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**BLENDS AND THEIR ROLE IN MASTERING AUTHENTIC COMMUNICATION**

A.V. Rogacheva, first year student SPRP-11

Yuri Gagarin State Technical University of Saratov, Saratov

Scientific advisor: V.Y. Polyakova, Candidate of Philological Sciences,  
Associate Professor, Associate Professor, Socio-Economic Institute of Yuri  
Gagarin State Technical University of Saratov, Saratov

Learners of English are constantly aware of the emergence of new vocabulary. Modern English constantly evolves due to technology and media [1, c. 5]. This lexical expansion includes a significant number of neologisms – newly coined words and expressions. Learning English neologisms is vital for mastering authentic communication [2, c. 201], as they reflect current cultural trends, technological advances, and social changes. While these terms may not yet have found their way into standard dictionaries, they effectively capture attention and reflect evolving trends across various spheres of modern life [3, c. 967].

Neologisms are often concise, allowing for faster and more expressive communication, capturing complex modern experiences in a single word. To investigate this phenomenon further, the Cambridge Dictionary was selected as the primary data source [4]. We analyzed neologisms registered in the Dictionary in the period of 2024 and 2025 and found out that a significant portion of its new entries are, in fact, blends. Blends, often called "portmanteau words," are new words formed by merging parts of two or more existing words. The result is a new lexical unit that combines both the form and the meaning of its source words.

This phenomenon is not entirely new. As noted by L.A. Lipilina, the creation of blends has been productive throughout the history of English [5]. The term "portmanteau word" was famously coined by Lewis Carroll in the 19th century. Nowadays blends continue to fill the gaps where no previous word existed to describe new concepts.

The analysis of blends 2024-2025 allowed us to identify 10 spheres of life in which blends appear in modern English:

## 1) «Lifestyle and Wellness»:

cosymaxxing – the act of creating a warm, comfortable, relaxing environment around you to decrease or avoid stress; painsomnia – the inability to sleep due to physical pain; quietcation – a holiday focused on spending time in silence; summerween – a celebration of Halloween held in the summer;

## 2) «Work &amp; Productivity»:

chronoworking – adapting your working hours to when you feel most energetic; taskmasking – appearing to be busy at work when you are not; cloudflation – the rising costs of cloud-based computing services;

3) «Romance and Social Interaction»:

micromance – small actions that show love for a partner; nanoship – a very short romantic interaction with no expectation of a relationship;

4) «Travel & Tourism»:

townsizing – visiting smaller, quieter towns rather than big tourist cities; noctourism – tourist activities designed to take place at night; stopovercation – spending time in a stopover city as a mini-vacation;

5) «Economics and Consumer Trends»:

Vibecession – a period when people feel the economy is bad, even if it isn't; friendflation – the rising cost of going out with friends; eggflation – a significant increase in the price of eggs; bi-globalization – the world economy dividing into two major centres of power;

6) «Technology and Environment»:

technofossil – a human-made object that will remain on earth for a very long time; techquity – using technology to ensure equal opportunity to access healthcare; SoLoMo (Social, Local, Mobile) – a marketing strategy targeting users via social media and mobile devices based on location;

7) «Fashion and Design»:

snoafer – a shoe that is a combination of a sneaker and a loafer; sneakerina – a shoe that is a combination of a sneaker and a ballerina flat; blobbery – a garden design where shrubs are cut into round, blob-like shapes; meadowscaping – replacing lawns with wildflower meadows to look more natural;

8) «Media and Entertainment»:

advergame – an advertisement that takes the form of a video game; femgore – horror stories focusing on female characters who commit violence; newstalgia – a trend combining old and new ideas to create a comforting, modern mood;

9) «Social Commentary and Behavior»:

boomerasking – asking a question not to hear the answer, but to give your own; manerrupting – when a man interrupts a woman because he thinks his point is more important; booktivist – a person who uses books to bring about political or social change;

10) «Housing and Architecture»:

barndominium – a house made of metal/wood that combines living space with a garage/workshop; shouse – a home where a large workshop is attached to the living area.

Further analysis shows that blending is most productive in three spheres: «Lifestyle and Wellness», «Economics and Consumer Trends», and «Social Commentary and Behavior». This can be explained by the emergence of new things enhancing people's well-being, constant changes in the economy and social patterns.

The structure of blends can be quite diverse. The analysis of blends allowed to identify five structural patterns:

1. The Beginning of One Word + A Full Word:

femgore = female + gore

technofossil = technology + fossil

noctourism = nocturnal + tourism

tradwife = traditional + wife

## 2. The Beginning of Two /More Words:

SoLoMo = Social + Local + Mobile

shouse = shop + house

advergame = ad + game

## 3. A Full Word + A Part of Another Word:

vibecession = vibe + recession

cloudflation = cloud + inflation

eggflation = egg + inflation

friendflation = friend + inflation

barndominium = barn + condominium

booktivist = book + activist

maninterrupting = man + interrupting

newstalga = new + nostalgia

hushpitality = hush + hospitality

treatonomics = treat + economics

## 4. The Beginning of One Word + The End of Another:

sneakerina = sneakers + ballerina

chiddler = child + fiddler

scientainment = science + entertainment

spour = spoon + pour

fambushing = family + ambushing

fricy = fruity + spicy

## 5. A Full Word + A Full Word:

taskmasking = task + masking

boomerasking = boomer + asking

inheritourism = inherit + tourism

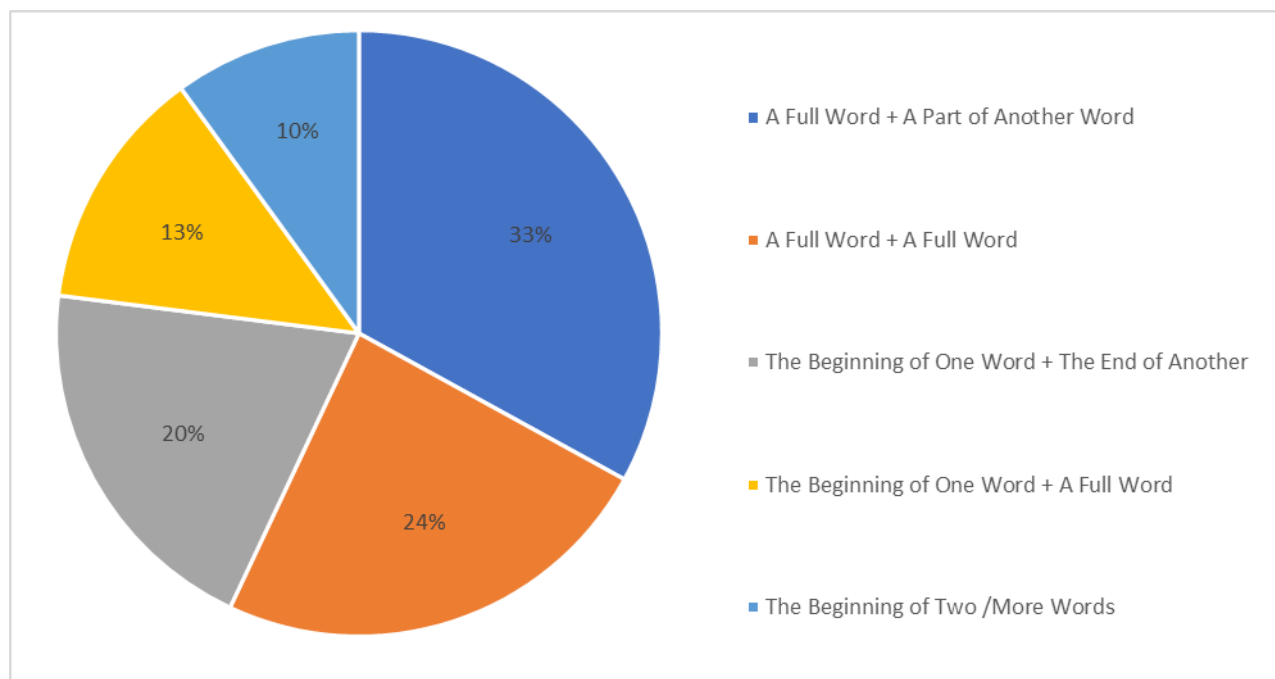
bragawatts = brag + watts

chatfishing = chat + fishing

boomerslop = boomer + slop

firewave = fire + wave

Further statistical analysis reveals that the most productive among these five patterns is the third one (A Full Word + A Part of Another Word) which comprises 33%. The second place belongs to the A Full Word + A Full Word – 24%. The pattern The Beginning of One Word + The End of Another accounts for 20%. The first group (The Beginning of One Word + A Full Word) represents 13%, while the second group (The Beginning of Two /More Words) is the least productive pattern which accounts for 10%. This percentage is presented in the pie chart below:



This analysis demonstrates that modern English speakers favor blending patterns that strike a balance between novelty and clarity, ensuring that new words are not only inventive but also effectively communicative in a fast-paced world.

To sum up, the conducted research allowed to identify 10 spheres in the life of modern society where new blends appear as well as differentiate 5 most productive structural patterns of blends. For any language learner this provides a valuable source of information as they become more familiar with their relevant use. Blends add cultural competence, enhance comprehension via bridging vocabulary gaps and promoting language proficiency.

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