A STUDY OF FORUM TEXTS:
SEMANTIC AND STYLISTIC ANALYSES OF HUNGARIAN NEOLOGISMS

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Abstract

The paper deals with the analysis of phenomena called neologisms according to several points of view. During the analysis it reflects on the definitions of neologisms that can be found in previous literature. The problems and heterogeneity of these definitions are shown, then a definition by which the examined phenomena can be considered as neologisms is elaborated.

In the paper two types of Hungarian neologisms (grammatically a compound and a blend that can count as a hapax legomenon) are going to be examined semantically with the help of the Conceptual Integration Theory devised by Fauconnier [1985] (1994) and Fauconnier—Turner (1998). In order to show the usage and the context of the examined words, the paper shows parts of forum texts from the internet. During the examination, features according to the socio-cultural dimensions are analysed, too.

Keywords: Conceptual Integration, forum text, neologism, semantic structure, socio-cultural factors

1. Introduction

The paper analyses that type of neologisms in a functional cognitive framework whose semantic structure can be understood with the help of conceptual integration networks. This process is going to be shown with the help of concrete examples that occurred in forum texts on the internet. By analysing the usage and understanding processes of these neologisms in the chosen texts (with regard to pragmatic features, too), the semantic features and the socio-cultural factors can be examined. The examined corpus contains texts that are not older than ten years. They were chosen with the help of Google search engine between July 2010 and March 2011.

The structure of this paper is as follows: it accounts for the chosen corpus (Section 2), it gives a definition that is being used as a definition for neologisms in this paper (Section 3), it briefly sketches the theory of Conceptual Integration (blending) (Section 4) and with the help of this frame it shows the possible semantic analysis in two different types of neologisms (Section 5, 6). The socio-cultural factors that can be analysed between the speaker and the hearer and those that emerge from the situative context are going to be shown according to the semantic analysis. The two examples that are being dealt with are two words, one of which is a compound from two base words (*dédiszitter*), the other is a hapax legomenon (*megquadul*).

2. Why forum texts?

Forum texts occur and are re-written every day on the internet. Connected comments are analogous to spontaneous spoken conversations in many respects. The writers of the texts can comment on topics informally — and sometimes even without respect to politeness of the maxim of relevance. As a consequence, there are many possibilities for new creations like neologisms in advertisements, unique, hapax-like words, "trendy neologisms" (Lehrer 2003) to occur in forum texts. That is why it can be useful to examine parts of forum texts on the internet while searching for corpora that can help with examining the semantic structures of neologisms. Because of the genre of forum texts, the features of dialogues between a speaker and a hearer can be examined (e.g. relevance, the intended effect, existing or assumed conventionalised structure).

On the other hand, these texts offer opportunities for examining the socio-cultural dimensions of style, too (Tolcsvai Nagy 1996: 134—175, 2005a: 85—105). Forum texts themselves, as well as reactions that are linked to them can be very varied according to the communicative aims of the participants or the expectations of the hearers, too. These texts come to exist as results of those dialogues that are being conducted between more participants. The utterances in them are linked to concrete topics, so with regard to their features these utterances are close to everyday dialogues.

In this paper, during the examination of *dédiszitter*, I am going to cite some relevant data from surveys that I conducted concerning the understanding of neologisms in 2011. It is important to stress that those data (e.g. understanding processes and strategies) that can be sketched from the answers of informants cannot be equal with the process of meaning construal. Nevertheless it seems that the process of meaning construal can be modelled in cases of the examined neologisms with the help of the data from the survey. What is more, these answers can help in examining the semantic structures of neologisms, too. (With regard to the other neologism that is going to be examined here I am not going to cite data from the questionnaires, because this is a type of neologism that is relevant for a special group of language users, so its spreading in the standard Hungarian cannot be assumed.)

In those forum texts that are going to be examined in this paper, relevant diversity can be shown in the case of two socio-cultural dimensions, attitude and value. In view of the examined texts, there can be extremely different features with regard to these dimensions. In the case of the dimensions of time and situation, there are not so many analogous extreme features. (Examination of the relevant socio-cultural features is going to be shown after the semantic analysis of neologisms.)

3. Difficulties with the definitions of neologisms. Definition used in this examination

According to Minya, "(...) defining the concept of neologisms raises problems. We use the notion of neologism concerning many linguistic facts, and it is hard to concentrate these facts in one definition that deals with each of them"[1] (Minya 2003: 13). The definition of neologisms occurs in quite analogous ways in different works that were written in the 20th

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[1] „(…) a neologizmus fogalmának, mivoltának meghatározása problémát okoz. Sokféle nyelvi tényre vonatkoztatva használjuk a neologizmus elnevezést, s ezeket a nyelvi jelenségeket nehéz egyetlen, valamennyit felölelô meghatározásba belesûríteni" (Minya 2003: 13)

and in the 21st century in Hungarian and in other languages. In this chapter some relevant definitions are going to be cited.

In *Stilisztikai lexikon* (*Lexicon of Stylistics,* 2004) the following definition can be read: "Neologisms are those new words, expressions, shades of meaning, grammatical forms, that make language richer according to the development of social relationships and the development of thinking"[2] (Szathmári 2004: 154). This definition can be found in *Alakzatlexikon*, too (*Lexicon of Figures of Speech,* 2008, Kozocsa 2008: 425—428).

Sachwörterbuch der Literatur (1989) points out that the aims of emerging new concepts are showing "expressivity, feelings or irony". According to the intended impression of neologisms they can express mistakes, daring or even the feeling that they are used unnecessarily (SWB 618). In *Dictionnaire des Termes Littéraires* (2001) a broader and a narrower definition of neologisms can be read: in the broad sense, neologisms are those newly occurring words that emerge in the vocabulary of a language as a consequence of euphemism, borrowing or as new figures. According to the less broad sense, the third category is regarded as neologisms, so those phenomena that are made of existing parts of the given language (DTL 326).

In light of the above definitions, the problems of defining and understanding the notion "neologism" can be sketched: it is very difficult, arguably impossible to point out that moment of time when a change occurs between those two states when language users still consider a phenomenon of language as a neologism, and when they feel that it is not a neologism any more. In other words that point of time should be noticed when a change (that is sometimes not intentional) in the state of a neologism happens and as a consequence of this change the phenomenon does not remain a neologism any more (for theories of linguistic change cf. Keller 1985, 1990 and Croft 2000). The circumstances of this change, e.g. the situational context: the interpersonal relationships, as well as the spatial and chronological relationships (Tátrai 2004: 480), socio-cultural dimensions of time and attitude (Tolcsvai Nagy 1996: 136—142), the intended and the expected effect of style, the perlocutional intentions (Lehrer 2003: 370) should be examined during this survey. It seems to be important to examine those factors that have effects on using a linguistic phenomenon in a concrete communicative situation. The result of the "problem-solving" (Langacker 2000: 9) activity can be influenced by many factors as the details considered relevant by the speaker, those aspects of the conceptualisation that are being emphasised by the speaker; the social relationship between the speaker and the listener, the speaker's belief of the hearer's knowledge about the context and the intention that is being expressed; how the phrase agrees with the discourse, what kind of effects the text has on the hearer, what kind of linguistic abilities the hearer has, in what degree it is important for the speaker to move off from the linguistic conventions (Langacker 1987: 65).

The intended effect can change depending on the factors listed above. That is why the occurrence of novel, "neolog" items can vary according to these factors: "A speaker oriented approach to conversation, on the other hand, focuses directly on the strategies that govern the actor's use of lexical, grammatical, sociolinguistic and other knowledge in the production and interpretation of messages in context" (Gumperz 1982: 35). In cases of neologisms the closer the target structure is to the conventionalised structure (Tolcsvai Nagy 2005a: 27), the sooner the "neolog" phenomenon is approved by the hearer. That is why

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[2] „Neologizmusok azok az új szavak, kifejezések, jelentésárnyalatok, nyelvtani formák, amelyekkel a nyelv, a társadalmi viszonyok és a gondolkodás fejlôdésével párhuzamosan, állandóan gazdagodik" (Szathmári 2004: 154)

the judgement of a new linguistic form depends to a great extent on the individuals, on the patterns that have been experienced and learnt by them, and on their existing schemes and (knowledge) frames (cf. Fillmore 1985, 2006).

In the case of neologisms, the features of the approval structure can be irregular, because there are not any frames that contain more knowledge about the occurring entity, and so they cannot help as bases for interpreting the new phenomena (Tátrai 2004: 481). If there are any, they figure differently during the process of understanding, approving and, in the long run, in meaning construal.

If the existing (knowledge) frames cannot be reached or they can be reached only in a limited way, language users try to understand the forms (figures, schemas, neologisms) in the communicational situation with the help of analogy. At this point, prototypicality and cognitive extension (Geeraerts 2002: 284—285) become important. In the case of neologisms, language users have to make a comparison between the "best example" (the prototype) in their minds (if this "best example" exists) and the neologism they meet. The latter then has to be placed onto an imagined scale for its distance from the prototype to be assessed. If the neologism is nearer to the prototype on this scale, reaching the meaning of the new word, phrase or linguistic form might be shorter, because the "access route" is shorter. This feature can have an impact upon the spreading, taking root and even upon the future of the neologism. Those surveys that I have conducted in the last six years among more than a thousand informants can help examining the mental processes that occur while language users try to understand the meanings of neologisms. In the questionnaires, informants had the opportunity to write synonyms or explanations about neolog phenomena while reading some neologisms (cf. Sólyom 2009, 2010).

Nevertheless there are neologisms that are sometimes called "trendy" (Lehrer 2003: 369), where the speaker does not really want to help the hearer to find out the meaning with the help of the shortest access path. In these cases the speaker's aim is to increase the mental efforts of the hearer, and so to attract the hearer's attention. There are even hapax legomenons among these kinds of neologisms, but my opinion is that those types that are called "trendy" by Lehrer (2003) are more likely to take root in everyday language use than hapax legomenons. My argument for it is that the feature "trendy" refers to the popularity of the neologism, and that implies that in a moment of time there are many language users who use the "trendy" neologism (think of advertisements, jokes or internet titles, for example). This popularity cannot be found in cases of hapaxes. It is also true that the aptness, appropriateness or even the humour of a neologism can be important when the future life of a new word or phrase is examined. If the neologism has the features mentioned above (e. g. if a metaphorical or metonymical relationship can be realised in its semantic structure), it is easier for the human mind to interpret it (Benczes 2010: 220—221).

It follows from the foregoing features that a definition for neologisms is needed that is able to refer to the dynamism and to the relativity of neologisms' existence. In the following, I try to sketch a definition according to this sense. From my point of view, a neologism is a linguistic phenomenon, sometimes with a novel semantic structure, that in a given situation is thought by the hearer to have novel meaning and/or novel style, according to the hearer's former (or if it does not exist, supposed former) experiences and their expectations. These meaning and style attributions are dynamic, and are able to change according to a scale, depending on the above mentioned features, even in the case of the same language user.

4. Features of Conceptual Integration Theory and their connections with other semantic phenomena

While understanding some semantic types of neologisms and the dynamic processes that play roles in understanding them, Conceptual Integration Theory (also called Blending Theory) elaborated by Fauconnier (1994) and Fauconnier—Turner (1998) can be a useful help. This theory deals with the integration of mental spaces, and can help in examining and representing the semantic structure of some neologisms (for uses of the Blending Theory see also Fauconnier—Turner 2002: 39—57, Tolcsvai Nagy 2001: 93, Tolcsvai Nagy 2005a: 73—79, 2010: 96—103, Benczes 2006: 53—58).

In the case of a metaphor, when language users want to understand the relationship between two conceptual domains, one of the domains (the so-called source domain) can help with meaning construal; in the case of a metonymy, this process can be found in the same conceptual domain, where more processes follow each other (Kövecses—Radden 1998: 38, Panther—Thornburg 2003: 2). Based on these features, we can say that conceptual metaphor and metonymy theory deals with relationships between fixed pairs of mental representations. By contrast, Blending Theory can connect more than two mental representations, not to mention that this process can be "run" in an on-line way during the discourse, so it can represent a dynamic structure seen in the process of meaning construal (Tolcsvai Nagy 2010: 96). The examined meaning can be understood in the given context, and it is able to change according to the change of the context and the intentions of the participants in the communication process. That is why a very dynamic structure can emerge, where more than two domains can occur. During the process of Conceptual Integration, with the help of so-called space-builders (Fauconnier 1994: 16, Tolcsvai Nagy 2010: 98), the human mind builds up small conceptual units or mental spaces, which help with the processes of understanding and forming further reactions (Kövecses—Benczes 2010: 160). Mental spaces that are linked together are being structured by frames and cognitive models, and so they can be changed as discourse unfolds (Fauconnier—Turner 1998: 137).

There are four important spaces that help create the blend; two of them are the so-called input spaces. (Simplex networks, mirror networks, single-scope networks and double-scope networks consist of two input spaces, but in the case of multiple-scope networks even more input spaces can play important roles, see e. g. Benczes 2006: 54—48, Kövecses—Benczes 2010: 179—187). The two other spaces are the optional generic space and the blended space. "In blending, the selection of input structures is selective, that is, not all the elements from the input spaces get to be projected" (Benczes 2006: 53). That is why the blended space contains chosen aspects from the input spaces (Coulson—Oakley 2003: 55). Mental spaces are flexible, "(…) a mental space is a short-term construct informed by the more general and more stable knowledge structures associated with a particular domain" (Grady—Oakley—Coulson 1999: 102).

There are five so-called optimality conditions that help create a blend: these are integration, topology, web, unpacking and good reason (Fauconnier—Turner 1998: 162—163, Lakoff 2008: 31—32, Tolcsvai Nagy 2010: 101). According to them, a blend has to map a well-integrated scenario; relationships between the input spaces must harmonise with the relationships between the elements in the blend; there must be appropriate connections between the elements; the blend has to be understood easily; and the elements have to be worth being represented (Tolcsvai Nagy 2010: 101). Lakoff adds a sixth one to these conditions, the condition of metonymic tight-

ening. According to this condition, "relationships between elements from the same input should become as close as possible within the blend" (Lakoff 2008: 31—32, cf. Sólyom 2010: 276).

There is another approach to Conceptual Integration Theory, and it has been elaborated by Ruiz de Mendoza (1996, 1998). Ruiz de Mendoza and Peña (2005: 252) suggest that the Combined Input Hypothesis described by Ruiz de Mendoza—Díez (2002) should be used while examining some cases of the blending process. According to this theory, there are some input spaces in the process of elaborating the blend which cannot always be found in those spaces that are actually mentioned during the communication. These kinds of spaces emerge from the language user's former, existing memories, experiences, and they can be activated during the process of meaning construal (Ruiz de Mendoza—Peña 2005: 252).

The Combined Input Hypothesis can be used successively with those types of meaning structures, too, where we deal with more source or target domains (Ruiz de Mendoza—Peña 2005: 256). My opinion is that more input spaces can work together not only in the cases of metaphorical structures mentioned by Ruiz de Mendoza—Peña (2005), but in the cases of metonymic relationships, too, just as in the blends mentioned by Fauconnier—Turner (1998). That is why it is possible that more input spaces help to build the blend. When representing these relationships graphically, we can see that the numbers of spaces (and the numbers of the possibilities that they can offer) multiply (according to the model of Fauconnier and Turner, cf. Ruiz de Mendoza—Peña 2005: 256). These possibilities are sketched by Ruiz de Mendoza—Peña 2005 as follows:
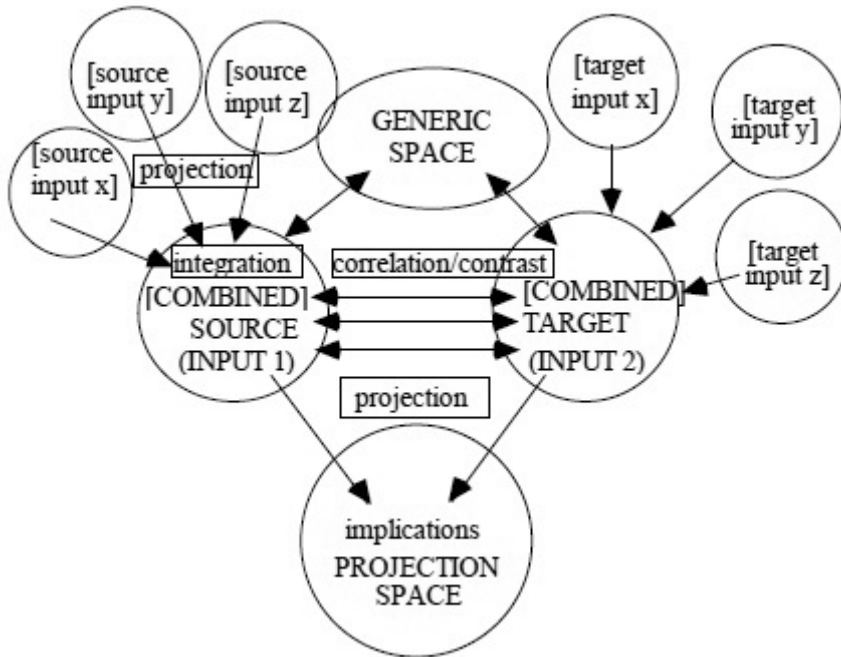
Figure 1: Combined Input Hypothesis (In: Ruiz de Mendoza—Peña 2005: 256)

According to this short summary, it can be seen that Conceptual Integration Theory can be very fruitful for analyzing the semantic structure of some types of neologisms. It can help not only

with modelling those processes that play roles in meaning construal, but also those processes and causes can be examined with its help, which lead to different, polysemous meanings in the case of a neologism. Nevertheless, it is important to emphasise that the spaces represented in the blend do not give opportunity to study the occurring linguistic or semantic structures directly. It is because mental spaces do not have direct linguistic features, but they are elaborated and their structures are built up as a consequence of linguistic functioning (Fauconnier 2007). That is why there are no strictly fixed ways for elaborating mental spaces: "Mental spaces, then, are not directly linguistic, but a central function of language is to prompt for their construction and elaboration. As a result, there is no fixed set of ways in which mental spaces come about" (Fauconnier 2007: 372). We can see that the occurring of mental spaces can vary according to different communicational situations, even if it is dealt with the same linguistic phenomenon (e.g. a neologism).

This paper tries to show the language users' aims in the case of the examined neologisms in contexts. These features may give opportunity to model those processes that help construe the aimed meanings in the process of communication. It is important to emphasise that (according to cognitive grammar) not only the network that organises the meanings of neologisms, but also the grammatical structure plays an important role in organising construal processes (Turner 2007: 389).

It has to be emphasised that not all kinds of neologisms can be analyzed within the framework of Conceptual Integration Theory. It is suitable for analyzing the semantic structures of those kinds of new words and phrases which express more associations or understanding processes. In the case of neologisms, these features can be found among compounds (that consist of separate words) or compound-like words (that consist of non-morphemic parts of words) and verbs with prefixes that according to cognitive semantics can be regarded as composite structures (Tolcsvai Nagy 2005b; 2010: 77). With the help of Conceptual Integration, those kinds of associations can be examined that are not usually linked together, but they help dynamic meaning construal as the discourse unfolds. Because of this dynamics, meaning construal in the examined texts can be represented in analyses of the communication and the relationship between the speaker and the listener. As a result of these processes, socio-cultural factors can be studied, too.

In the next parts of the paper I am going to examine the above sketched features in the case of two neologisms that have occurred in Hungarian in the last few years.

5. *Dédiszitter*

The second part of this compound is the English noun *sitter,* and the compound means 'sitter who takes care of (a) great-grandparent(s)'. The part *sitter* nowadays can be seen written with Hungarian spelling: for instance, in the handbook *Helyesírás* (which deals with Hungarian spelling) the form *bébiszitter* is suggested instead of *babysitter* (OH 503). Nevertheless, in ÉKsz² (*Hungarian Dictionary*), we can read this compound written with English spelling (*babysitter,* ÉKsz² 80). It can be seen that in the last few years many compounds have occurred in Hungarian with the help of the word *sitter* or *szitter.*

Those Hungarian neologisms that contain the word *-sitter/-szitter* sometimes refer not only to the process of taking care of babies, but to the process of taking care of people like family members (as the mentioned *dédiszitter*, where *dédi* is an abbreviation of the Hungari-

an word for 'great-grandparent'), and to the process of taking care of animals like *höriszitter* ('hamster sitter', where the Hungarian noun, *hörcsög* 'hamster' is shortened), *kutyaszitter* ('dog sitter'), *patiszitter* ('rat sitter', where the Hungarian name of the rat, *patkány* is shortened). In these cases, *dédi, höri,* and *pati* are abbreviations, and all of them have been made as a result of shortening the original nouns and then adding the suffix *-i.* This suffix can make nick-names, so with its help these compounds can get nice, playful connotations, too.

In these examples we can see that the meaning of the English verb (*baby-*)*sit* ('take care of children' as the *Oxford Dictionary* refers to it) can be extended metonymically in Hungarian, too. As a result of this extension, *sitter* can refer to the person taking care of different living creatures while taking part in a compound.

5.1. *Dédiszitter* in a questionnaire

The word *dédiszitter* was among the neologisms of the questionnaire that was answered by 180 informants during the summer of 2011. The questionnaire had two types (A: neologisms without context, B: neologisms in context) and there were four age groups (primary school students, secondary school students, university students and adults) who filled it.

The following diagram shows the percentage of answers given by the informants (the informants had the opportunity to give more than one answer) which referred to the meaning of the word *dédiszitter.* These answers contained explanations written by the informants as well as synonyms.
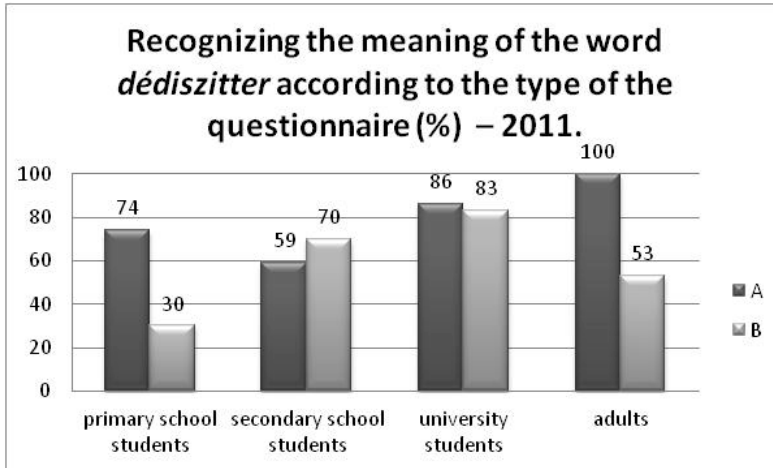
Figure 2: Recognising the meaning of *dédiszitter* (2011)

It has to be said, too, that there have been some informants (among those who gave an explanation to the neologism), who gave other explanations than the "deduced" meaning of the word. (By "deduced" meaning I refer to that meaning of the neologism which is mostly used nowadays among language speakers.) These explanations usually referred to the first part of the compound (*dédi-*, meaning 'great-grandparent') as an active agent who takes care of children, especially grandchildren. We can see that in these ideas the supposed agent

(actually the first part of the compound) was the person who worked as a sitter, and he/she was not the patient who has to be sat.

5.2. Semantic structure of the neologism *dédiszitter*

In the next chapter, two parts of a forum text containing the neologism *dédiszitter* is going to be shown[3]. In the forum text someone asks for help, because they have some problems in private life.

(1)
A kérdés   2009.04.23. 14:09
Elhanyagolnak a testvéreim, a barátaim, a párom, az egész környezetem. Mit tegyek, hogy újra „központban" legyek?

Az egyik válasz   2009.04.24. 09:26
(…)
Ha értesz valamihez behatóbban (…), felügyelhetsz gyerekekre vagy öregekre (babysit-tert és **dédiszitter**t is sokan keresnek). Így még pénzt is kereshetsz + szintén új em-berekkel ismerkedhetsz meg.[4]

The examined neologism occurs in the second part of the texts. The writer of the answer endeavours to use a "neolog" phenomenon while defining an entity that is part of the reality around him or her but (according to the writer's opinion) it does not have an appropriate name yet. If we examine this process from the vantage point of categorisation, we can regard it as the continuous, problem-solving, creative mechanism of the human mind: " (…) knowing the prototype enables you more easily to understand peripheral instances of use that are novel to you" (Geeraerts 1997: 110). According to these features, those phenomena that are implied by prototypes can help to give an explanation for semantic changes and for unfolding of new meanings during the description of dynamic human thinking (Geeraerts 1997: 115). As Tolcsvai Nagy (1996) points out, the speaker or the hearer rates the used example to a type of style. This rating is done according to the language user's knowledge about the used language and about the world as well as according to their capabilities to remember, plan, organise and compare (Tolcsvai Nagy 1996: 53).

In the case of *dédiszitter*, the word *sitter* is part of a word (*babysitter*, or with Hungarian

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[3] Source: http://www.gyakorikerdesek.hu/csaladi-kapcsolatok__egyeb-kerdesek -- 220629-elhanyagolnak-a-test-vereim-a-barataim-a-parom-az-egesz-kornyezetem-mit-tegye
Downloaded: 25th March 2011
[4] Translation:

(1) The question:
I am being neglected by my siblings, by my friends, by my spouse, by my whole environment. What can I do to be in the "centre" again?

One of the answers:
If you are adept in something deeply (...), you may take care of children or elderly people (many people look for a babysitter or a **dédiszitter**). In this way you can earn money, too + you can get to know new people.

spelling *bébiszitter*), which is a well-known compound for Hungarian language users, too, and it makes the neologism easy-to-understand. The occurrence of the word *sitter* makes its meaning structure plausible and hearers can focus their attention on the tasks of a *sitter* (e.g. taking care, looking after someone). In the cited part of forum text (1) the writer also gives the meaning of the neologism when he or she writes "you may take of children or elderly people", that is why the meaning of the neologism may not count as an obstacle when language users have to understand the meaning of the neologism.

Those understanding processes that play roles in the semantic structure of the compound *dédiszitter* can be modelled by the Conceptual Integration Theory mentioned in Chapter 9. During the construal of the compound's semantic structure, both the acoustic similarities of the words *bébi* ('baby') and *dédi* ('great-granny') and the semantic features of the better-known word *bébiszitter* ('babysitter') may play roles. These two parts, the phonological and the semantic poles can give birth to the neologism and help language users when they have to understand the new word. The most interesting aspect in the construction of *dédiszitter* is that these two dimensions play important roles together but simultaneously, and in this way they help the language user with meaning construal. The construction of the neologism can be sketched as a multi-scope network (cf. Benczes 2006: 57).

It also has to be mentioned that even rhymes seem to be very important during the process of understanding the neologism *dédiszitter*. Benczes (2006) points out that rhymes play important roles in the creation of creative compounds (Benczes 2006: 148—149, 2010: 228—229).

Analysing the connections between the well-known Hungarian compound *bébiszitter* and the novel compound *dédiszitter*, it can be recognised that the first parts of these words (*bébi* and *dédi*) contain the same vowels (*é* and *i*), and so their endings rhyme. It seems to be important, too, that the numbers of their syllables are the same, too. On the other hand, there are common semantic features in both words that help understanding the meaning of the neologism: in both compounds, we can find pieces of information about the age of the subjects, about the circumstances (someone has to be taken care of), about the fact that the family of the subject does not have time to take care of him/her, and the consequence that a helping hand is needed. What is more, a metonymic relationship (cause and effect) can be found between the lack of time in the family and the need for a helper. These features make language users associate to the better-known phenomenon (*bébiszitter*) while meeting the neologism (*dédiszitter*).

It comes from the above mentioned details that the entity that has a synonymous meaning with the neologism can be described as 'a person who takes care of elderly people'. When we analyze the semantic structure of the neologism as a blend, one of the input spaces will contain these features. Another input space contains the entity *bébiszitter* ('babysitter'). In the integrated space that is constructed by these two input spaces the entity 'a sitter who takes care of elderly people' will be found.

The above mentioned parts (the phonological spaces that have emerged from the input spaces containing the phonological realisation of *dédi* and *bébi*) will be connected with the integrated space that contains the semantic pole of the neologism. With the help of the two integrated spaces, a new blend emerges that contains the "neolog" compound's semantic and phonological features, too.

These processes can be represented as it is shown by Figure 3:
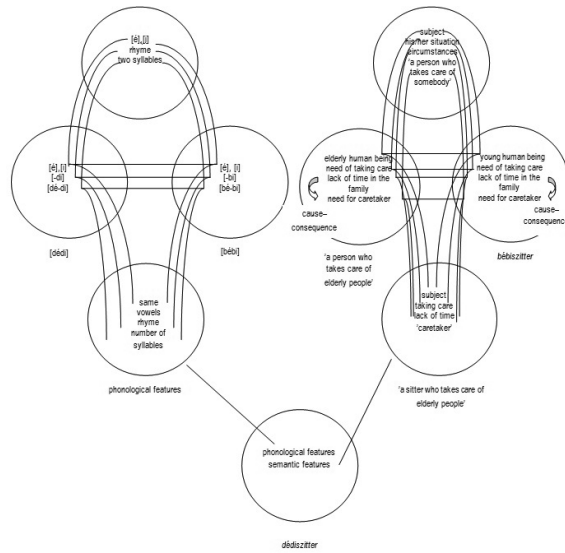
Figure 3: The neologism *dédiszitter* represented as a blend

5.3. Features of *dédiszitter's usage* with regard to the socio-cultural factors of style

The word *dédiszitter* occurs as a neologism in the part of the forum text cited in 5.2. It must be emphasised that the better-known word *babysitter*, which stands before the neologism in the cited text, also helps to understand the "neolog" compound. It is also noticeable that in case of the word *babysitter* the writer of the text uses the English spelling of the word, while in case of *dédiszitter* he/she uses Hungarian spelling. The reason for this may be that the first part of the compound is a Hungarian word (*dédi*).

In this environment the neologism occurs as a novel element according to the socio-cultural factor of time, while the other parts of the text seem to be neutral. The cited part of the forum text does not contain any other novel ("neolog") phenomena, so that is why the text can serve as a supporting matrix (Tolcsvai Nagy 2010: 12) during the process of understanding the neologism.

According to the socio-cultural domain of situation (Tolcsvai Nagy 2005a: 88—89), both cited parts of the forum texts in 6.2. represent informal style. In the part that contains the question, the personal topic of the question, the elaboration of the question with verbs that refer to first person singular, refer to the equal relationship of the writer and the reader. The occurrence of the neologism seems to refer to informal relationship, too, considering that this profession is usually mentioned by longer description ('a person who takes care of elderly people in return of money') e.g. in an advertisement. Some humour can also be found in the usage of this neologism, because the word *sitter* occurs in the compound, and that gives the idea of taking care of small children (see Figure 3). This association also gives kindness and implies a positive attitude towards elderly people, which increases the informal style of the situation.

Considering the socio-cultural domain of attitude (Tolcsvai Nagy 2005a: 88), both parts of the cited forum texts can be regarded as familiar. As I have already mentioned, the topic of the beginning question counts as familiar, as well as the answer given to it. The neologism

in the second text reinforces this feature: the playfulness and humour of the word makes the style of the compound familiar. It also has to be mentioned that the suffix *-i*, which occurs at the end of the neologism, suggests familiar relationship not only between the writer and the reader, but perhaps between the sitter and the great-grandparent, too.

If we examine the socio-cultural domain of value (Tolcsvai Nagy 2005a: 89), both parts of the cited forum texts can be considered as neutral and value saturating. The writer of the first text uses such words and phrases that have value saturating styles (*I am being neglected, my spouse, my whole environment* etc.). On the contrary, it can be seen that in the second part of the forum text there are not so many words or phrases like these, so this part of the text can rather be considered as neutral. Evaluating the style of the neologism *dédiszitter* along this dimension, it can be stated that it highly depends on the former experiences and the attitude of the reader. There may be language users who feel that the style of this neologism is rather value depriving, because they may associate it with the helplessness and powerlessness of the people being taken care of. Nevertheless I think that the writer of the forum text did not have the intention of suggesting this kind of value deprival feature by using the word *dédiszitter*; I assume that the style of the neologism is neutral on the scale of the socio-cultural factor of value.

6. *Megquadul*

The second example that is going to be examined is a kind of pun. It has to be emphasised that it is a word that may have occurred only once (so it can be seen as a hapax legomenon), but it seems to be worth analyzing its features, because with the help of Conceptual Integration Theory both its semantic structure and the features of the relevant socio-cultural factors can be revealed.

The word that is going to be analyzed is *megquadul*. Its origin is the English word *quad* and the neologism emerges with the help of the Hungarian prefix *meg-* and the derivational suffix *-ul*, which generally can make verbs from adjectives or nouns. Nowadays there are many examples that show how Hungarian verbs can be made from English noun stems, so this feature is not the most interesting point in this neologism. It is more interesting that there is a word *vad* in Hungarian, which can be a noun or an adjective, too, and the adjective means 'wild'. In the case of the examined neologism, the creator of the word (who made the imperative form of the neologism the title of a website) used the phonological similarity between the Hungarian word *vad* and the English word *quad* to create this pun.

The website mentioned above is the following (the title *Quadulj meg!* means approximately *Get quaded!*, but the word *quad* may also evoke the Hungarian word *vad* because of its phonological structure)[5]:

(2)

Figure 4: Homepage of the website www.quad.vilaga.hu

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[5] Source: http://sgforum.hu/listazas.php3?azonosito=quad&id=1159550264. Downloaded: 14th July 2010.

The moderator's message can be read under the picture. Though this text does not contain the word *megquadul*, it seems to be important to cite it, because its style can refer to the relationship of the moderator and the people who may be the members of the club or they just often visit the website.

(2)
„Mindenki lelkiismeretére bizom, mit ir le[,] de csak annyit kérek: név (fórumos), és merre szokott nyomulni. A felesleget majd kimoderáljuk! Remélem[,] ez már elfogadható és nem kötelezô!" [6]

6.1. Semantic structure of *megquadul*

The word *quad* occurred in the last few years in Hungarian. It cannot be found in ÉKsz[2] (*Hungarian Dictionary*), but the *Dictionary of Foreign Words* (*Idegen szavak szótára,* ISz, 2007) already contains it. Based on the surveys that I conducted in the last years (cf. Sólyom 2009: 260), the word *quad* in Hungarian can be regarded as a foreign word that is still novel for many language users. Nevertheless it seems to be an important detail that in 2010 586.000, in 2011 2.040.000, in 2013 3.080.000 results were found for the word *quad* by the Google search engine among Hungarian websites.[7]

Meeting the novel word *megquadul* the reader of the text may feel that this neologism is meant to conceptualise the most important features of the website (the notion of *quad* and everything in connection with it), and it tries to be felicitous, playful or even funny, too. Although the verbs *quadul* and *megquadul* should be regarded as hapaxes, in Hungarian they are able to quickly evoke the verb *vadul* ('to behave wildly') and *megvadul* ('to get wild').

The process that takes place in this case seems to be quite complex: the phonological resemblance of the words *quad* and *vad* are as important as the semantic relations between the notions of QUAD and WILDNESS. That is why they both play important roles in meaning construal. Besides the concept of WILDNESS it is important that using a *quad* may cause the feeling of freedom, which can be related to the word *vad* ('wild'). This relationship between the vehicle and the feeling of wildness is a kind of metonymical relationship, and with the help of the phonological resemblance it helps to understand the meaning of the neologism. (It has to be emphasised that the photo on the website helps to understand the novel word, too.)

As a result of these complex processes the verb *megquadul* can give rich associations to the reader. They can associate to the phonological similarity of the words *vad* and *quad*. On the other hand, there is another verb in Hungarian, namely *megvadul* ('get wild') that also has an influence on both the phonological and the semantic structure of the neologism.

As a result of these processes, Conceptual Integration Theory seems to be appropriate for representing both the phonological and the semantic features of the neologism. The structure of the word *megquadul* can be analyzed in more steps. First, the phonological resemblance

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[6] Translation:
(2)
I entrust it to everyone's conscience what you put down, I only want names (on the forum) and where you usually hustle. We are going to moderate the excess. I hope this is finally acceptable and it is not compulsory.
[7] Based on the trials conducted on 14th July 2010, on 24th March 2011 and on 4th January 2013.

of the words *quad* and *vad* are connected to the notions *quadozik* ('go by quad') and *vadul* ('get wild'). That is why these verbs are going to be connected in the process of blending. In the second step a verb *quadul* ('go by quad') is elaborated. It is important that this is a nonce-word, because the verb 'go by quad' in Hungarian is normally formed with the help of the suffix *-z(ik)* (so it would be *quadozik*). The nonce-word *quadul* can start more associations, because it refers to the vehicle itself and to the vehicles features (fastness, strength). The verb *megvadul* with the prefix *meg-* adds the aspects of perfection and totality to the verb. By being integrated with the nonce-verb *quadul*, and still with the help of the phonological resemblance, it elaborates the neologism's semantic features in a separate input space.

Language users may have previous experiences about the process of getting wild, so with the help of these experiences and with the help of the picture shown in Figure 4 meaning construal can become successful. The result is the neologism *megquadul*, which means in this context 'go by a powerful and fast vehicle and get wild totally'.

The interaction of the processes explained above can be represented as it is shown in Figure 5 (cf. Kövecses—Benczes 2010: 200):
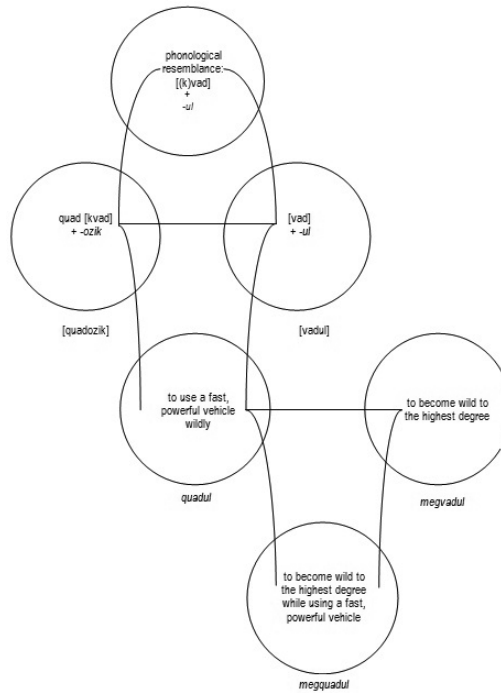
Figure 5: The neologism *megquadul* represented as a blend

6.2. Consequences of the usage *megquadul* with regard to the socio-cultural dimensions of style

While reading the shown website, readers are able to feel immediately that they meet a novel word according to the dimension of time. It can be felt, too, that this neologism is an

incidental one, and may not spread widely. It is because it seems to be a pun and there is another verb (*quadozik*) in Hungarian for the concept 'using a quad' that is derived with the help of another suffix.

The base *quadul* may lead to misunderstandings or even would be impossible to interpret by the readers, but with the help of the prefix *meg-* it can be joined to another verb (*megvadul*, 'to get wild') that is more conventionalised and seems to be more neutral according to the socio-cultural dimension of time. There are some words in the comment of the moderator, which are novel and/or slang words (*nyomul, kimoderál*, meaning 'hustle' and 'moderate it out') and they may serve that aim of the editors of the website to be trendy, fashionable and youngish.

According to the socio-cultural domain of situation (Tolcsvai Nagy 2005a: 88—89), the title of the website shows informality: the direct imperative (*Quadulj meg!*) does not contain any politeness and it is used in the 2nd person singular informal form. This informality may be accepted by the readers of the website and by those who write to the forum and the same style may be used by them, too. Their relationships can be characterised as symmetric, because the roles of the readers and writers are either quad-owners or people who are interested in quads. The comment of the moderator shows informality, too, and the slang words that are used in it recite the spontaneous spoken language. The verb conjugated in first person plural (*kimoderáljuk*, 'we are going to moderate it out') refers to the feeling that the people who read the text belong to the same community. All these features take part in forming the informal style of the text.

With regard to the domain of attitude (Tolcsvai Nagy 2005a: 88) the form *Quadulj meg!* can be regarded as familiar. The imperative form is direct, short, without politeness (e. g. *please*). The creator of the neologism might have wanted to show uniqueness, extraordinariness in order to raise the attention of those readers of the website who feel that they are as trendy and youthful as the moderator is. It is also true, that by the usage of this hapax legomenon there will be readers who will not understand the title (e. g. because they do not even know the meaning of the word *quad*), so they cannot be parts of the group who consider this title to be humorous or unique. With this restriction the writer of the title also strengthens the familiar style that can be adequate among the members of a smaller group.

According to the domain of value (Tolcsvai Nagy 2005a: 89), it can be seen that the usage of the neologism will not be regarded as neutral. It is very interesting that using the expression *Quadulj meg!* may divide the opinion of language users according to this domain. Its judgement may highly depend upon the person of the reader: the users of the website (those who are interested in quads, who own quads etc.) may consider it as a value saturating expression, because it refers to the uniqueness and extravagancy of the website. By contrast, those readers who have not even met the word *quad* may not be able to interpret this title. They may be able to understand the neologism with the help of the photo shown in Figure 4, but even in this case, the process of understanding requires great mental effort from them. This effort may have an impact upon their attitudes towards the novel expression and as a consequence of it, to the judgement of it in the domain of value. That is why the usage of this neologism may be considered as value depriving.

7. Summary

The analysis of the shown texts in this paper has had more aims: one of them has shown the semantic features and processes that help elaborate the semantic structures of neologisms.

These processes were shown with the help of Conceptual Integration Theory, elaborated by Gilles Fauconnier and Mark Turner.

Of course, these features have impacts upon regarding the neologisms along the scales of different socio-cultural dimensions (e.g. the domains of time, situation, attitude and value). These characteristics were examined in parts of forum texts from the internet. These texts allowed not only the judgements on the examined neologisms to be analyzed, but also the relationships and expectations of writers and readers.

Conceptual Integration Theory can be useful and adequate for examining examples like the two neologisms in this paper: because of the numbers, flexibility and dynamism of the input spaces it can give good opportunities to analyse novel phenomena in different contexts and along different socio-cultural dimensions. Those operations that take place during Conceptual Integration may also have important roles in the process of conventionalisation of neologisms, and so anchoring the novel meanings to the common knowledge possessed by the language community.

The definition at the end of Chapter 3 is aimed at showing this dynamism and flexibility by defining the notion "neologism" with regard to the relationship of the speaker (writer) and the hearer (reader) in the communicative situation. This point of view has also helped with the analysis of the examined phenomena along the dynamic and language user dependent continuum of socio-cultural dimensions of style.

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