із стратегічних завдань університету, що забезпечує стійкість і розвиток системи безпеки держави.

Національний університет цивільного захисту України — провідний заклад вищої освіти системи ДСНС, який поєднує освітню, наукову, практичну та інноваційну діяльність [3]. Його місія полягає у формуванні компетентного, високоосвіченого та науково мислячого фахівця, спроможного ефективно реагувати на сучасні виклики у сфері безпеки. Наукова складова освітнього процесу в НУЦЗУ реалізується через викладання дисциплін природничо-технічного, гуманітарного та безпекового профілю, що ґрунтуються на сучасних досягненнях науки. Завдяки цьому здобувачі набувають не лише професійних знань, а й здатності до аналітичного мислення, експериментальної діяльності та прогнозування ризиків.

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NEOLOGISMS IN CONTEMPORARY ENGLISH: REFLECTION OF SOCIAL CHANGE

Language constantly evolves with society. The emergence of neologisms in contemporary English clearly reflects social, technological, and cultural change. In recent decades, the English lexicon has rapidly expanded, with thousands of new words entering everyday use. Studying neologisms is crucial as it mirrors globalisation, digital communication, and shifting values. As Jean Aitchison notes, "changes in vocabulary are the most visible reflection of social change" [1, p. 54]. Continuous observation of lexical trends reveals how modern English adapts to contemporary speakers' needs.

Technological innovation is the main source of lexical enrichment today. The rise of artificial intelligence, digital media, and online communication has introduced numerous neologisms such as **chatbot**, **deepfake**, **metaverse**, **cryptocurrency**, and **selfie**. According to the Oxford Languages Report (2023), more than 1,000 new lexical items are added annually to document society's negotiation with technology and sustainability [3, p. 7]. Many of these words appear first on social media platforms such as *X (Twitter)*, *TikTok*, or *Reddit*, where they spread rapidly before entering mainstream dictionaries. Linguist Allan Metcalf emphasizes that "the internet accelerates lexical innovation by transforming users into active participants in word creation" [2, p. 95].

In addition to technological influence, neologisms arise from social and political developments. Expressions like **woke**, **cancel culture**, **mansplaining**, or **climate anxiety** demonstrate how public discourse incorporates new ideas of justice, gender, and ecology. For instance, the concept of **being woke** originated in African American Vernacular English and has become a global term for political and social awareness. Similarly, climate-related neologisms such as **eco-anxiety**, **flight shame**, and **greenwashing** express contemporary environmental consciousness. According to P. Stockwell, "neologisms act as linguistic snapshots of ideology – they record not only what people say, but what they believe" [5, p. 112].

Linguistically, neologisms are formed through various processes: affixation (**unfriend, microlearning**), blending (**brunch, Brexit**), compounding (**laptop, lifestyle**), and acronymy (**NFT, AI**). These mechanisms illustrate the flexibility and creativity of English word-formation. As Aitchison notes, language change is not chaotic but systematic – it follows recognizable patterns of innovation [1, p. 102]. This system allows English to remain open and responsive to new realities. Moreover, the acceptance of neologisms depends on social factors: frequency of use, media presence, and relevance to everyday life. Once a neologism becomes widely understood, it may lose its novelty and turn into a standard lexical item.

Mass media and marketing also play a crucial role in spreading neologisms. Advertising often introduces catchy new terms such as **binge-watch**, **rebranding**, or **soft launch**, which later gain wider popularity. The language of social media influencers, memes, and online trends has made informal vocabulary more visible in public communication. The phenomenon of digital slang – words like **FOMO** (fear of missing out), **ghosting**, or **cringe** – illustrates the linguistic creativity of young generations. As Metcalf points out, "linguistic fashion is a social performance; every new word carries an identity marker" [2, p. 121]. This proves that language serves not only as a tool of communication but also as a means of social positioning.

The COVID-19 pandemic introduced a separate layer of neologisms connected with health, technology, and lifestyle. Terms such as **lockdown**, **social distancing**, **zoom fatigue**, and infodemic entered global vocabulary almost

instantly. Researchers like W. Zhang note that these words "embody collective trauma and adaptation" [4, p. 103]. They reveal how global crises reshape linguistic norms and create new semantic fields that reflect human experience in extraordinary times.

In conclusion, neologisms in contemporary English are a living reflection of social change. They document how societies reinterpret their world through language, absorbing the influence of technology, ideology, and culture. English remains the most adaptive global language, capable of integrating new forms while preserving communicative efficiency. Future research should focus on corpus-based studies of neologism diffusion in digital environments, as well as the sociolinguistic implications of new vocabulary for intercultural communication. Understanding the mechanisms behind lexical innovation allows linguists to better grasp the relationship between language, identity, and modernity.

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