

## NEOLOGISMS IN MILITARY DISCOURSE



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**Research field:** H 004 Philology



**Research purpose.** Neologisms are newly coined words, and with the fast development and creation of neologisms, it can be hard to understand what they mean or how they affect things in one way or another. The study aimed to identify what neologisms are used in military language and their purpose. The aim was achieved by theoretically reviewing the concept of neologisms and revealing features of the practical use of neologisms in current military daily life.

**Research Methodology.** The problem question of the research is what neologisms were made in military language, how they are used in daily military life and what their purpose is. To achieve the aim, the following objectives and methodology were set: the concept of neologisms, their origin, and linguistic characteristics were reviewed at a theoretical level, and the practical use of neologisms in current military daily life was revealed. The following methods were applied in the research: descriptive practical analysis was made to reveal what neologisms are used in daily military life and their purpose.

**Results / Findings.** The results revealed that neologisms in the English language are often created through morphological processes. Sometimes, they are made from existing words with altered forms or meanings, while sometimes, they involve the direct integration of new forms. In military language, neologisms help to adapt to new environments, creating a trustworthy and friendly atmosphere, as well as easing daily military life, which could be complex and challenging.

**Originality / Practical implications.** The research is relevant to students studying English for Public Relations, young PR practitioners, and future PR specialists.

**Keywords:** linguistic characteristics, military language, neologisms, newly coined words