

NONCE WORDS IN MASS MEDIA DISCOURSE (A CASE STUDY OF TRAVEL JOURNALISM INNOVATIONS)

Kateryna NYKYTCHENKO

ABSTRACT:

The English language nowadays is significantly changing, responding to the opportunities of a rapidly evolving world. The lexical level is intrinsically most liable to changes, albeit the constantly increasing number of new words inevitably entails some obscurity and preposterousness. This pilot study is intended to shed light on the dubious nature of 'nonce words' which, on the one hand, help express speaker's thoughts and convey implicit preferences and, on the other hand, serve as a barrier to understanding the message. The article covers the notion of nonce words, their place and role in mass media discourse. The author determines the key features and functions of nonce words in media discourse in general and travel journalism in particular. The choice of the data is predetermined by the popularisation of travel media as a trend for 'infotainment' in modern mass media. The text elaborates cognitive features of word-formation, which makes possible to investigate the interaction of mind, language and reality in the act of designation and reveal cognitive mechanisms that underlie the designation of different fragments of the surrounding world. Resting on comprehensive methods applied to the study, the researcher affirms that cognitive mechanisms, operations and procedures underlie aggregated, condensed and modified types of occasional word-formation. Particular attention is paid to portmanteau words as the most productive way of creating nonce words in mass media discourse.

KEY WORDS:

cognitive linguistics, mass media discourse, nonce word, portmanteau word, travel journalism, word-formation.

*"People do some creative, even bizarre things with vocabulary,
from time to time, and a fascinating topic in lexicology is
to examine just what they get up to."*
(David Crystal)



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Introduction

Vocabulary, irrespective of its language, is in a constant state of flux. According to the survey conducted for the *BBC*,¹ a new word is coined every 98 minutes, which proves the fact that language reflects the social milieu, in which the speakers live, their minds and all current innovations occurring in different spheres of life. The progress in science and technology, as well as other fields of our life, immediately results in the verbalisation of new knowledge. New lexemes abound in fiction and non-fiction works, where the author themselves invents new words or new shades of meaning; they are produced in everyday communication in order to eliminate the accidental lacunas. The lexical innovations in mass media discourse are of particular interest to the author. Being the major source of covering breaking news and transmitting up-to-date information that reaches a large number of people simultaneously,² this type of discourse is first and foremost liable to the formation of occasional vocabulary. With the technological revolution the number of media consumers has gone up in recent years. Most notably, a typical American consumes over 3,400 hours of media content per year, which is the equivalent of a “*full-time job, with a long commute and no vacation days*”.³ Thus, the media’s “*wide-ranging global presence*”⁴ and proliferation was the catalyst for academic attention to this field.

In the contemporary “*hyper-commercialised, technology-driven and entertainment-saturated postmodern media landscape*”⁵ the focus of media naturally changes from hard news to soft news.⁶ There appears a range of television programmes which tend to provide a combination of information and entertainment – “infotainment”. Among these broadcast programmes the travel ones gained significant level of popularity. At present, the generation is on the brink of singling out a new niche Generation of Travellers among iGen and Generation C. It is logical, because the history is witnessing unprecedented numbers of people venturing outside of the countries of their citizenship or permanent residence. According to the latest survey by *World Tourism Organisation (UNWTO)*,⁷ international tourist arrivals grew by a remarkable 7% in 2017 to reach a total of staggering 1,322 million. Tourism has become an intrinsic global economic force. It has brought in \$7.6 trillion to the global economy and generated 292 million jobs worldwide only in 2016.⁸ The latter has also contributed to the popularisation of travelling. Paralleling the growth of tourism as a lucrative international industry, there has been the exponential growth of travel journalism. Despite the ongoing interest continues unabated, still travel journalism has only recently begun to attract attention as a serious field for research clashing with undeserved disdain. Thus, it is claimed that travel journalism has historically been considered as “*journalism’s not-so-serious little bother*”⁹ and what is more, many news journalists have generally not received any training in the field and have been themselves the proponents of the idea that anyone could fit in this position. As Swick¹⁰ states, people not only traverse the countries and roam about; most of them also write corresponding postcards. Ergo, almost anyone can be a travel editor.

1 GALL, C.: *The Words in the Mental Cupboard*. Published on 28th April 2009. [online]. [2019-02-20]. Available at: <http://news.bbc.co.uk/2/hi/uk_news/magazine/8013859.stm>.

2 WIMMER, R. D., DOMINICK, J. R.: *Mass Media Research: An Introduction*. 9th Edition. Wadsworth : Cengage Learning, 2010, p. 2.

3 STRAUBHAAR, J., LAROSE, R., DAVENPORT, L.: *Media Now: Understanding Media, Culture, and Technology*. 10th Edition. Boston : Cengage Learning, 2018, p. 1.

4 BIAGI, S.: *Media/Impact: An Introduction to Mass Media*. 11th Edition. Stanford : Cengage Learning, 2015, p. 2.

5 FURSICH, E., KAVOORI, A.: Travel Journalism and the Logics of Globalization. In KAVOORI, A. P. (ed.): *The Logics of Globalization: Studies in International Communication*. Plymouth, UK : Lexington Books, 2009, p. 189.

6 See, for example: MERRIMAN, E.: *Soft News, the Rise of Critical Journalism, and How to Preserve Democracy*. Released on 6th June 2003. [online]. [2019-03-28]. Available at: <<https://web.stanford.edu/class/e297a/Soft%20News.htm>>; PANASENKO, N., GROCHALOVÁ, P., GROCHALOVÁ, L.: ‘War’ as a Piece of Hard News in British and Slovak Media. In *European Journal of Science and Theology*, 2017, Vol. 13, No. 6, p. 89; PANASENKO, N., GROCHALOVÁ, P., GROCHALOVÁ, L.: Topic ‘Wedding’ in British and Slovak Journalism of Emotional Type. In *European Journal of Science and Theology*, 2018, Vol. 14, No. 3, p. 65.

7 UNWTO: *2017 International Tourism Results: The Highest in Seven Years*. [online]. [2018-01-15]. Available at: <<http://media.unwto.org/press-release/2018-01-15/2017-international-tourism-results-highest-seven-years>>.

8 THE WORLD ECONOMIC FORUM: *The Travel & Tourism Competitiveness Report 2017*. [online]. [2018-01-15]. Available at: <<https://www.weforum.org/reports/the-travel-tourism-competitiveness-report-2017>>.

9 HANUSCH, F.: Taking Travel Journalism Seriously: Suggestions for Scientific Inquiry into a Neglected Genre. In FLEW, T. (ed.): *Communication, Creativity and Global Citizenship: Refereed Proceedings of the Australian and New Zealand Communication Association Conference*. Brisbane : Queensland University of Technology, 2009, p. 624.

10 SWICK, T.: On the Road Without a Pulitzer. In *The American Scholar*, 1997, Vol. 66, No. 3, p. 424.

On a global scale, travelling is regarded as a leisure activity, and herein lies the root of the problem: it is still widely assumed that travel journalism is a “*frivolous topic*”¹¹ for a scientific research. This article will briefly review the few studies that have examined different aspects of travel journalism and tackle the problem of new mass media language, particularly lexical innovations, within the framework of cognitive linguistics. The language of travel journalism abounds in new words and new meaning of already existing ones. Notwithstanding the relative fixedness, formulaicity and inviolability of the language used for media purposes (for the vast majority of people to understand the broadcast messages), the newly coined words ubiquitously permeate the speech of travel hosts, which poses a stern challenge to scholars.

Background Studies

Nonce Words Viewed Through the Theory of Cognitive Linguistics

This scholarly article lies at the crossroads of word formation, cognitive linguistics and the research on mass media discourse. The object of the current investigation is nonce words (also called “occasionalisms”), which, in common parlance, are understood as newly coined words for a particular occasion and once a time. The distinctive features of these units of language are their expressiveness, ‘clear-cutness’, combined with “*eye-catching, analogically-grounded, and laconic*”¹² nature. The fusion of all these characteristics in one linguistic form of representation makes nonce words the unique material for cognitive research. Hence, a nonce word is treated here as the result of cognition and interpreting reality, manifested and verbalised in the ways of occasional word formation. Consequently, this pilot study aims at uncovering the mental processes that occur in the human brain by describing cognitive mechanisms underlying the process of creating new lexical units in mass media discourse.

Prior research on nonce words stayed largely within the framework of either structural and semantic aspects vindicated by Hohenhaus¹³ or the study of functional approach to new formations advocated by Babenko.¹⁴ Over the last few decades, nonce words have been given special attention in research works on cognitive perspectives scattered around in the papers dealing with the process of making new words presented by, for example, Onysko and Michel¹⁵ or Štekauer and Lieber.¹⁶ This is logical, because we receive verbalised and non-verbalised knowledge by sensory and communicative channels,¹⁷ which is the object of cognitive linguistics. Apart from the obvious ubiquity and popularity of cognitive researches, which resulted in multiple disciplines, including artificial intelligence, neuroscience and psychology, the understanding of language as an integral part of cognition¹⁸ became the cornerstone of research into the modern vision of occasional word formation and its understanding through the cognitive prism. However, in numerous theoretical works the cognitivists, namely Turner and Fauconnier¹⁹ and Kemmer,²⁰ tend to concentrate on the analysis of blended

11 FURSICH, E., KAVOORI, A.: Mapping a Critical Framework for the Study of Travel Journalism. In *International Journal of Cultural Studies*, 2001, Vol. 4, No. 2, p. 149-171.

12 GOLUBKOVA, E., ZAKHAROVA, A.: Meaning-Making Processes in Derivatives from Precedent Names. In *Lege Artis. Language Yesterday, Today, Tomorrow*, 2016, Vol. 1, No. 2, p. 42.

13 See: HOHENHAUS, P.: How to Do (Even More) Things with Nonce Words (Other Than Naming). In MUNAT, J. (ed.): *Lexical Creativity, Texts and Contexts*. Amsterdam : John Benjamins, 2007, p. 16-38.

14 See: BABENKO, N. G.: *Okkazional'noye v khudozhestvennom tekste. Strukturno-semanticeskij analiz*. Kaliningrad : Kaliningradskij gosudarstvennyj universitet, 1997.

15 See: ONYSKO, A., MICHEL, S.: *Cognitive Perspectives on Word Formation*. Berlin : De Gruyter Mouton, 2010.

16 See: ŠTEKAUER, P., LIEBER, R.: *Handbook of Word-Formation*. Netherlands : Springer, 2005.

17 PANASENKO, N.: Tactile Information-Processing Channel in the Plants Names. In *Acta Facultatis Philosophicae Universitatis Prešovensis*. Prešov : Faculty of Arts of Prešov University, 2012, p. 105.

18 See: POTAPENKO, S. I.: *Introducing Cognitive Linguistics: Manual for Students*. Nizhyn : Nizhyn University Publishing House, 2013.

19 See: TURNER, M., FAUCONNIER, G.: *The Way We Think. Conceptual Blending and the Mind's Hidden Complexities*. New York : Basic Books, 2002.

20 KEMMER, S.: Schemas and Lexical Blends. In CUYCKENS, H., BERG, T., DIRVEN, R., PANTHER, K. U. (eds.): *Motivation in Language: Studies in Honour of Günter Radden*. Amsterdam : John Benjamins, 2003, p. 69-97.

nonce words, whilst other ways of formation are often neglected. In the current article, the scope of units is not reduced to portmanteau words, but rather includes a wider range of nonce words from morphological to semantic derivatives. Therefore, this profile seeks to address the issue under scrutiny, pioneering a new integrative approach to the generalised analysis of cognitive nature of nonce words.

Nonce Words in the Aspect of Mass Media Discourse

The study of nonce words in the light of mass media discourse as a representative of a postmodern world gives the opportunity to elucidate the properties of words in travel journalism and to find out what makes them different from the other ones created by the authors or in everyday communication.

“Travel journalism” has numerous definitions, but usually it refers to an important medium of information aimed at covering the travel and tourism topics (with autobiographical account). For the purpose of the further analysis, the key functions of travel journalism deserve a detailed consideration. There exists a plethora of acknowledged functions. I take the stance in favour of the British travel writer and editor Chris Moss,²¹ who claims that travel stories entertain, educate and illuminate. Given this premise, I distinguish the following functions of travel journalism:

- **Informational** (or educational) function refers to the trustworthiness and general accuracy of the message. Not only does a travel show host reveal the most-visited tourist attractions or tucked-away destinations and life hacks for travellers but also acts as a “*socio-cultural decoder*”²² that converts the knowledge from one cultural context to another. In a wider sense, the starting point of travel journalism is to represent “*the Other*”,²³ which implies knowledge on historical, political, economic, cultural, and other conditions of life abroad. It is crucial to take into account the diversity of peoples, and hence the necessity to depict the portrayal of a ‘different reality’ by the media content. Media representation of national specificities inevitably comprises the usage of all linguistic potential at hand. When it comes to describing either something brand-new, previously unknown, or strikingly different, obscure, indistinct, in order to supplement the vocabulary, the creation of new lexemes may take place.
- **Commercial** function is the quintessential characteristic of any media output, especially the ones related to travelling. Tourism has always been an immensely popular pastime and held a great attraction for people, but only now it is also regarded as a vital part of moving a country from the financial crisis or recession to recovery. It is blatantly obvious that the tourists’ expenditures are the driving force of economic development. Therefore, nonce words turn out to be one of those possible manipulative techniques used in order to engage with the audiences as prospective travellers and influence their subconsciousness. However, the increasing commercialisation of travel journalism has reached such a peak that it is already “*striving to be non-biased*”.²⁴ Interestingly, a fair amount of brand sponsors’ names are even purposefully modified into newly coined words for their promotion.
- **Entertaining**, as a type of mediating function between the aforementioned ones, indicates the ability of the media to afford amusement, diverting away from pressing problems at the same time. Hence, the remarkable commercial orientation of soft news softens as well. The broadcast of news on travelling, which is typically “*more sensational, more personality-centred, less time-bound*”²⁵ than other news, can be complemented by wordplay, humour, irony, and other literary techniques aimed at bringing fun or achieving an intended effect. In a broader sense, the journalistic style is characterised by the heterogeneity of

stylistic means, which is the co-existence of specialised terminology and emotive language, a combination of already existing means and the new ones, namely the creation of nonce words. All these features count for regarding travel shows as relaxing and entertaining.

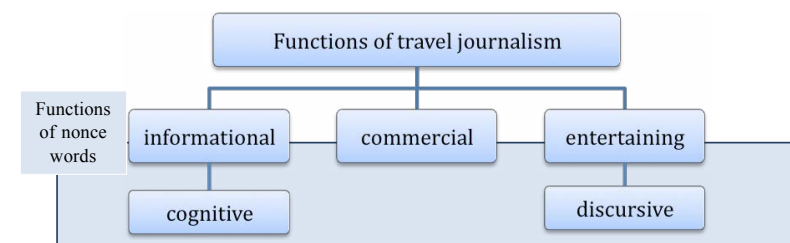


Figure 1: Nonce words' functions in travel journalism

Source: own processing, 2019

Considering the above-mentioned observations (see Figure 1), we can adduce reasonable evidence that the phenomenon of nonce words in mass media discourse stems from three functions of travel journalism – informational, commercial and entertaining – which are inextricably interconnected. Hence, the purpose of this part of the research is to point out the key features and functions of nonce words in travel journalism.

The Research Method and Material

The data presented herein was obtained from a Ukrainian television travel series *Heads or Tails* (original title *Oryoli Reshka*) over the 2011 – 2018 period. The selection of the material was influenced by the extreme popularity of the television programme in Ukraine and overseas. Compared to the other travel series, *Heads or Tails* really stands out from the rest mostly thanks to the fact that one of the hosts (determined by a coin toss) gets a credit card with unlimited expenses, while the other has to spend the weekend with only one hundred dollars. This allows the hosts to estimate the same location from different perspectives: from the point of view of the rich and the poor. To interact with their viewers, the show hosts hide a bottle with one hundred dollars in each visited destination for the travellers to find it. Interestingly, one of the presenters of this travel project, Regina Todorenko, even got into the Guinness Book of Records in Ukraine as the first female travel journalist committed to continuous circumnavigation.

I managed to segregate 250 lexical units into separate groups (according to different types of word-formation) and, consequently, labelled them as nonce words. The analysed sample is formed by the new words singled out by the method of total selection. As for the selection process, I need to empathise that the definition of terms in the trichotomy ‘nonce word – neologism – potential word’ poses a great challenge for the research. Thus, I apply the following 8 criteria to delineate, which words can be considered to be ‘nonce’:

- comparative,
- derivational,
- expressive,
- functional,
- lexicographic,
- stylistic,
- intertextual,
- contextual.²⁶

21 MOSS, Ch.: Travel Journalism: The Road to Nowhere. In *British Journalism Review*, 2008, Vol. 19, No. 1, p. 33-40.

22 SANTOS, C. A.: Perception and Interpretation of Leisure Travel Articles. In *Leisure Sciences: An Interdisciplinary Journal*, 2004, Vol. 26, No. 4, p. 393-410.

23 HANUSCH, F., FURSICH, E.: On the Relevance of Travel Journalism: An Introduction. In HANUSCH, F., FURSICH, E. (eds.): *Travel Journalism: Exploring Production, Impact and Culture*. Basingstoke : Palgrave Macmillan, 2014, p. 9.

24 TIERE, M. R.: *The Importance of Travel Journalism*. [online]. [2018-05-17]. Available at: <https://repository.tcu.edu/bitstream/handle/116099117/11434/Tiede__Rachel--Honors_Project.pdf?sequence=1&isAllowed=y>.

25 PATTERSON, T. E.: *Doing Well and Doing Good: How Soft News and Critical Journalism Are Shrinking the News Audience and Weakening Democracy – And What News Outlets Can Do About It*. Cambridge, MA: John F. Kennedy School of Government, Harvard University, 2000, p. 4.

26 NYKYTCHENKO, K. P.: Blending as Occasional Word-Formation in Chick Lit Genre: Cognitive Aspect. In *Journal of International Scientific Publications: Language, Individual and Society*, 2016, Vol. 10, No. 1, p. 124. [online]. [2018-05-17]. Available at: <<https://www.scientific-publications.net/get/1000018/1470915811878081.pdf>>.

Special attention should be paid to the lexicographic criterion, which plays an immensely important role due to the absence of nonce words in dictionaries. The second, but for sure the most essential is functional, which arises from the fact that a newly-coined word denotes a new phenomenon, thing, notion, or contains an evaluative component. The nominative or expressive function is closely linked to the dominant function of a word. In addition, it is vital to be noted that only multiple-criteria approach allows us to ensure the reliability of the research. What was and still is valid for the rules of arranging practical material on nonce words, is the fact that none of these criteria can be a sure-fire indicator by itself or the only one to pledge for. For instance, checking the words lexicographically while segregating them off as the ones used for the nonce, a researcher cannot consult dictionaries of new words, as they may include coinages, remained in occasional use. Similarly, old dictionaries fail to meet the targets due to the fact that not all existing neologisms are included there. In this case, confusion can occur between nonce words and neologisms. Hence, all nonce words represented here are not registered in any dictionaries and provide the definition basing on the context.

In the next phase, that is the interpretation of the selected words, I can attribute dependence on a context as a key feature of nonce words. Reflecting on this characteristic, I also draw attention to the functional method applied in the study, which employed contextually-interpretive analyses together with pragmatic and discourse analyses. This contributed to establishing pragmatic features of nonce words that is the intentions of the travel presenter, or the effects that a word can have on a percipient. Alongside that, the information-seeking method (the Internet resources and encyclopaedias) was also applicable for providing all the necessary background and precedent knowledge.

The conceptual blending theory, approbated in the study and firstly implemented by Fauconnier and Turner, endeavours to answer the questions: How is the meaning of a new word constructed? What cognitive mechanisms, operations and procedures are involved in the creation of nonce words in each particular case? The tenets of the theory were launched in the following findings: *“the basic operation that leads to new meaning, global insight, and conceptual compressions”*²⁷ is conceptual blending. According to them, the aim of this operation is to project selectively from two input mental spaces into a new blended space constructing a partial match between them.²⁸

Although I study word-formation in the light of cognitive linguistics, the methods of structural paradigm are relevant, too. The used component, word-building and morphological analysis all account for highlighting the structural and semantic models of the creation of nonce words. And last but not least, the quantitative research methodology stands for a complete enumeration of occasional word-formation, as well as the degree of productivity of a word-building pattern. So, the methodological tool is a systemic approach, which implies the gradual analysis of linguistic material and therefore ensures the data and results are accurate.

The conducted content analysis aims to fulfil the following goals:

- to work out a new integrative approach to the generalised analysis of nonce word formation in the light of cognitive linguistics;
- to reveal and describe the cognitive mechanisms underlying the process of coining new words and new meanings of words;
- to investigate a possible correlation between mass media discourse and nonce words by pointing out the key features and functions of nonce words specifically in travel journalism;
- to calculate the percentage of productivity of different ways of word-formation (supporting or slaying the hypothesis that portmanteau words, as a condensed way of word-formation, are the most frequently coined ones due to the time pressure on TV).

Findings and Data Interpretation

The theoretical frame of this article, as well as the analysis of nonce words, is based on the idea formulated by Kubryakova that cognitive word-formation operates knowledge or its part *“a quantum of knowledge”*²⁹ ‘eclipsing’ the semantics of linguistic units (when compared with the traditional understanding of word-formation). Such understanding of new lexical units gives the ground to consider them as not only the quintessence of emotions and impressions, but a source of information resulting from the taxonomy of human knowledge through categorisation and conceptualisation, which gets its linguistic representation through new words or new meanings of words. This confirms what Jackendoff thinks – that the cognition itself serves as knowledge going beyond the limits of the observed displaying the world not *“as it is”*, but the world *“projected”* in our consciousness.³⁰

The conceptual approach to the cognitive nature of nonce word-formation in our study is built on the research conducted by Byalyk,³¹ who tinkers with the basic types of knowledge: aggregated, condensed and modified. Taking into consideration this typology, we distinguish three types of occasional word-formation: aggregated, condensed and modified, and corresponding cognitive mechanisms underlying them: combination, compression and modification. The process of knowledge objectification in question can be seen in Figure 2.

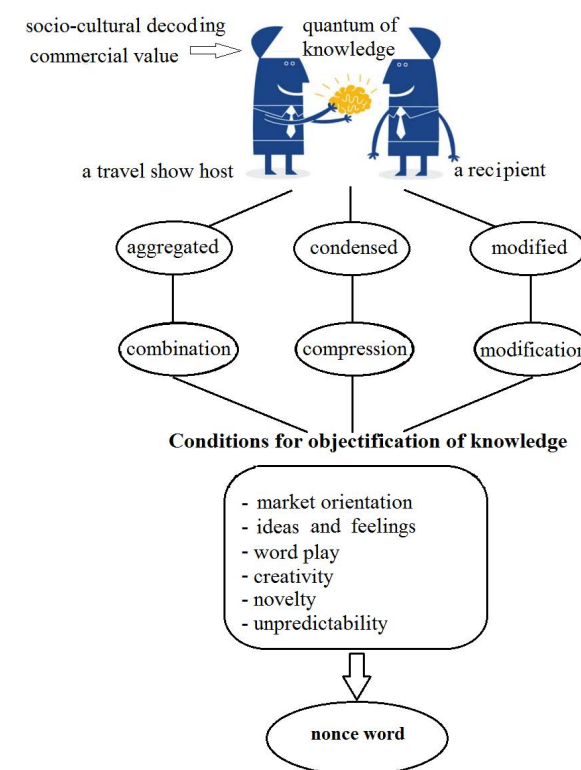


Figure 2: Knowledge objectification process through nonce words in mass media discourse

Source: own processing, 2019

27 FAUCONNIER, G., TURNER, M.: Conceptual Blending, Form, and Meaning. In *Recherches en Communication*, 2003, Vol. 19, No. 1, p. 57.

28 FAUCONNIER, G., TURNER, M.: Conceptual Integration Networks. In *Cognitive Science*, 1998, Vol. 22, No. 2, p. 133-187.

29 KUBRYAKOVA, Y. S.: *Yazyk i znaniye: Na puti polucheniya znaniy o yazyke: Chasti rechi s kognitivnoj tochki zreniya. Rol' yazyka v poznanii mira*. Moscow: Yazyki slavyanskoj kul'tury, 2004, p. 316.

30 JACKENDOFF, R.: Sense and Reference in a Psychologically Based Semantics. In BEVER, G., CAROLL, J. M., MILLER, L. A. (eds.): *Talking Minds: The Study of Language in Cognitive Science*. Cambridge, MA: The MIT Press, 1984, p. 49-72.

31 See: BYALYK, V. D.: *Epistemologia leksychnoho kvantora*. Chernivtsi: Zoloti lytavry, 2012.

It is clear from the figure above that a quantum of knowledge transmitted from a travel show host to a TV viewer is affected by its commercial value and is a result of socio-cultural decoding. Let us dwell on each type of knowledge in detail.

The **aggregated knowledge** can be precisely defined as the type of information conveyed in the process of adding the meanings explicitly represented by the structural elements of a new lexeme; that is via the general cognitive procedure of **combination**. The figure below (see Figure 3) shows the process of transmitting this type of information through certain ways of creating nonce words.

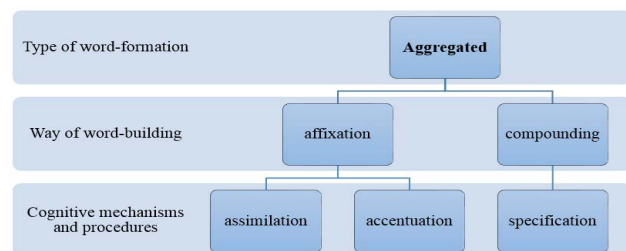


Figure 3: Aggregated occasional word-formation process
Source: own processing, 2019

These findings can be best illustrated in the following example: *"It is unbelievable and OhmyGodable."*³² A nonce word *OhmyGodable*, formed by adding the suffix -able meaning "capable of, fit for, tending to" to the stem, which was originally an exclamation, expresses the speaker's state of delight and elation at facing one of the Spanish sights in La Paz. A brief comment should probably be made concerning the integration of affixation and holophrastic construction, i.e. the mixture of aggregated and condensed word-formation.

The cognitive mechanism of **compression** contributes to transmitting the **condensed knowledge** implicitly by means of word-formation (see Figure 4):

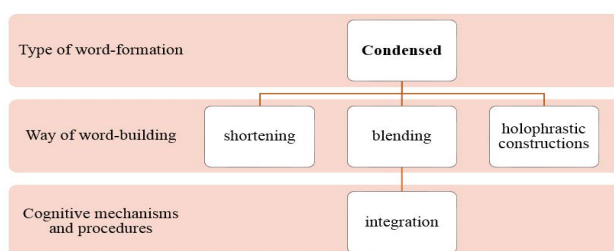


Figure 4: Condensed occasional word-formation process
Source: own processing, 2019

Condensed occasional word-formation, as demonstrated in Figure 4, can be best illustrated in the situation when one of the hosts of the travel show was tasting the national cuisine: *"And now I will show you what it is like a fondue in Laos – Laofondue."*³³ At first sight, a nonce word *Laofondue*, when analysed from the cognitive perspective, is cognitively linked to pre-existing words *Laos* and *fondue*, and is created for designation acquiring the meaning "a special type of fondue cooked in Laos". However, further descriptions undermine the viewer's confidence in the right perception and understanding of the nonce word: *"Of course it has nothing to do with fondue. The thing is that once the Lao people saw something like this partaken by their colonialists, the French, and made a remake of it."* (ibid.). Postulating cognitive approach, we can schematically represent it as follows (see Figure 5):

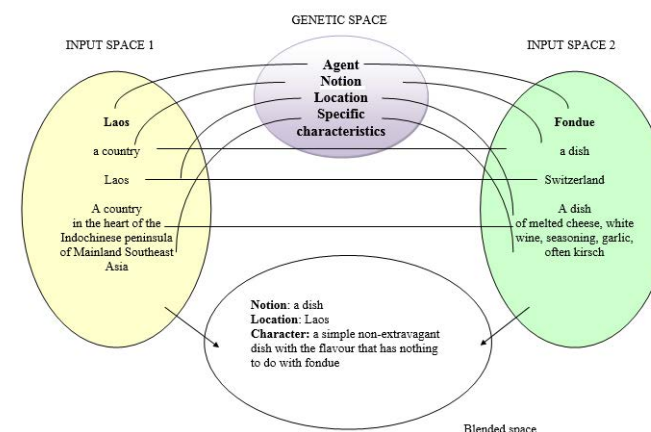


Figure 5: Conceptual integration network of a nonce word 'Laofondue'
Source: own processing, 2019

This is the very example of what Koloyiz called *"a failure in the logic of thinking"*,³⁴ which is the key indicator of nonce words. Moreover, the usage of the nonce word is intensified by the effect of defeated expectancy. Semantic **modification** resulting from the emergence of new features in the object or the notion entails the conveying of **modified knowledge** (see Figure 6):

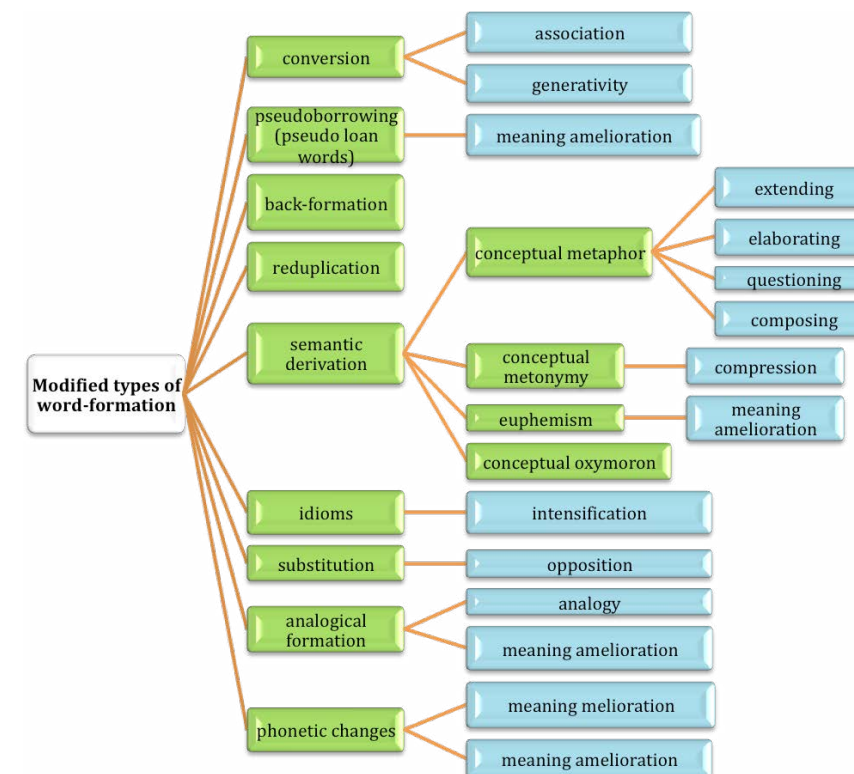


Figure 6: Modified occasional word-formation process
Source: own processing, 2019

32 SINELENIKOVA, E. V. (Director of the Travel Show): *Oryol i Reshka. 5th Season: La Paz*. Broadcast on 21st December 2013. Ukraine : Inter, 2013.

33 SINELENIKOVA, E. V. (Director of the Travel Show): *Oryol i Reshka. 10th Season: Luang Prabang*. Broadcast on 15th March 2015. Ukraine : Inter, 2015.

34 KOLOYIZ, Z. V.: Pryyomy uvyraznennya okazional'noyi ekspresiyi. In *Visnyk Zaporiz'koho natsional'noho universytetu: Filolohichni nauky*, 2008, Vol. 1, No. 1, p. 96.

The creative use of the nonce words indicating the travel presenter's first impression from the tourist city Hurghada demonstrates the following passage: *"There are so many tourist attractions that it is not even enough to make a Sphinx laugh."*³⁵ In this example the creation of the occasional idiom from the existing one "It is enough to make a cat laugh" (meaning "something is ridiculous enough", which is transformed into "to swear by", "scarce as hen's teeth") is based on word play. The negative meaning (produced by the lack of places of interest) is neutralised by substituting *a cat* with the magnitude of the word *Sphinx*.

Another nonce word conveying modified knowledge is based on **metonymy**, when villages in Alazani Valley (Georgia) are called "bottles" due to the fact that each village has a different microclimate and that is why boasts its own wine: *"Driving through here is like travelling from one bottle to another – Tsinandali, Vazisubani, Mukuzani, Akhasheni, Gurjaani and Kardenahi"*.³⁶

According to my study, 48% of all nonce words are created by means of the condensed occasional word-formation, prevailing over modified (35%) and aggregated (17%) ones. These percentages show that while *"short messaging is sometimes portrayed as a prime menace to communicative skills"*,³⁷ in mass media discourse, on the contrary, it is the most productive way of creating new words. It can be explained by the restricted time for both broadcasting the travel show and the laconically formulated thoughts, which accompany the movie frames of picturesque places. It was also found that the vast majority of nonce words conveying condensed knowledge are portmanteau words or blends. With the regard to the topic concerned, blending is the process when words (most often two) are abridged and merged to form a new lexeme basing on sound structure. The research shows that approximately a half of all blended words denote either new means of transport (such as *Tesladrive* – the process of driving an eco-friendly car Tesla, *motomarshrutka* – a tricycle resembling a small car in an extremely poor condition, *horsebike* – a bike with its front part decorated for the festival, *zebumobile* – a means of transport, namely a draft zebu pulling cart in Mumbai, India) or cutting-edge technologies (*sandwichmaton* – an automaton selling sandwiches). And last but not least – the architecture (*a pinch of Dubai* – when the soaring skyscrapers grow amidst the old Soviet Buildings).

The obtained data makes it possible to single out the distinctive features of nonce words in media space:

Fusion of ideas and feelings

It seems worthwhile to mention here that it is generally stated that scientific language, as a rule, is enunciated with definiteness and exactness, while poetic language is associated with feelings,³⁸ but the language of travel programmes constitutes the integration of both; it not only denotes objects but evokes feelings as well.

Positive connotation

Upon the current view it is worth mentioning Radošinská³⁹ who brings to the fore the idea that media entertainment, namely travel shows, functions as a source of positive-prevailing emotions, which lead to repeated searching for similar or more intense experience. This tendency is expressed through the cognitive mechanism of meaning amelioration.

35 SINELNIKOVA, E. V. (Director of the Travel Show): *Oryol i Reshka. 17th Season: Hurghada*. Broadcast on 11th March 2018. Ukraine : Inter, 2018.

36 SINELNIKOVA, E. V. (Director of the Travel Show): *Oryol i Reshka. Reload. 17th Season: Tbilisi*. Broadcast on 7th October 2018. Ukraine : Inter, 2018.

37 KESSELER, A., BERGS, A.: Literacy and the New Media. Vita Brevis, Lingua Brevis. In AITCHISON, J., LEWIS, D. M. (eds.): *New Media Language*. London : Routledge, 2003, p. 75.

38 URBAN, W. M.: *Language and Reality: The Philosophy of Language and the Principles of Symbolism*. New York, London : Routledge, 2013, p. 507.

39 See: RADOŠINSKÁ, J.: *Mediálna zábava v 21. storočí. Sociálno-kultúrne aspekty a trendy*. Trnava : FMK UCM, 2016.

Ambivalence

Some researchers state that travel journalism is unable to break free from clichéd and outdated views of the world,⁴⁰ but judging by the practical material of our research, the nonce words can evoke negative and positive feelings at the same time representing contradictory images of the same notion.

Attention-grabbing and trendy

Aitchison⁴¹ notices that the occurrence of nonce words is justified by three causes: fashion, foreign influence and social need. This point of view is in the line with the results of my research.

Market orientation

So long as all television programmes are commercially-biased, and travel shows are not an exception, they influence the audience as perspective travellers encouraging to travel too.

'Clear-cutness'

It is distinctly possible to trace the connection between condensed form of nonce words and journalistic style of presenting information, while in everyday communication the 'clear-cutness' is closely connected to the desire to economise time and efforts.

Hybridity

Interpreting hybridity as one of the key features of nonce words, we need to indicate that some words are coined out of 2 languages (e.g. *Let'sgoushki* as a blend of a phrase "Let's go" and a Russian diminutive suffix - ushki).

Conclusion

The results of the research conducted for this study as well as theoretical framework confirmed the assumptions set before the research. I thus conclude that the type of word-formation and cognitive procedure underlying it differs in accordance with the kind of knowledge a nonce word manifests. Thus, it is worth distinguishing three types of occasional word-formation according to the type of knowledge: aggregated, condensed and modified, and corresponding cognitive procedures: combination, compression, and modification. In my research, particular attention is paid to blending as the most creative way of producing new lexemes.

In this study, I opted for travel journalism as a representative of mass media discourse, which is very rich in nonce-word creations. Firstly, I have to acknowledge that the key functions of travel journalism are informational, commercial and entertaining. This enables me to ascertain that the peculiar features of nonce words are determined by their cognitive nature and the discourse they are used in. Therefore, nonce words turn out to be a fusion of ideas and (often ambivalent) feelings, among which positive dominate. 'Clear-cutness', hybridity and market orientation lead to the fact that all nonce words are attention-grabbing.

I guess that the contribution of this study lies in the fact that the results are applicable in the theoretical field of neology and the development of theoretical aspects of lexicology and cognitive semantics. The practical value of the work is determined by the fact that the results can contribute to the study of manipulative techniques used in mass media discourse.

40 GAURR, L.: *Travel Journalism, Cosmopolitan Concern and the Place-Branded Environment*. [Dissertation thesis]. Australia : University of Tasmania, 2013, p. 121.

41 AITCHISON, J.: *Language Change: Progress or Decay?* Cambridge : Cambridge University Press, 1991, p. 89.

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