

ECOLOGY OF BLEND OCCASIONALISMS IN PUBLIC COMMUNICATION

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The article deals with blending as a way of word formation, the history of its origin in foreign and Russian linguistics is briefly described. It is noted that blending is also one of the productive ways of modern occasional word formation. It is argued that its main distinguishing feature is the ability to reflect the law of economy in a language, as well as the tendency to syncretism of human thinking. Attention is drawn to the fact that the appearance of the analyzed speech units is based on the process of emotional nomination. It is said about the ecology / non-ecology of modern blend occasionalisms, which is due to the nature of the communicative situation of their appearance. If the appearance of an occasionalism occurs in a negative extralinguistic context, the communicative space of the language is filled with non-ecological nominations that indicate negative events in the surrounding reality. Such events lead to the appearance of occasionalisms, which in turn can contribute to the evocation of negative emotions (irritation, discontent, anger, rage, cruelty, resentment, anxiety, etc.), and therefore such a communicative frame is not completely ecological. If the extralinguistic context of an occasionalism appearance is caused at the level of sensations by positive emotions, then we should talk about both the purity and correctness of speech, and about the therapeutic effect of blend occasionalisms on their users. It is emphasized that in the corpus of modern blend occasionalisms there is a tendency of negative nominations dominating, including linguocinisms and occasional vulgarisms. The question of lexicographic fixation of such new words in the online dictionary of modern occasionalisms of the Russian language is raised.

Keywords and phrases: *emotive linguoecology; ecology / non-ecology; blending; occasionalism; the law of language economy; syncretism; emotive nomination; linguocinism; occasional vulgarism; de-ecologization of occasionalisms.*

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