



NEW WORDS, NEW WORLDS: PATTERNS OF NEOLOGISM TRANSLATION IN MASS MEDIA TEXTS

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Research purpose. In recent years, the phenomenon of neologisms in mass media has become a common occurrence due to the rapid evolution of language influenced by technological advancements and cultural changes. Despite their prevalence, there has been a lack of research focused on the translation of neologisms, especially from English into the Lithuanian language. The current research aims to fill this gap by examining how neologisms are used and translated in mass media, with a particular focus on the English to Lithuanian context.

Research Methodology. The analysis of scientific literature provides the theoretical framework of the concept of neologisms and their typology, as well as the use of suitable and most effective translation strategies. The empirical focus is laid upon the cases of neologisms found in the weekly British newspaper *The Economist*, which were analysed according to their types and the most common translation patterns.

Results / Findings. The research revealed that neologisms and their translation are complex issues that are very important and require a lot of thought and even creativity. However, the very awareness of their existence and occurrence might be helpful tool in the hands of the translator while finding the most suitable word or phrase for a specific context.

Originality / Practical implications. This research breaks new ground by diving into how English neologisms are translated into Lithuanian, highlighting a gap that has been often overlooked. It discusses the tricky balance between staying true to the original while making sense in a new cultural context, especially in the fast-paced world of media. The findings offer useful tips for translators and media writers and are a step forward in understanding and navigating translation in our digital age.

Keywords: language, media, neologism, translation.