max fac' solution to the Irish border*» (February 5, 2019) [87]. The article states: «*The so-called 'Malthouse compromise' is described as 'basically max fac' – a reheat of one of the options the government considered for many months as one of the ways to handle the Irish border after Brexit*». The use of quotation marks around *max fac* suggests that the term is not universally recognised and may require explanation for readers unfamiliar with its meaning.

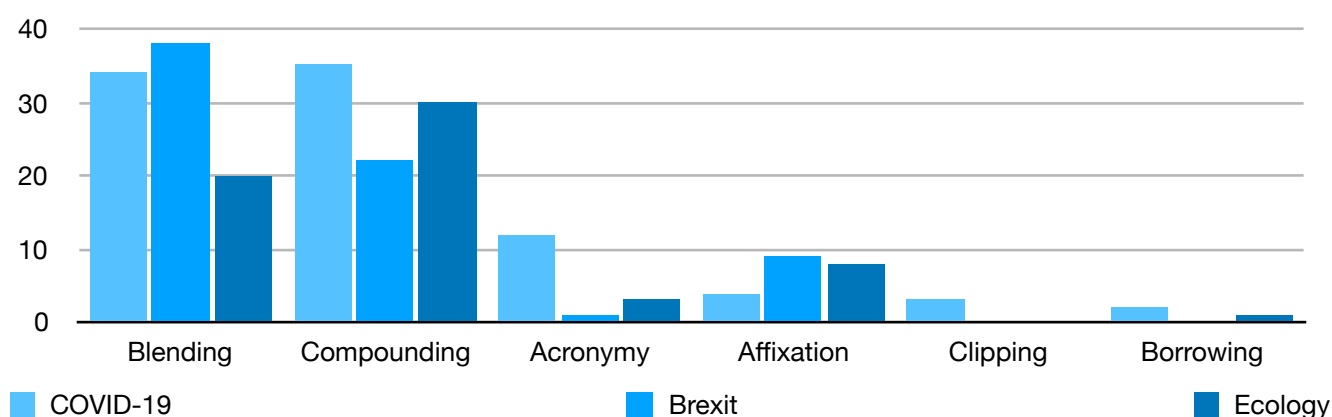
- Finally, borrowing is a common linguistic process where words from one language are adopted by another. A good example of this is the German term *Hamsterkauf* [50], which means «*panic buying*». It is derived from *Hamster* (hamster) and *Kauf* (purchase), likening the behaviour to a hamster hoarding food in its cheeks. This term was used occasionally in English during early 2020 but has not yet become fully naturalised in the language. An example of this borrowing appears in The Economist article «*Panic! At the Supermarket: How COVID-19 Rewrote the Shopping List*» [108] by Wendell Steavenson. The author describes how different countries reacted to pandemic-induced panic buying, noting: «*In Germany their hamsterkauf (hoard-buying) was potatoes and pickles; New Yorkers bought out all the beans; elsewhere in America people lined up at gun shops*». Here, *hamsterkauf* is presented as a uniquely German term for stockpiling goods, yet it appears in an English-language text, showing how such words can be borrowed to describe culturally specific behaviours. While the article provides an

explanation (*hoard-buying*), the word itself remains in its original German form, italicized to signal its foreign origin.

In addition, English, in particular, contributes greatly to the vocabulary of other languages. English coins are often adapted into other languages in several ways. One common method is when English words are modified to fit the spelling rules of the adopting language. Another approach is when English terms are used in their original form but given new meanings. Lastly, some languages fully embrace new English words, maintaining both their form and meaning [93].

Clipping and borrowing were among the least commonly used word-formation processes in the selected material. These methods appeared only occasionally across all semantic groups. Clipping was found in just 3 coinages, and borrowing also occurred in only 3 cases [Appendix 4] throughout the entire set of 222 words analyzed [Appendix1].

The analysis of occasional coinages across the three semantic domains - COVID-19, Brexit, and ecology - shows clear patterns in how new words are formed. The results of this analysis are presented below in Diagram 4: Classification of occasional coinages according to word-formation processes [Appendix 5].



Blending and compounding emerged as the most productive word-formation processes, reflecting the dynamic and often creative ways language adapts to new realities. Blending dominated the Brexit-related terms, perhaps due to its suitability for producing catchy, media-friendly neologisms. In contrast, compounding was most frequent in COVID-19-related coinages, serving the need for clarity and

specificity in public health communication. The ecological group demonstrated a relatively balanced use of both, with compounding slightly in the lead. Acronyms were primarily found in the COVID-19 group, as medical and scientific terms often lend themselves to abbreviation. Affixation was particularly prevalent in the Brexit category, probably because many terms were used to indicate specific people or roles, making it a useful tool for distinguishing individuals within this context. Clipping and borrowing had almost no presence in the Brexit and ecology categories, but were used in the context of COVID-19.

In conclusion, the analysis in this chapter on the structural classification of occasional coinages in mass media discourse highlights that all word-formation methods play a role in shaping new vocabulary; however, blending and compounding were used most frequently, while affixation, acronyms, clipping, and borrowing appeared less often but still served important, topic-specific functions.

CONCLUSION TO CHAPTER 2

This chapter examined occasional coinages in mass media discourse, focusing on their creation, development, and impact on language. Mass media plays a significant role in shaping language by introducing new words that reflect changes in society, politics, and the environment. While some coinages remain in use, others disappear once the events they describe become less relevant.

The study of occasional coinages shows how language adapts to new situations, helping people communicate emerging ideas more clearly. Major global events, such as the COVID-19 pandemic, Brexit, and environmental issues, have led to the creation of many new terms. These coinages respond to social changes and ensure effective communication during such times.

The structural analysis of occasional coinages demonstrates the various processes used to form them, such as blending, compounding, acronymy and abbreviation, affixation, clipping, and borrowing. These processes keep language flexible and relevant to current needs.

Mass media is crucial in spreading occasional coinages. Through television, digital platforms, newspapers, and social media, new words quickly reach large

audiences and influence public discourse. The widespread use of these terms shows how media shapes modern vocabulary.

In conclusion, occasional coinages in mass media reflect the ongoing evolution of language in response to global events. Their creation and spread show how language adapts to new ideas and situations. Although some coinages fade over time, their presence in media discourse demonstrates the importance of linguistic innovation in communication.

CONCLUSION

This paper is devoted to the comprehensive study of occasional coinages in mass media discourse, with the focus on their nature, functions, structural characteristics, and role in reflecting social, political, and cultural change.

The theoretical part of the research clarifies the general concept of coinage and distinguishes occasionalisms as a specific type of lexical innovation. These are words or expressions created spontaneously for a particular communicative need, typically emerging in response to unique or temporary circumstances. While occasional coinages often exist only within a specific context, they serve an important expressive function and demonstrate the creative potential of language. Their formation is closely linked to the speaker's intention and the situational context, which distinguishes them from more permanent neologisms.

Special attention is given to the role of mass media, which both facilitates and actively engages in the formation and dissemination of occasional coinages. Mass media functions as a powerful platform for linguistic experimentation, where new lexical items can gain wide recognition or quickly fade after the event or situation that prompted their creation passes. These unique words or phrases are often coined to capture attention or evoke a particular emotional response. Occasional coinages have a lasting impact on public consciousness. Through such creative linguistic innovations, mass media shapes public perception and influences the way people communicate.

The practical part of the study is devoted to a comprehensive analysis of occasional coinages that have emerged within mass media discourse. This part of the study encompasses four principal analytical dimensions, each addressing a distinct thematic domain. The first analytical focus is on occasional coinages related to the COVID-19 pandemic. The next group of coinages is examined within the context of Brexit. The third group consists of words associated with environmental and ecological issues. Lastly, attention is given to the structural classification of all collected occasional coinages.

Altogether, 222 occasional coinages are selected for this research. These are distributed across the three thematic domains: 90 coinages related to COVID-19, 70

to Brexit, and 62 to ecology. To facilitate more in-depth analysis, the coinages within each topic are further divided into smaller semantic categories. For instance, COVID-19-related coinages are grouped based on whether they referred to medical terminology, social restrictions, or the economic and psychological impact of the pandemic. In the case of Brexit, the coinages are analysed according to whether they described the political process, reflected public opinion, or presented hypothetical scenarios and consequences. The ecology-related coinages are classified into those addressing environmentally harmful practices, eco-friendly habits, sustainable solutions, climate-related challenges, and environmental movements. This categorisation allows for a more detailed understanding of what subtopics dominate within each broader theme and which types of occasional coinages appear most frequently.

As a result of the conducted analysis, it is established that occasional coinages are widely and actively used across various media platforms. Their presence was confirmed in numerous contexts, including digital news articles, blog entries, social media networks, hashtags, YouTube channels, podcasts, television broadcasts, and radio programs. This broad range of sources shows the functional relevance of occasional coinages in contemporary media communication, where they are employed to convey complex or emerging concepts in a timely and accessible manner.

Furthermore, the research includes an examination of the structural formation of the identified coinages. The analysis reveals that blending and compounding are the most frequently employed word-formation processes. Other mechanisms, such as acronyms and abbreviations, affixation, clipping, and borrowing, are also present, albeit less commonly.

All classifications, as well as the results of the analysis, are presented in the form of tables and diagrams included in the appendices.

In conclusion, occasional coinages in mass media discourse represent a dynamic and productive area of modern linguistics. They show the flexibility of language, the creativity of its users, and the significant role of media in shaping public discourse.

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APPENDIX 1

COVID-19-related occasional coinages

1. Anthropause – A term referring to the global slowdown of human activity, including travel, during the pandemic, often due to lockdowns and social distancing measures [50].
2. Before Times – The period before the Covid-19 pandemic, often used humorously [52].
3. Blursday – The feeling that days blur together, especially during quarantine [47].
4. CDC - Centers for Disease Control and Prevention [36].
5. CFR- Case Fatality Rate [36].
6. Community Spread – The spread of a disease within a specific area without known exposure to an infected person [39].
7. Contact Tracing – Identifying and monitoring individuals who were in contact with an infected person [36].
8. Corona Bae – A partner you are quarantining with [52].
9. Corona Beard – Facial hair grown out during lockdown [52].
10. Corona Boyfriend – A romantic partner during quarantine [52].
11. Corona Fatigue – Exhaustion from prolonged pandemic restrictions and Zoom meetings [52].
12. Corona Hair – Untrimmed hair due to lockdown restrictions [52].
13. Corona Mom – A mother frequently using Zoom [52].
14. Corona Relationship – A new type of relationship that emerged during quarantine [52].
15. Coronababie – A baby born in 2020 [52].
16. Coronacation – A stay-at-home «vacation» during the pandemic [47].
17. Coronacuts – Haircuts done at home during lockdown [52].
18. Coronadults – Adults who contracted Covid-19 [52].

19. Coronageddon – A blend of «corona» and «armageddon», symbolizing catastrophic pandemic effects [52].
20. Coronals – Babies born in 2020 (alternative to Coronababie and Covidials) [52].
21. Coronanoia – Paranoia caused by the Covid-19 pandemic [52].
22. Coronapocalypse – A mix of «corona» and «apocalypse», referring to the pandemic's chaos [52].
23. Coronasomnia – Insomnia experienced during the pandemic [52].
24. Coronaspeak – Neologisms that emerged in everyday language during the pandemic [52].
25. Coronaspiracy – A conspiracy theory about Covid-19 [52].
26. Coronavirus – The broad term for a family of viruses, which includes several strains that cause diseases in humans and animals [39].
27. Coronials – Children born during the COVID-19 pandemic [47].
28. CoV – Abbreviation for coronavirus, a family of viruses causing various illnesses [39].
29. Covexit – The process of easing COVID-19 restrictions and reopening [47].
30. CovideoParty – A virtual gathering for watching videos together [47].
31. Covid-19 – A disease caused by SARS-CoV-2, leading to a global pandemic [39].
32. Covidials – Another term for babies born in 2020 [52].
33. Covidient – A person who follows health guidelines and precautions to prevent disease spread [47].
34. Covidiot – Someone who disregards lockdown and safety measures [47].
35. Covidivorce – Divorce caused or accelerated by pandemic-related stress [52].
36. Deferred Interest – Delaying the payment of interest due to COVID-19 [36].
37. Doomscrolling – Excessively scrolling through bad news, especially pandemic-related updates [47].
38. Ehsaas Emergency Cash – A Pakistani government program providing financial assistance during the COVID-19 crisis [36].

39. Elbow Bump – A gesture, initially used in 1981 as a celebratory action to greet teammates, which later became popular during the COVID-19 pandemic as a safer alternative to handshakes, aiming to avoid physical contact [36].
40. Forbearance – Delaying payments, especially for homeowners affected by COVID-19 [36].
41. Furlough – Temporary leave from work due to lack of business during the pandemic [36].
42. Hamsterkauf – A German loanword meaning «panic buying» derived from Hamster (hamster) and Kauf (purchase), likening the behavior to a hamster hoarding food in its cheeks. Used occasionally in English during early 2020, but it has not become a fully naturalized English term. [50]
43. Homeference – A conference held from home via Zoom or other platforms [52].
44. Index Case – The first documented case of a disease in a population [39].
45. Index Patient – The first individual diagnosed with a specific disease in a population [39].
46. Infodemic – A blend of *information* and *epidemic*, referring to an overwhelming amount of often unverified or misleading information spread online, especially during crises such as the COVID-19 pandemic. The term was first coined in 2003 during the SARS epidemic [36].
47. Instaclass – Online education or classes during the pandemic [47].
48. Iso – Short for self-isolation, referring to the practice of staying at home to avoid spreading or contracting COVID-19 [47].
49. Isodesk – A term describing a home workspace set up during the pandemic or self-isolation, often adapted for remote work [50].
50. Layoff – Permanent dismissal of employees due to COVID-19 [36].
51. Lockdowners – People who strictly stay at home during the pandemic [52].
52. Locktail – A cocktail consumed during lockdown to unwind [50].
53. Loxit – Exit from lockdown [52].

54. Maskne – A portmanteau of *mask* and *acne*, referring to breakouts or skin irritations caused by wearing face masks for long periods [50].
55. MERS – A respiratory illness caused by a coronavirus originating in the Middle East [39].
56. MERS-CoV – The coronavirus responsible for the Middle East Respiratory Syndrome [39].
57. Morona – A humorous term for someone acting foolishly during the pandemic [47].
58. nCoV – Abbreviation for novel coronavirus, referring to newly emerging strains [36].
59. New Normal – The lifestyle changes people adopt post-pandemic, like mask-wearing [47].
60. Omicron - A highly mutated variant of the SARS-CoV-2 virus, first identified in November 2021 [42].
61. Pancession – A blend of *pandemic* and *recession*, describing an economic downturn triggered or worsened by the pandemic [50].
62. Patient Zero – The first person identified with a disease in an outbreak [39].
63. PCR - Polymerase Chain Reaction [36].
64. Plandemic – A term used to suggest that the pandemic was planned or intentionally orchestrated, usually in the context of conspiracy theories [50].
65. PPE - Personal Protective Equipment [36].
66. Price gouging – Charging excessively high prices when demand is high and supply is limited [36].
67. Profiteering – Seeking excessive profits, especially from scarce goods [36].
68. Quaranteam – A small group of people quarantining together to reduce exposure [47].
69. Quarantime – Time spent at home during lockdown [52].

70. Quarantine and Chill – Spending time at home with a romantic partner, often watching movies [52].
71. Quarantini – A cocktail or martini created during quarantine, typically enjoyed while socializing at home during lockdown [50].
72. Rona/The Rona – Informal, humorous term for the coronavirus [47].
73. SARS – A severe respiratory illness caused by a type of coronavirus [39].
74. SBA – Small Business Administration, offering loans to businesses affected by COVID-19 [39].
75. Scandemic – A pejorative term used to describe a supposed scam or conspiracy surrounding the pandemic, often referring to exaggerated or fraudulent claims [50].
76. Self-Quarantine – Isolating at home to prevent the spread of infection [47].
77. Shelter-in-Place – A protocol that advises individuals to stay in their current location for safety, initially created in 1976 for use during nuclear or terrorist threats, but later adapted for people to stay indoors during the COVID-19 pandemic to reduce the risk of infection [45].
78. Socially Distance – The act of keeping a safe distance from others to prevent infection [39].
79. Social Distancing – Maintaining physical distance from others to reduce disease transmission [39].
80. Stimulus Payment – Government payments to help taxpayers and their dependents during economic hardship [52].
81. Super-spreader – An individual capable of infecting many people due to high contagiousness [39].
82. Super-spreading – The act of transmitting a disease to many people due to high infectiousness [39].

83. Twindemic – A term referring to the possibility or occurrence of two pandemics happening simultaneously, often used to describe the concurrent spread of COVID-19 and other illnesses, like the flu [50].
84. Unlockdown – The lifting or easing of lockdown restrictions [52].
85. WHO – World Health Organization [36].
86. WFH – Abbreviation for «Work From Home» a practice where employees perform their duties remotely, usually due to the pandemic [47].
87. Zoom-Bombing – The act of uninvited individuals disrupting a Zoom meeting by displaying offensive or inappropriate content [47].
88. Zoom-ready – A term referring to being prepared or dressed appropriately for a virtual meeting, especially on the Zoom platform. [50]
89. Zooming – Participating in video calls using the Zoom platform, which became widely popular for meetings and classes during the pandemic [47].
90. Zumping – Breaking up with someone via Zoom [52].

Brexit-related occasional coinages

1. Backstop – in the Withdrawal Agreement ensuring no hard border (no border posts, physical barriers, or checks on people and goods) between Northern Ireland and the Republic of Ireland [37].
2. Beleave - A slogan urging people to support the *leave* vote during the Brexit referendum, formed by blending *believe* and *leave* [44].
3. Bespoke Brexit – A tailored Brexit deal, distinct from other models (e.g., Norway or Canada) [48].
4. Blind Brexit – A Brexit in which the future relationship between the UK and the EU remains uncertain at the time of departure [43].
5. Braccident - the possibility of Brexit happening unintentionally or by accident [38].
6. Bremain - Refers to individuals or groups who supported the UK's decision to remain in the European Union during the Brexit referendum [44].

7. Bregret - A blend of *Brexit* and *regret*, referring to the feeling of regret following the UK's decision to leave the EU [49].
8. Bregretter - A person who regrets the Brexit decision and its consequences, typically referring to those who once supported Brexit but later reconsidered [44].
9. Brentry - A term used to refer to the UK's entry into the European Economic Community in 1973, coined by analogy with Brexit [44].
10. Brexchosis – Double portmanteau coined by Boris Johnson, referencing national self-deprecation regarding Brexit [48].
11. Brexiety – State of anxiety about Brexit, particularly among its opponents [48].
12. Brexit - A blend of Britain (or British) and exit, referring to the United Kingdom's withdrawal from the European Union [46].
13. Brexit Day – The official date the UK was scheduled to leave the EU (29 March 2019) [48].
14. Brexitannia - A playful blend of *Brexit* and *Britannia*, evoking the idea of a post-Brexit Britain [49].
15. Brexiter - A person who supports or advocates for the UK's exit from the European Union [46].
16. Brexiteer - A political figure or strong supporter of Brexit, often someone who was actively involved in promoting the UK's departure from the EU [44].
17. Brexitesque - A term used to describe something that has characteristics or qualities reminiscent of Brexit [49].
18. Brexitography - The documentation, study, or chronicling of the Brexit process and its political, economic, and social consequences [44].
19. Brexitometer - A tool or instrument used to measure public opinion or sentiment regarding Brexit, typically used to gauge how attitudes towards Brexit are changing over time [44].
20. Brexitology - The study or analysis of Brexit, including its origins, effects, and ongoing implications for the UK and the European Union [44].

21. Brexitophobia - A term used to describe the fear, opposition, or hostility towards Brexit, especially in contexts where Brexit is seen as harmful or divisive [44].
22. Brexies - A playful or informal term for people or things related to Brexit, often used humorously or colloquially [44].
23. Brexodus – A term describing the emigration of people from the UK following the Brexit referendum, often referring to those who leave for EU member states [45].
24. Brexthrough – Media term for breakthroughs in UK-EU negotiations [48].
25. BRINO (Brexit in Name Only) – A very soft Brexit where the UK leaves the EU but remains aligned with EU Single Market rules, including freedom of movement [43].
26. Cakeism – The policy or attitude of wanting to «*have your cake and eat it too*», specifically in relation to Brexit negotiations, implying the desire to benefit from the EU while not being fully part of it [45].
27. Califexit - A hypothetical term referring to the idea of California leaving the United States [49].
28. Chequers Blueprint - A phrase referencing the Brexit plan agreed upon at the Chequers country house in July 2018 [49].
29. Chequers Checkmated - Refers to the failure or collapse of the Chequers Brexit plan [49].
30. Chequers Euro-fudge - A phrase used to describe the ambiguity or compromise involved in the Brexit plan agreed at Chequers [49].
31. Chuck Chequers - A phrase suggesting the abandonment or rejection of the Chequers Brexit plan [49].
32. Clean Brexit – Euphemism for hard Brexit, used by Leavers [48].
33. Clexit – A term referring to the withdrawal of countries from international climate change agreements, inspired by Brexit [45].

34. Cliff edge – A figurative phrase describing a sudden, severe economic or political downturn, especially in the context of Brexit, where it refers to a no-deal Brexit scenario [45].
35. Crexit – Crisis + exit; escape from a crisis [46].
36. Czechout – Hypothetical exit of the Czech Republic from the EU [46].
37. Departugal – Hypothetical exit of Portugal from the EU [46].
38. EUge - A term used by those opposed to Brexit to describe a significant mistake or error, especially in the context of the EU referendum [44].
39. EUunity - Refers to the idea of unity within the European Union, particularly in opposition to Brexit, often used on pro-EU demonstrations [44].
40. Eurhope - A term expressing hope for the future of the European Union, particularly in contrast to Brexit and the challenges it presented [44].
41. EU Settlement Scheme – A UK scheme protecting the rights of EU citizens in the UK, allowing those granted Settled or Pre-Settled Status to remain after 30 June 2021. The scheme also applies to nationals of Norway, Iceland, Liechtenstein, and Switzerland under separate agreements [37].
42. EUthanasia - A term used by Brexit opponents to describe the perceived decline of the European Union as a result of Brexit [44].
43. Finish – Hypothetical exit of Finland from the EU [46].
44. Five Tests – Theresa May’s specific conditions for a Brexit deal [48].
45. Fixit - A term that refers to the potential of Finland leaving the EU, analogous to *Brexit* [49].
46. Frexit – Hypothetical exit of France from the EU [46].
47. Fruckoff – Humorous/vulgar reference to France hypothetically leaving the EU [46].
48. Great Repeal Bill – A new term describing the process of removing EU law from UK legislation [48].

49. Green Brexit – Michael Gove’s vision of Brexit as an opportunity for environmental reform [48].
50. Grexit – Hypothetical exit of Greece from the Eurozone [46].
51. Hard Brexit – A Brexit in which the UK swiftly leaves the EU, possibly with only a basic free trade agreement or, in a very hard Brexit scenario, without a deal and under WTO rules [43].
52. Inverted power – A new term related to the UK’s internal governance post-Brexit [48].
53. Italeave – Hypothetical exit of Italy from the EU [46].
54. Latervia – Humorous reference to a hypothetical exit of Latvia from the EU [46].
55. Maxfac – Short for “maximum facilitation,” a proposed solution for a frictionless border between the UK and the EU after Brexit [45].
56. Mexit - A term used for the retirement of footballer Lionel Messi [49].
57. Neverendum – A term used to describe the repeated holding of referendums, particularly in the context of Brexit, implying that the process might never end [45].
58. Nexit – Hypothetical exit of the Netherlands from the EU [46].
59. No-deal Brexit - a scenario where the UK leaves the EU without any formal agreement [38].
60. Oustria – Hypothetical exit of Austria from the EU [46].
61. Post-Brexit – The period after Brexit [46].
62. Red, White and Blue Brexit – A Brexit described by the Prime Minister as «the right Brexit for the UK», with its precise meaning debated [43].
63. Regrexit - Refers to the feeling of regret after the UK’s decision to leave the European Union, especially among those who supported remaining in the EU [44].
64. Remainer – Someone opposing Brexit [46].

65. Remainiac – A derogatory term used to describe someone who is vehemently in favor of the UK remaining in the EU after the Brexit referendum [45].
66. Slovakout – Hypothetical exit of Slovakia from the EU [46].
67. Smooth Brexit – A well-organized, negotiated, and prepared Brexit [43].
68. Soft Brexit – A Brexit in which the UK negotiates continued participation in the European Economic Area (EEA) or retains significant access to the EU’s single market and customs union [43].
69. Texit – Hypothetical exit of Texas from the U.S [46].
70. Trexit – Hypothetical exit from the U.S. due to Trump’s presidency [46].

Eco-related occasional coinages

1. Additive-free - Free from additives; no harmful chemical additives [51].
2. Agro-biotech - Agricultural biotechnology, which includes the use of biotechnology in farming [51].
3. Agroecologist - A specialist in the study of ecological processes and their relation to agriculture [51].
4. Aerial Litter – Refers to items released into the sky (like balloons, sky lanterns, or fireworks) that eventually return to Earth as litter [40].
5. Aerosol-abuse - Harmful overuse of aerosol products, which can damage the environment [51].
6. Alcohol-abuse - The harmful use of alcohol; excessive drinking [51].
7. Auto-pollution - Pollution caused by motor vehicles, particularly emissions that harm the environment [51].
8. Bagasse - Sugarcane pulp, a sustainable, home-compostable by-product used for creating products like food containers [55].
9. Biodegradable - Capable of being decomposed by bacteria or other living organisms [51].
10. Biodiesel - A type of biofuel made from biological sources, often used as an alternative to traditional diesel [40].

11. Bioengineering - The application of biological and engineering principles to create products and processes, often with ecological considerations [51].
12. Bioenergy – Energy produced from burning biomass [40].
13. Biofuel - Fuel derived from biological sources, often seen as an alternative to fossil fuels [40].
14. Biomass – Plant-derived materials including vegetable oils, animal manure, urban wood waste, and other organic materials used for energy production [40].
15. Car-abuse - Harmful or excessive use of cars leading to negative environmental impacts [51].
16. Carbon-Balanced Print - Print production where CO₂ emissions are minimized and offset by environmental projects like rainforest protection [55].
17. Carbon-Balancing - Offsetting carbon dioxide emissions by removing or reducing an equivalent amount of CO₂ [55].
18. Carbon Offset – Measures taken to balance out one's carbon emissions, often through activities like tree planting [40].
19. Carbon Sequestration – The long-term storage of carbon in plants, soils, geological formations, or the ocean to mitigate climate change[40].
20. Carbon Sinks - Systems like forests, oceans, and soil that absorb more carbon than they release [55].
21. Chemical-abuse - The harmful use of chemicals, particularly in ways that damage the environment [51].
22. CFC-free - Free from chlorofluorocarbons, harmful chemicals that deplete the ozone layer [51].
23. Clearcutting – A logging method that involves removing all trees from a particular area, which can have negative environmental consequences such as soil loss [40].
24. Climate Emergency – A declaration made by governments to signal an urgent need for action on climate change [40].

25. Closed-Loop: A system where items are recycled or composted, reducing waste and preventing landfill [55].
26. Circular Economy - An economic system focused on maximizing resource use while minimizing waste and environmental harm [55].
27. Composting - A process of decomposing organic materials into nutrient-rich soil or fertilizer [55].
28. Deforestation - The clearing of forests for non-forest use like farming or urbanization [55].
29. Eco-Anxiety – The feeling of distress or helplessness caused by environmental concerns and the state of the planet [40].
30. Ecocide – The deliberate destruction of the natural environment, often in the context of human activity or corporate negligence [40].
31. Eco-conscious – Showing concern for the environment [40].
32. Eco-feminism - A branch of feminism that links ecological concerns with feminist principles [51].
33. Eco-imperialism - The imposition of ecological policies or practices that negatively affect less-developed nations [51].
34. Eco-scam - A fraudulent activity that falsely promotes ecological benefits [51].
35. Eco-socialism - A political philosophy that combines aspects of socialism with the advocacy for sustainable ecological practices [51].
36. Eco-terrorism - Acts of violence or sabotage in the name of ecological or environmental causes [51].
37. Ecoterrorist – Someone who engages in sabotage or political terrorism with the aim of protecting the environment [40].
38. Eco-tourism – Travel that focuses on reducing environmental impact and prioritizing sustainability [40].
39. Eco-warrior – A person actively engaged in preventing environmental damage [40].

40. Energy vampires – Devices or people that consume energy unnecessarily, even when turned off [40].
41. Environment-abuse - Harmful or excessive use of resources leading to environmental damage [51].
42. Environmentally-friendly - Practices or products that are beneficial to or do not harm the environment [51].
43. Fracking – A method of extracting oil or gas by injecting liquid at high pressure, controversial due to environmental concerns [40].
44. Greenwashing - The deceptive practice of making products appear more environmentally friendly than they actually are [55].
45. Lead-free - Free from lead, often used to describe products that are non-toxic to the environment [51].
46. LED - Light Emitting Diode, a long-lasting, energy-efficient light source, more expensive but more durable than traditional lighting [55].
47. Net Zero - A balance between the greenhouse gases emitted and the amount removed from the atmosphere, aiming for zero emissions overall [55].
48. Mercury-abuse - Harmful use of mercury, leading to environmental contamination [51].
49. Microplastics - Tiny plastic particles that remain after plastics degrade, often found in landfills and oceans, posing environmental risks [55].
50. Ozone-unfriendly - Practices or products that contribute to ozone depletion [51].
51. Permaculture - A sustainable lifestyle approach that focuses on mindful living, gardening, agriculture, and connecting with nature [55].
52. Planet-friendly - Practices or products that are beneficial to the planet and do not cause harm [51].
53. Pollution-free - Free from pollution; environmentally clean [51].
54. Polylactic Acid (PLA) - A compostable plastic made from plant-based materials, primarily cornstarch, used for creating biodegradable products [55].

55. Recycled Paper - Paper made from reconstituted paper fibers, regarded as a sustainable product when sourced from sustainably managed forests [55].
56. Reefwatch - Monitoring and analysis of coral reef ecosystems to prevent ecological disaster [51].
57. Rewilding - The restoration of natural ecosystems to promote biodiversity, resilience, and ecological balance with minimal human intervention [55].
58. Smoke-free - Free from smoke, particularly referring to areas or products that do not release harmful pollutants [51].
59. Triple Bottom Line - A framework measuring a company's performance based on financial, social, and environmental factors [55].
60. Vehicle-abuse - Harmful or excessive use of vehicles, leading to negative impacts on the environment [51].
61. Wishcycling - Placing non-recyclable items in recycling bins with the hope of them being recycled, often causing more harm than good [55].
62. Zero Waste - A goal to minimize waste and environmental impact by reusing, recycling, or composting all materials to avoid landfills and incinerators [55].

APPENDIX 2

Covid-19-related occasional coinages

Semantic group	Occasional coinages
Medical and health-related terms	CDC, CFR, community spread, contact tracing, coronadults, coronanoia, coronasomnia, coronavirus, CoV, Covid-19, covidient, index case, index patient, MERS, MERS-CoV, nCoV, Omicron, maskne, patient zero, PCR, PPE, rona/the rona, SARS, super-spreader, super-spreading, twindemic, WHO.
Social restrictions	anthropause, before times, blursday, corona fatigue, corona hair, coronacation, coronacuts, covexit, covideoParty, covidiot, doomscrolling, elbow bump, iso, lockdowners, loxit, new normal, quaranteam, quarantime, self-quarantine, shelter-in-place, socially distance, social distancing, unlockdown.
Work and education adjustments	corona mom, coronaspeak, homeference, instaclass, isodesk, WFH, Zoom-bombing, Zoom-ready, zooming.
Economic and social impact	coronageddon, coronapocalypse, deferred interest, Ehsaas Emergency Cash, forbearance, furlough, hamsterkauf, infodemic, layoff, pancession, price gouging, profiteering, SBA, scandemic, stimulus payment.
Relationships	corona bae, corona beard, corona boyfriend, corona relationship, coronababie, coronals, coronaspiracy, coronials, covidials, covidivorce, locktail, morona, plandemic, quarantine and chill, quarantini, zumping.

Table 2: Brexit-related occasional coinages

Semantic group	Occasional coinages
Brexit process	<p>Backstop, Bespoke Brexit, Blind Brexit, Brentry, Brexit, Brexit Day, Brexitography, Brexitometer, Brexitology, Brexitthrough, BRINO (Brexit in Name Only), Cakeism, Chequers Blueprint, Chequers Checkmated, Chequers Euro-fudge, Clean Brexit, EU Settlement Scheme, Chuck Chequers, Five Tests, Great Repeal Bill, Green Brexit, Hard Brexit, Inverted power, Maxfac, No-deal Brexit, Post-Brexit, Red, White and Blue Brexit, Smooth Brexit, Soft Brexit.</p>
Public opinion	<p>Beleave, Bremain, Bregret, Bregretter, Brexiety, Brexiter, Brexiteer, Brexitophobia, Brexies, EUge, EUnity, Eurhope, EUthanasia, Neverendum, Remainer, Remainiac, Regrexit.</p>
Hypothetical scenarios	<p>Braccident, Brexitchosis, Brexitannia, Brexitesque, Brexodus, Califexit, Clexit, Cliff edge, Crexit, Czechout, Departugal, Finish, Fixit, Frexit, Fruckoff, Grexit, Italeave, Latervia, Mexit, Nexit, Oustria, Slovakout, Textit, Trexit.</p>

Table 3: Eco-related occasional coinages

Semantic group	Occasional coinages
Destructive environmental practices	Aerosol-abuse, alcohol-abuse, auto-pollution, car-abuse, chemical-abuse, clearcutting, deforestation, ecocide, environment-abuse, energy vampires, fracking, mercury-abuse, ozone-unfriendly, vehicle-abuse, wishcycling.
Eco-friendly practices	Bagasse, biodegradable, biodiesel, bioenergy, biofuel, biomass, carbon-balanced print, carbon-balancing, carbon offset, carbon sequestration, carbon sinks, closed-loop, circular economy, composting, eco-tourism, environmentally-friendly, LED, permaculture, planet-friendly, polylactic acid (PLA), recycled paper, rewilding.
Sustainability standards	Additive-free, CFC-free, lead-free, net zero, pollution-free, smoke-free, zero waste.
Environmental challenges	Aerial litter, climate emergency, eco-anxiety, greenwashing, microplastics.
Environmental movements	Agro-biotech, agroecologist, bioengineering, eco-conscious, eco-feminism, eco-imperialism, eco-scam, eco-socialism, eco-terrorism, ecoterrorist, eco-warrior, triple bottom line, reefwatch.

APPENDIX 3

Diagram 1: Semantic groups of Covid-19-related occasional coinages

- Medical and health-related terms
- Work and education adjustments
- Relationships
- Social restrictions
- Economic and social impact

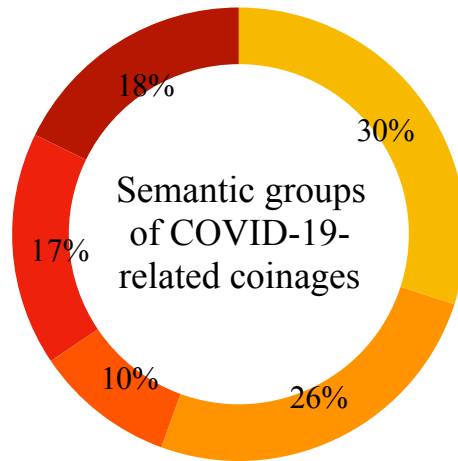


Diagram 2: Semantic groups of Brexit-related occasional coinages

- Brexit process
- Public opinion
- Hypothetical scenarios

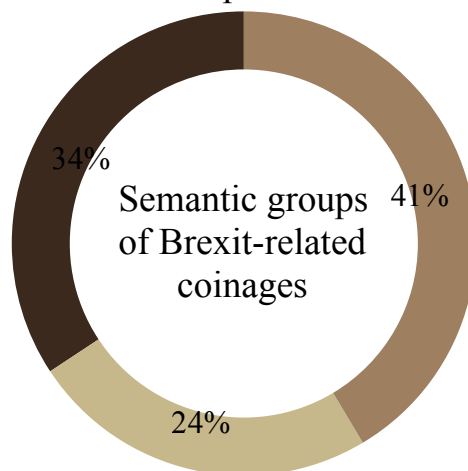
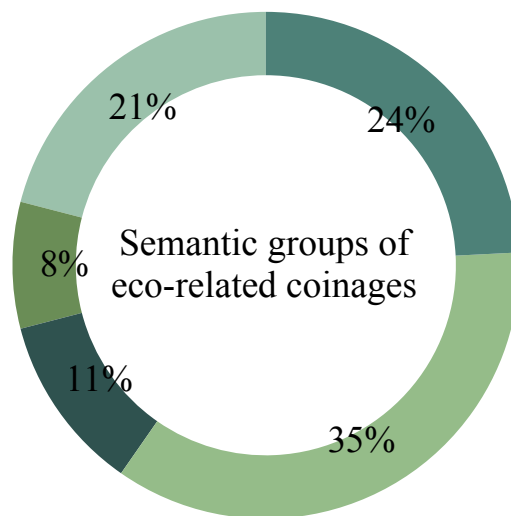


Diagram 3: Semantic groups of eco-related occasional coinages

- Destructive environmental practices
- Sustainability standards
- Environmental movements
- Eco-friendly practices
- Environmental challenges



APPENDIX 4

Table 4: Classification of occasional coinages according to word-formation processes

Semantic groups/ word-formation processes	COVID-19	Brexit	Ecology
Blending	Anthropause, blursday, coronacation, coronacuts, coronadults, coronageddon, coronals, coronanoia, coronapocalypse, coronasomnia, coronaspiracy, coronials, covexit, covideoparty, covidials, covidient, covidiot, covidivorce, infodemic, homeference, instaclass, isodesk, locktail, loxit, maskne, morona, pancession, plandemic, quaranteam, quarantime, quarantini, scandemic, twindemic, zumping	Beleave, braccident, bremain, bregret, brentry, brexchosis, brexiety, brexit, brexitannia, brexodus, brexthrough, brexies, califexit, clexit, crexit, czechout, departugal, EUge, EUnity, Eurhope, EUthanasia, Fixit, Frexit, Fruckoff, Grexit, Italeave, Latervia, Maxfac, Mexit, Neverendum, Nexit, Oustria, Regrexit, Remainiac, Slovakout, Texit, Trexit	Biodiesel, bioengineering, bioenergy, biofuel, biomass, eco-anxiety, ecocide, eco-conscious, eco-feminism, eco-imperialism, eco-scam, eco-socialism, eco-terrorism, eco-tourism, eco-warrior, greenwashing, microplastics, permaculture, reefwatch, wishcycling.

Table 4: Classification of occasional coinages according to word-formation processes

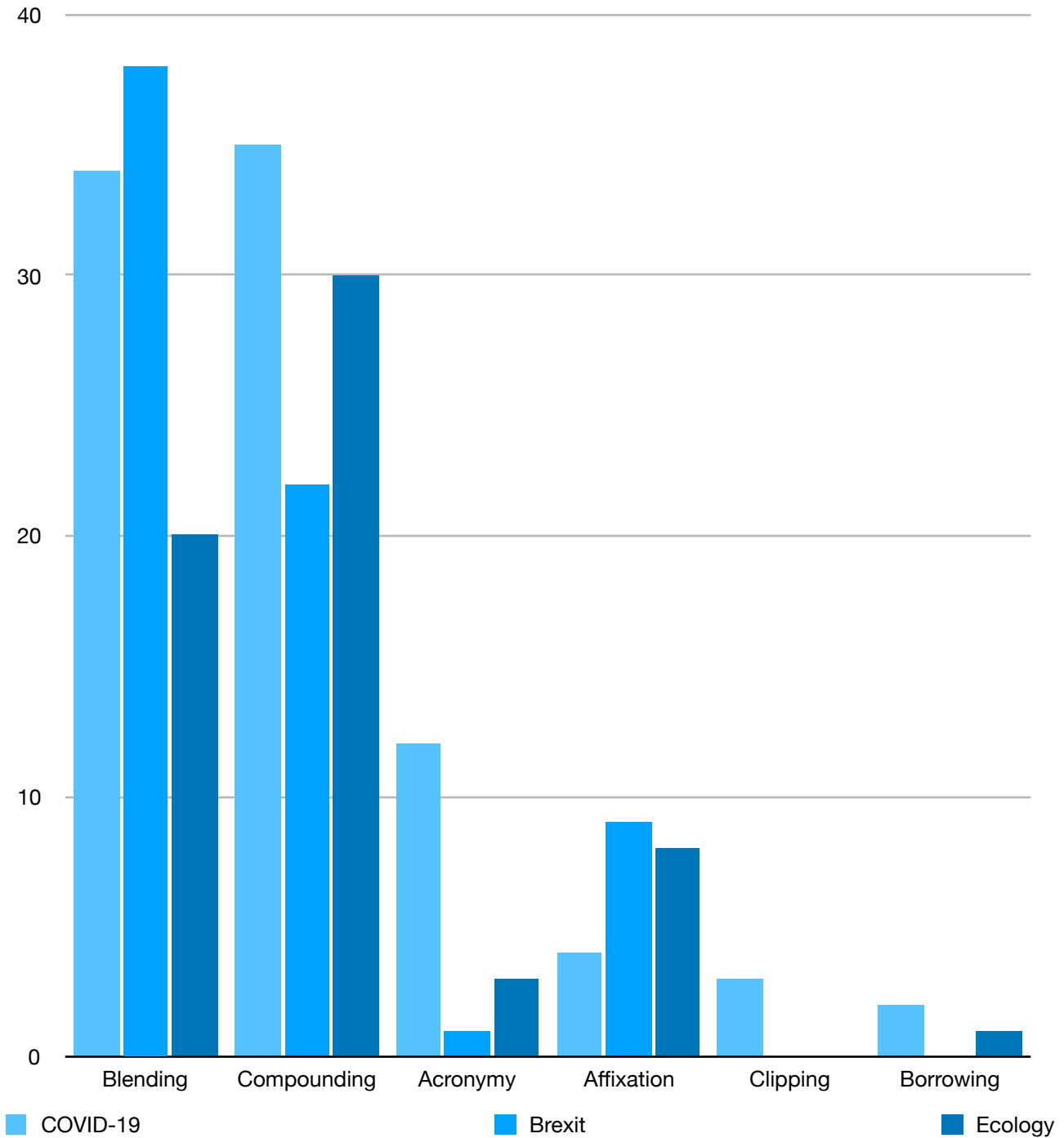
Semantic groups/ word-formation processes	COVID-19	Brexit	Ecology
Compounding	Before times, community spread, contact tracing, corona baby, corona bae, corona beard, corona boyfriend, corona fatigue, corona hair, corona mom, corona relationship, coronaspeak, coronavirus, deferred interest, doomscrolling, elbow bump, furlough, index case, index patient, layoff, new normal, omicron, patient zero, price gouging, quarantine and chill, self-quarantine, shelter-in-place, socially distance, social distancing, stimulus payment, super-spreader, super-spreading, unlockdown, zoom-bombing, zoom-ready	Backstop, bespoke Brexit, blind Brexit, brexit day, brexitophobia, chequers blueprint, chequers checkmated, chequers euro-fudge, chuck chequers, clean brexit, cliff edge, EU Settlement Scheme, Five Tests, Great Repeal Bill, green Brexit, hard Brexit, inverted power, no-deal Brexit, post-Brexit, red, white and blue Brexit, smooth Brexit, soft Brexit,	Agro-biotech, aerial litter, aerosol-abuse, alcohol-abuse, auto-pollution, car-abuse, carbon-balanced print, carbon-balancing, carbon offset, carbon sequestration, carbon sinks, chemical-abuse, clearcutting, climate emergency, closed-loop, circular economy, environmental-abuse, energy vampires, environmentally-friendly, lead-free, net zero, mercury-abuse, ozone-unfriendly, planet-friendly, pollution-free, recycled paper, smoke-free, triple bottom line, vehicle-abuse, zero waste.

Table 4: Classification of occasional coinages according to word-formation processes

Semantic groups/ word-formation processes	COVID-19	Brexit	Ecology
Acronymy	CDC, CFR, CoV, MERS, MERS-CoV, nCoV, PCR, PPE, SARS, SBA, WHO, WFH	BRINO	CFC-free, LED, PLA
Affixation	Forbearance, lockdowners, profiteering, zooming	Bregretter, brexiter, brexiteer, brexitesque, brexitography, brexitometer, brexitology, brexies, remainer	Additive-free, agroecologist, biodegradable, composting, deforestation, ecoterrorist, fracking, rewilding.
Clipping	Covid-19, Iso, rona,		
Borrowing	Ehsaas Emergency Cash, hamsterkauf		Bagasse

APPENDIX 5

Diagram 4: Classification of occasional coinages according to word-formation processes



SUMMARY

Кваліфікаційна робота бакалавра присвячена вивченню та аналізу теоретичних засад okazіональних новотворів та їхніх лінгвістичних особливостей у мас-медійній сфері. У центрі дослідження - тематичні групи okazіоналізмів, їхні семантичні відтінки, конотативне навантаження та структурні характеристики. Основною метою є виявлення ролі таких лексичних одиниць у приверненні уваги реципієнта через їхню нетиповість, нестандартну форму та змістову новизну. Особливий акцент зроблено на тому, що ці одиниці часто не схожі на усталені слова та функціонують як маркери суспільних подій і явищ. Актуальність теми зумовлена тим, що сучасний мас-медійний простір відіграє ключову роль у процесах мовної інновації. Засоби масової інформації не лише транслиують суспільно важливі події, а й активно впливають на мовні процеси, продукуючи нові лексичні одиниці, зокрема okazіональні новотвори. Вони відображають специфіку певного періоду, тенденції суспільного розвитку, культурні й політичні реалії, а також стають інструментом емоційного впливу на людину. Вивчення цих новотворів дає змогу простежити, як змінюється мова під впливом актуальних подій та інформаційних потреб суспільства. Об'єктом дослідження є динамічна система мови, в межах якої розглядаються okazіональні новотвори у мас-медійному дискурсі як індикатори мовної креативності та соціальних зрушень. Предметом дослідження виступають лінгвістичні особливості okazіоналізмів, що функціонують у мас-медіа, зокрема механізми їх творення, семантична навантаженість, стилістичні функції та комунікативна роль у відображенні подій у сферах політики, охорони здоров'я та екології. Наукова новизна роботи полягає в комплексному підході до аналізу okazіональних новотворів саме в контексті мас-медійного дискурсу. Дослідження об'єднує ці площини, що дозволяє глибше зрозуміти роль ЗМІ як каталізатора мовних змін і чинника формування нових лексичних тенденцій у сучасній комунікації. Перший розділ роботи присвячено теоретичному аналізу okazіоналізмів, їхній природі, функціям та ролі в сучасній мові. Розглянуто різні підходи науковців до визначення поняття «okazіоналізм», охарактеризовано

його лінгвістичну сутність, стилістичну функціональність та семантичну варіативність. Особливу увагу приділено аналізу мас-медійного дискурсу як каналу поширення мовних новоутворень. У межах цього розділу проаналізовано вплив мас-медійного дискурсу на мовні процеси та збагачення лексики. Другий розділ має практичний характер і включає структурно-семантичний аналіз 222 okazionalnih novotvoriv. Усі слова згруповано за трьома ключовими тематичними напрямками - Covid-19, Brexit та екологія - з подальшим поділом на підтеми відповідно до змістового навантаження. Зокрема, в межах теми Covid-19 розглянуто лексеми, що стосуються медицини, соціальних обмежень, освіти, праці, економіки та особистих відносин. Тематика Brexit охоплює терміни, пов'язані з політичними процесами, громадською думкою та можливими сценаріями розвитку подій. У блоці, присвяченому екології, проаналізовано неологізми, що описують деструктивні практики, екологічні ініціативи, сталий розвиток та екологічні рухи. Також ми розглянули продуктивні механізми творення okazionalizmiv u mediadiskursi. З'ясовано, що найпоширенішими способами є складання слів та основ. Ці процеси виявляють гнучкість і креативність сучасної мови у відповідь на нові комунікативні запити. Загалом робота складається зі вступу, двох розділів із підсумковими висновками, загальних висновків, списку використаних джерел (35 позицій), лексикографічного списку (21 джерело), ілюстративного матеріалу (64 джерела), додатків (1–5), а також підсумків. Загальний обсяг становить 97 сторінок, із яких 58 сторінок займає основна частина. Отримані результати підтверджують доцільність вивчення okazionalnih novotvoriv як важливого елемента сучасної комунікації. Водночас дослідження відкриває перспективи подальшого вивчення впливу соціальних мереж, новітніх медіаформатів та інформаційного середовища на розвиток мови, зокрема її лексичного складу.