

**PERSONAL NAME-BASED NEOLOGISMS IN MACEDONIAN
ONLINE JOURNALISTIC DISCOURSE**

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Abstract: Languages are permanently expanding their vocabulary with new words, which is an inevitable and constant process. The new words can be produced by the means of one language, borrowed from a foreign language, or created as a combination of one's language means and borrowed elements. These novel words appear for the first time mainly in the journalistic articles, and then, depending on many factors, either spread into the general lexicon, or remain a part of a specialized language. The research question relates to the personal name-based neologisms in the Macedonian journalistic discourse aiming to reveal the most frequent word formation devices journalists use when creating such neologisms in their text. Thus, 2000 online news articles, informative and opinion based, are selected by using personal name-based neologisms as key words on Google Search. They serve as a sample, which is purposeful and cohesive. The data analysis rests upon the general qualitative inductive method and is enriched by the coding, i.e. organizational boxes are established in which the data are sorted for further analysis. The research results showcase that Macedonian journalistic discourse contains personal name-based neologisms which support the view that they are a common phenomenon in many modern languages. Further, the findings reveal that the suffixation is the most frequent language means used by journalists when generating personal name-based neologisms which reinforces previously stated outcomes. Furthermore, from the results it is obvious that the new personal name-based words are created with prefixes and that there are new compounds as well. In addition, these answers unveil that the personal name-based neologisms assist in achieving stylistic expression of the journalists' text.

Keywords: Macedonian online journalistic discourse, personal name-based neologisms

1. Introduction

As a most sophisticated means which provides communication among people, language constantly changes, expanding its vocabulary with new words (neologisms), primarily to address its speakers' needs. This enrichment is a common feature of many modern languages (Winford 2007). These novel words are mostly borrowings from the English language although there are new words created in accordance with the language word formation processes as well. As in any language, there are a number of ways to form words in the Macedonian language, such as using prefixes or suffixes in nouns, adjectives, verbs, adverbs and in formation of compound words (Koneski 1995), which showcases the similarities among languages regarding the word formation processes. These brand-new words are observed in the journalistic discourse, which informs about previous and actual occurrences perceived as relevant or interesting for the speech community, and reflects the changes in the society (Minova-Gjurkova 2003). After their appearance, each single new word has a different life cycle in the language, which depends on many factors.

In spite of the efforts to depict the complex nature of neologisms, in the dictionaries, they are often defined in a similar way as new words or meanings in the language or new meanings added to already existing words which are not yet part of the active vocabulary (Cambridge online dictionary; Collins online dictionary; Croatian online encyclopedia; Encyclopedia Britannica; Longman online dictionary of contemporary English; Merriam-Webster online dictionary; Oxford learners' dictionary). The *online Dictionary of linguistic terms in the Serbian language* adds that new words may be standardized, i.e. become elements of the general everyday language and reveals the inconsistency among the terms specifying neologism, such as: neologisms, coinages, hapax, author neologism, occasionalism. There is a difference between the denominative neologisms, which serve to designate a new concept or phenomenon and the stylistic neologisms, which are markers of a specific authors' expression in the same Dictionary.

Further, a great amount of research determines the neologisms in the same manner as the dictionaries, stressing out their exclusion from peoples' active lexicon and from the current dictionaries and their non-acceptance in the general lexicon (Bolganbaev 1988; Algeo and Algeo, 1991; Sablayrolles 2008; Usevičs 2012; Kerremans 2015; Durham 2018; Anesa 2018); their comprehension as new words, i.e. psychological factors (Herberg 1988; Karlík, Nekula and Pleskalova 2002; Dasgupta

2004); their potential to spread in the general vocabulary and, at the end, become a language norm and part of the contemporary dictionaries (Kinne 1990; Sablayrolles 2008); their recent entrance in the language (Shipka 1988; Budiu and Anderson 2001; Peprník 2006). Similarly, the term neologism is elucidated by many others (Assanova, Zhampeiis, Toyshibaeva, Ismaguloca and Ermagambetova 2019; Holubnycha, Kostikova, Besarab, Moshtagh, Lushchyk and Dolgusheva 2020; Nelcoska 2020; Mweri 2021; Nam 2021;)

Furthermore, numerous studies offer different criteria to determine the neologisms, including: psychological, lexicographic, diachronic, and corpus based (Jaansen 1996); concretization of the time in which the neologism appears for the first time, concretization of the place where it emerges, i.e. in the general language, in the sublanguage or in the literary language (Kotelova 1998); instability of the word (Cabré 1998); level of novelty (Sablayrolles 2002); chronological and functional (Otasheviki 2008); frequency (Aymerich 2010); socio-pragmatic (Kerremans 2015) etc.

Moreover, multiple probes propose various types of neologisms, such as: real transnominations, and semantic neologisms (Crystal and Davy 1969); new words, new creations, abbreviations, new coinages and neosemantisms (Xuefo 1987); morphological, semantic, loaned and coinages (Helfrich 1993; Smyk-Bhattacharjee 2009); formal, semantic, and pragmatic (Rey 1995); language and contextual and authors' (Litnevskaja 2006;); instable, diffuse, and stable (Peprník 2006; Bhagavan and Mishra 2013); neologisms according to the origin and word formation processes, neologisms meteors (Murray 2013) etc.

As for the authors' neologisms, it is relevant that they are coined by writers of a literary work to evoke stylistic effects according to the word formation processes in the language. They live their life only on the pages of the literary work and almost never transfer in the dictionaries and in the general language. The journalistic discourse's function is not only to inform but to reveal authors' opinions and attitudes on some relevant topic, thus it can be said that these articles are one type of written work and that their authors utilize various means to attract the readers' interest much like the authors of literary works who coined new words to express stylistic nuances and to challenge their readers' attention. Surely, they differ from the authors' neologisms.

In this sense, the present paper's research question relates to the personal name-based neologisms used in the Macedonian journalistic discourse aiming to reveal the word formation process journalists utilize

when creating neologisms based on personal name to increase the readability of their articles.

2. Broader research context

A substantial body of research worldwide related to the personal name-based neologisms showcase that they are present in many contemporary languages.

In this regard, Aleksandrova (2016) examines the mechanisms by which the personal name-based neologisms are formed in Bulgarian, revealing that the metonymic shift of meaning (transfer of meaning based on metonymy, affixation and blending) is among the most productive. She finds out that these types of neologisms are conditioned by the cultural and political context and lists examples from which it is obvious that the suffix -ism has high word formation capacities: *Obamaizm*, *zhivkovizm*, *boykovizm*. Further, she discloses other suffixes as well: -izacija (*Orbanizacija*), -shtina: *borisovshtina*; -stan: *Trampistan*; -otija: *Trampotija*, and instances of blending, such as: *Brangelina*, *Brexit*, *Frexit* etc. She concludes that these types of neologisms express the text producers' attitude toward people and situations. In different discourses, Katermina (2018) analyzes the word formation models of personal name-based neologisms in the English language. In the political discourse, she registers examples such as: *trumpism*, *trumper*, and *Millifan* (a (young) fan of the UK Labor leader, Ed Miliband), showing the productivity of suffixes in the creation of these neologisms. She concludes that, due to their emotional potentials, these models serve as the most frequent stylistic devices which impact the audience. Aleksandrova (2019) investigates the mechanism in which personal name-based neologisms are able to continue the process of creating new coinages by forming other neologisms in Bulgarian and English. She presents several examples, such as the productivity of the suffix -gate which is present in media text related to scandals; the productivity of the component Brexit which has become a base for generating new words, for example: *Frexit*, *Nexit*, and *Brexiter* whose phonological form may vary. Bilous and Novohatska (2019) state that the personal name-based neologisms are created using various word formation processes and are used to designate political or society events, languages of political figures or the way they express their thoughts, emotions, drinks and food. Among the word formation devices, they mention the derivation and offer many examples: *Obama-nation*, *Obamaism*, *Trumplication*, *Trumpism*,

Trumpocrisy etc. They assert that these types of neologisms are always positively or negatively marked.

Using the diachronic aspect, Héois (2020) focuses on verbs originating from proper names and reveals that some suffixes, like -ify, -ize, are productive in contemporary English, as well as the conversion of words. He uses the examples *Americanize* and *Manhattanize* (v). Bozhko (2023) scrutinizes the proper name-based neologisms which have a stylistic function on social media and indicates the word formation processes. She unveils that these types of neologisms are very close to the authors' neologisms because they are not used to denote new concepts or phenomena, but rather have stylistic purposes. She also claims that the personal name-based neologisms are a fruitful source for generating new neologisms using various word formation processes, and that this is specific for the Ukrainian, French and English language. Inspecting the new blended words in various English language dictionaries, Gao (2023) gives many examples which use the proper name, such as blending of two proper names, like: *Afrabia* (Africa + Arabia), *Hongcouver* (Hong Kong + Vancouver), *Merkozy* (Merkel + Sarkozy), and blending of a proper name and a common word, such as: *Obomber* (Obama + bomber), *Trumperor* (Trump + emperor) etc.

3. Methodology

Given the relevance and vitality of the research question in the research process (Luis and Munn 1987), the paper at hand seeks an answer to the question: What types of personal name-based neologisms are noticed in the Macedonian journalistic discourse? The goal is to discover the most frequent word formation processes journalists use when creating these types of neologisms.

Therefore, 2000 online news articles, informative and opinion based, serving as a sample, are selected by using personal name-based neologisms as key words on Google Search. This sample is also purposeful, i.e. it is collected to fulfill a certain goal (Patton 2002). In regard to the two types of articles that are taken into account, the sample is cohesive as well, and this according to Saumure and Given (2008) provides faster saturation or information power (the sampling ends when more articles do not provide new information). In addition, the sample choice reflects the attitude of Mason (2002) that the journalists' articles are source of information which helps to answer the research question.

The data are analyzed following the general qualitative approach used by many researchers (Thomas 2006; Morse 2011; Kahlke 2014; Harding and Whitehead 2016). They state that the qualitative data

analysis implements the inductive thinking, which leads to generating ideas from the collected data. According to Thomas (2006), this perspective reveals new concepts and themes via the researcher's interpretation. This method is enriched with the coding which is perceived as a strategy for data analysis as well. The coding allows breaking of data and establishing organizational boxes in which the data are sorted for further analysis (Maxwell 2005).

After carefully reading the sampled articles, two organizational boxes are established, i.e. the name of domestic or foreign leading figures and the word formation devices used for generating personal name-based neologisms.

4. Result, analysis and discussion

In the first organizational box/category, many names of current or past domestic and foreign superiors emerge, such as: Albin, Biden, Bujar, Gruevski, Erdogan, Ljubcho, Mao, Mickovski, Meloni, Merkel, Orban, Putin, Simion, Tito, Trump, Zaev, Zhivkov, Hitler, Viktor, Vuchikj. The utilization of these names in the Macedonian journalistic discourse discloses their main function, i.e. to inform people on current or past topics perceived as relevant in the community and demonstrates that similar topics related to these names are viewed as significant in many other countries.

As for the word formation devices used to generate personal name-based neologisms, several organizational boxes/categories emerge. From the analyzed examples, it is obvious that the dominant word formation device is the suffixation. Almost all of the personal name-based neologisms are produced with a suffix although there are derivatives with prefixes and even compounds. These findings support the research results of Aleksandrova (2016; 2019), Katermina (2018), Bilous and Novohatska (2019), Héois (2020) and Gao (2023) who also note the suffixes' supreme role. Results indicate that, in the Macedonian journalistic discourse, the new personal name-based word formations are predominantly nouns, but verbs and adjectives can be noticed as well.

The following suffixes are used to produce personal name-based neologism in the Macedonian journalistic discourse:

-ist: brankovist, gruevist, Ljubchovist, merkelist, mickovist, putinist, titoist, trampist, zaevist, zhivkovist.

This suffix has a large word formation potential. In the Macedonian language, it belongs to the group doers of the action, i.e. 'nomina agentis' (Koneski 1995). It appears mostly in words from the international lexis.

These derivatives are motivated by a noun and have three meanings (Koneski 1995):

- a) a person who has an active relation toward what is denoted with the base: novelist [novelist], guitarist [guitar player];
- b) a member of a socio-political, scientific or religious period: pacifist [pacifist], socialist [socialist];
- c) a member of a group: gymnast [student in gymnasium], seminarist [one who attends a seminar].

In the analyzed material, there are also plural forms: bajdenists [Bidenists], gruevists, mickovists, putinists, trumpists, zaevists and determined forms: zhivkovistot – the zhivkovist.

Examples:

Ocenki za Ivanov: Govor na itrec, nacionalist, gruevist [Grades for Ivanov: Speech of a cunning man, nationalist, gruevist] (Blazhevska, 28.12.2018, dw.com).

...Simion, romanskiot trampist, koj se zalaga za obedinuvanje so Moldavija... [...Simion, Romanian trampist who advocates unification with Moldavia...] (S. D., 1.12.2024, slobodenpecat.mk).

Stoiljkovikj ne krie deka e putinist [Stoiljkovikj does not hide that he is a putinist] (27.9.2024, faktor.mk).

It is evident that these personal name-based neologisms refer to 'a person who has an active relation toward what is denoted with the base' or 'member of a group that follows the socio-political views and actions of the person named with the base, which is usually the leader of a political entity', i.e. X follows the views, ideas, attitudes, and actions of Y or X is a proponent of views, ideas, attitudes, and actions of Y. All derivatives mentioned above are written with a small first letter, which proves that they are perceived as common nouns and correspond to the Macedonian language norm.

Interestingly, besides many derivatives from the surname, there is one personal name-based neologism motivated by the first name, i.e. Ljubchovist. However, the meaning stays the same but derivations such as this one should be written with a small first letter.

This suffix is not observed in the research listed in the broader context research, although some equivalence can be made with the suffix -er present in the personal name-based neologisms that Katermina (2018) analyzes. In Macedonian context, the appearance of this suffix, instead of the suffix -er (which also signifies the doer of the action) can indicate its increased productivity in word formation processes.

These neologisms serve as a base for forming new personal name-based neologisms. Namely from the above-mentioned nouns, adjectives are formed with the suffix -chki: *putinistichka politika* [putinist politics], *trampistichka partija* [trumpist party].

Examples:

Iako sum protivnik na opshtata putinistichka politika...
[Although I am an opponent of the general putinist politics...]
(Sadikario, 11.12.2024, novamakedonija.com.mk).

Nie sme eden vid trampistichka partija... [We are a type of trumpist party...] (S. D., 1.12.2024, slobodenpecat.mk).

These results are in line with the outcomes of Aleksandrova (2019) and demonstrate that the Macedonian journalistic discourse shares identical word formation devices for creating neologisms from already new words with Bulgarian and English. Additionally, these derivatives are written with a small first letter which is in accordance with the Macedonian language norm.

-izacija: *orbanizacija*, *trapmizacija*, *putinizacija*, *erdoganizacija*, *melonizacija*, *simonizacija* [orbanization, trumpization, putinization, erdoganization, melonization, simonization].

In the Macedonian language, the word formations with the suffix -acija are in fact 'nomina actions', i.e. they are names of actions (Koneski 1995). This suffix assists in foreign noun formation, which is motivated by the appropriate verbs, ending in -ira: *konsolidira* – *konsolidacija* (consolidate – consolidation). Nevertheless, the suffix -acija is extended by placing the element -iz in front of it, which originates from the Greek language: *nacionalizira* – *nacionalizacija* (nationalize – nationalization). The presence of this suffix in the Macedonian journalistic discourse is in line with the results of Aleksandrova (2016) who finds the same suffix

exploited as a word formation device in the new personal name-based words in Bulgarian.

Examples:

Se sluchuva li orbanizacija na Makedonija? [Does orbanization of Macedonia occur?] (Jovanovska, 6.4.2024, smk.mk).

Putinizacija na Istocna Evropa – opasnost za EU? [Putinization of Eastern Europe – danger for EU? (Shvarc & Georgievski, 26.9.2014, dw.com).

Trampizacija gi zafati pazarite [The trumpization affects the markets] (Nikolovski, 7.4.2024, mk.bloombergadria.com).

Evidently, these formations signify an action in which X (may) become Y, or X possesses Y, i.e. Macedonia may be orbanized, Eastern Europe may be putinized, and the markets are trumpified. These derivatives can also designate that X implements the political decisions of Y. Further, these new words are written with a small first letter, which supports the Macedonian language norm.

-izam: albinizam, Brankovizam, brankovizam, erdoganizam, gruevizam, maoizam, merkelizam, mickovizam, orbanizam, putinizam, titovizam, trampizam, obamaizam, hitlerizam, vuchizam, zhivkovizam, zaevizam [albinism, Brankovism, brankovism, erdoganism, gruevism, Maoism, merkelism, mickovism, orbanism, putinism, titovism, trumpism, obamaism, hitlerism, vuchism, zhivkovism, zaevisism].

In the Macedonian language, the formations with this suffix are known as names of abstract features, i.e. 'nomina essendi' (Koneski 1995). Mainly, these formations are nouns from the international lexis. They have four meanings, such as:

- a) feature or phenomenon: karierizam [careerism];
- b) socio-political system: imperijalizam [imperialism];
- c) philosophical, religious, esthetic, and scientific method: objektivizam [objectivism];
- d) nouns with terminological meaning: dialektizam [dialectism].

In the elaborated examples, some of these formations appear in determined form (gruevizmot – the gruevism, zaevizmot – the zaevisism, mickovizmot – the mickovism) and double quotation marks.

Examples:

Shto e toa putinizam? [What is putinism?] (Elchaninof, 15.10.2015, lokalno.mk).

Da go definirame poimot gruevizam [Let us define the term grueivism] (Tavchiovski, 18.10.2017, a1on.mk).

Kako prvo, trampizmot go negira globalizmot [First, the trumpism negates the globalism] (S. R., 31.1.2025, novamakedonija.com.mk).

The most appropriate meaning of these personal name-based neologisms refers to the socio-political scene and to the period of time in which a leader (X) governs the state, political party (Y) etc. This period is characterized with the ideas and political decisions of that particular person. These motivated words can also signify a style of governing, i.e. X governs in a certain way which is received in a different way by the public.

The existence of this suffix in the Macedonian journalistic discourse for generating personal name-based neologisms supports the findings of Aleksandrova (2016) who reveals that this suffix has prominent formation capacities in Bulgarian. Further, the appearance of this suffix correlate with the outcomes of Giaber (2017) who shows that this suffix has multiple meanings and with the findings of Katermina (2018). Furthermore, this suffix is found in the research of Bilous and Novohatska (2019) as a very productive personal name-based word formation device in the English language. In addition, almost all of the examples, except one (Brankovizam) are written with a small first letter, thus being recognized as common nouns, and this shows journalists' awareness of the need to protect the Macedonian language norm.

In relation to the connotation these formations show, according to Bilous and Novohatska (2019), they are always marked positively or negatively. In addition to this claim, it can be said that their affirmative or unfavorable implications depend on the public or a group's opinion toward the leader's political decision or his governing style. Thus, conditioned by the collective's beliefs, there will always be a group which supports X, and there will always be a group that denies X's action.

-izira > gruevizira, putinizira, trampizira [to gruevize, to putinize, to trumpify].

This suffix is an extension of the suffix -ira which has a German origin with the element -iz, which is of Greek origin. It is used for verbs

formations from nouns which have foreign bases: avtor – avtorizira (author – to authorize), ironija – ironizira (irony – to ironize). These word formations have several meanings (Koneski 1995) and the most suitable for the context in which it appears is ‘X does what is named by the base of the noun’: analizira (to analyze), terorizira (to terrorize).

Examples:

Na slednite pretsedatelski izbori, SAD povtorno bi mozhele da se trampiziraat, so ili bez Donald Tramp [On the next presidential elections, USA may trumpize itself one more time, with or without Donald Trump] (Garton, 7.4.2023, okno.mk).

Tie baraat od premierot Viktor Orban da prestane da ja putinizira Ungarija [They request from the premier Viktor Orban to stop putinizing Hungary] (17.2.2015, slobodnaevropa.mk).

...negovite izjavi deka nema da gi priznae izbornite rezulttai nitu instituciite koi samiot maksimalno gi gruevizira... [...his announcement that he will not recognize the election’s results, nor the institutions which he has maximally gruevized] (Gelevski, 18.12.2016).

These outcomes confirm the results of Héois (2020) who finds that the suffixes -ify and -ize are very beneficial for formation of personal name-based neologisms in contemporary English and showcase that the same devices are used in the Macedonian journalistic discourse.

-ec: bujarovci, sdsmovci [bujarists, sdsmovists].

Examples:

Za zhivkovistite Makedoncite se Titova izmislica, a sa sdsmovci i za bujarovci – Putinova ekspozitura [For the zhivkovists, the Macedonian people are result of Tito’s fiction, for the sdsmovists and bujarists – part of Putin’s branch] (Gerovski, 29.1.2023, plusinfo.mk).

In the Macedonian language, this suffix belongs to the group carriers of traits, i.e. ‘nomina attributiva’ (Koneski 1995). These derivatives are motivated by nouns via adjectives: aristotelov – aristotelovec [Aristotle’s – aristotelist] and are in plural form in the given instances. In relation to their meaning, they signify a supporter of

various groups based on ideology, religion, politics etc., i.e. X supports Y.

-nje: trampuвање, putiniziranje, grueviziranje [trumpizing, putinizing, gruevizing].

In the collected examples, there are also three verb nouns ending in -nje motivated from the verbs ending in -izira: realizira – realiziranje, organizira – organiziranje (to realize – realizing, to organize – organizing). These formations are closely connected with the meaning of the verb (Koneski 1995).

Examples:

...vo vreme na ekonomska i politichka kriza i stravuвање od putiniziranje na Istocna Evropa... [in a time of economic and political crisis and fear of putinizing of Eastern Europe] (Janku, Shvarc & Aceska, 2.11.2014, dw.com).

Vo toj bran na grueviziranje na bezbednosniot sistem... [In the wave of gruevizing the security system...] (Tashevska-Remenski, 6.5.2017, lokalno.mk).

Opposite of the verbs ending in -izira, in the Macedonian language, there are verbs formed with the domestic suffix -uva (Koneski 1995): identifikuva, kritikuva [to identify, to criticize]. In the examined examples, there is one verb noun with the suffix -nje which is motivated by the verb ending in -uva: trampuвање [trumpization].

Example:

Trampuвање na kapitalizmot [Trumpizing of the capitalism] (Kalecki, A., 10.2.2017, okno.mk).

In relation to the meaning, these derivatives belong to the group names of actions, i.e. 'nomina actionis' (Koneski 1995) and denote doing an action. These personal name-based derivatives are motivated by verbs and they name the action, abstracting it from the concrete doer.

Their presence in the Macedonian journalistic discourse signifies that besides the foreign suffixes the journalists use domestic ones as well, and this showcases their attitude towards affirmation of the Macedonian language norm.

-shtina: gruevshtina, zaevshtina [gruevness, zaevness].

In the Macedonian language, the derivations with this complex suffix belong to the group of abstract traits, i.e. 'nomina essendi' (Koneski 1995). These motivated words are derived from adjectives and nouns and are specific to the conversational style: *lakomshtina*, *itroshtina* [greediness, cleverness]. They denote a negative trait.

Examples:

Takov e sluchajot i so poimot *zaevshtina* koj... [That is the case with the concept *zaevness* which...] (25.7.2018, *aldokliman.com*).

...*gospogja Arsovska*, *aktuelna gradonachalnichka* na Skopje, *izbrana e so jaka doza na gruevshtina*... [...*miss Arsovska*, the current mayor of Skopje, is elected with a strong dose of *gruevness*...] (Jovanovikj, 31.5.2022, *iportal.mk*).

These findings are in accordance with Aleksandrova (2016) and showcase that the Macedonian and the Bulgarian language share the same suffix to form personal name-based neologisms.

Among the personal name-based neologisms, there is one occurrence of blending which, as a word formation process, is not specific to the Macedonian language.

Example:

Merkozi – *dvoecot shto go vodi kormiloto* [*Merkozi* – the duo that drives the rudder] (Mok, Vranovikj, 19.1.2012, *okno.mk*).

This one example indicates that blending as a word formation process that is common in the English language, starts to be noticed in the Macedonian journalistic discourse as a word formation device as well. Further, this one occasion correlates with the findings of Aleksandrova (2016) and Gao (2023) and confirms that the Macedonian journalistic discourse has the same devices as the English language.

Although the prefixes are not a very frequent means when deriving new words (Koneski 1995), in the investigated examples there are several occasions. The prefix modifies the meaning of the word, which is itself motivated. The following prefixes are noticed:

anti-: antigruevist, antimickovist, antizaevist.

Examples:

Kako ubeden antigruevist, toj odeshe od TV na TV da drzhi predavanja za demokratija [As a sworn antigruevist, he changed multiple TV stations giving lectures about democracy] (Dauti, 1.6.2024, koha.mk).

Da mu posakame dobrodojde na ushte eden antimickovist [Let us welcome another antimickovist] (17.5.2023, factor.mk).

...koj e dokazhan antizaevist [...who is a proven antizaevist] (Stojanovski, 10.3.2023, focus.mk).

These derivatives signify the opposite of what has been designated with the noun: antifashist [antifascist], i.e. X is opposite of what the motivated word signifies.

de-: degruevizira [degruevized].

This prefix of foreign origin designates the execution of the action as opposed to the action of the verb (Koneski 1995): deblokira [unblock].

Example:

Nevozhmoznho e VMRO-DPMNE da se degruevizira [It is impossible for VMRO-DPMNE to degruevize itself] (13.2.2019, narodenglas.com).

The meaning can be presented as X does something opposite of what is denoted with the verb which is new word.

Compounds

In the analyzed material, there are two new compound nouns – trampomanija [trumpmania] and brankofobija [brankofobia]. They are formed by two components which are nouns, A and B, and the formal indicator of the compounding - the infix -o- (Koneski 1995).

Examples:

Trampomanija: Tramp dobi ulica so negovoto ime... [Trump gets a street with his name...] (Gerasimovski, 23.1.2017.kanal5.com.mk).

Gruevski pati od brankofobija – go gleda Crvenkovski pod sekoj kamen i vo sekoj protest [Gruveski suffers from brankofobia – he sees Crvenkovski under each stone and in each protest] (24.8.2012, okno.mk).

These new words are endocentric compounds which means that the first component explains the meaning of the second. As word formation devices, the compounds are found in Aleksandrova's (2016) and Katermina's (2018) research, pointing to the similarities between the Macedonian, Bulgarian and English language.

As can be observed, all of the aforementioned personal name-based neologisms are not used to signify new concepts or new phenomena. They are rather the authors' creations for already existing concepts and carry stylistic expression, showcasing the journalists' inventive potential, mainly to address the readers' interest and to communicate with their audience in an innovative and unusual way. These insights are stressed in Bozhko's (2023) research and suggest that the Macedonian language has similarities with the English, French and Ukrainian languages. It appears that in coining these words, Macedonian journalists use different word formation devices, such as suffixes, prefixes, and infixes. Further, all of the derivatives are created by using the existing word formation processes.

However, it should be noted that these authors' neologisms (journalists' neologism) are clearly different in nature from those in their literary works. The latest neologisms never leave the pages of poems or novels and they are markers of the authors' style. Basically, there are no occasions where several Macedonian authors of literary works use the same neologism. Each author has his/her own created neologisms. Conversely, it is apparent that one personal name-based neologism, for example, 'trumpism', is present in the texts of many journalists in the Macedonian journalistic discourse. Hence, there are two groups of authors' neologisms, and this enriches the classification offered by with additional category.

3. Conclusion

Each leader of a state, coalition, or political party governs for a certain period of time, which is characterized by certain political decisions and way of ruling and it is a common practice to identify this period via the name or the surname of the leading figure. This habit seems to be a common feature in many world languages and discourses

as well as in the devices used to form new word based on the name of these chief figures.

In regard to the Macedonian journalistic narrative, perceived as close to authors' literary works, but different in nature, it is obvious that personal name-based neologisms are formed dominantly with suffixes, although the use of prefixes and infixes is noticed as well. The most exploited ones are: -ist: *brankovist*, *gruevist*; -chki: *putinistichka politika* [putinist politics]; -izacija: *orbanizacija*, *trampizacija* [orbanization, trumpization]; -izam: *brankovizam*, *erdoganizam* [brankovism, erdoganism]; -izira: *gruevizira*, *putinizira* [to gruevize, to putinize]; -ec: *bujarovci*, *sdsmovci* [bujarists, sdsmovists]; -nje: *trampuvanje*, *putiniziranje* [trumpizing, putinizing]; -shtina: *gruevshtina*, *zaevshtina* [gruevness, zaevness]. Regarding the prefixes, the most used are: anti-: *antigruevist*, *antimickovist*; de-: *degruevizira* [degruevized]. The infix -o- is used only in two compounds: *Trampomanija*, *brankofobija* [trumpmania, brankofobia]. This demonstrates the authors' creativity in coining new words and the rich Macedonian language word formations devices as well. These new formations introduce freshness in the expressions and certainly attract the readers' attention.

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NEOLOGISMEN, DIE SICH AUF PERSONENNAMEN BASIEREN, IM MAZEDONISCHEN JOURNALISTISCHEN ONLINE – DISKURS

Sprachen erweitern ihren Wortschatz ständig um neue Wörter, was ein unvermeidlicher und ständiger Prozess ist. Die neuen Wörter entstehen durch die Mittel einer Sprache, durch Entlehnung oder durch deren Kombination. Diese neuartigen Wörter tauchen zum ersten Mal hauptsächlich in journalistischen Artikeln auf und gelangen dann, abhängig von vielen Faktoren, entweder in den allgemeinen Lexikon oder bleiben Teil einer Fachsprache. Es gibt Neologismus-Meteore, die auftauchen und nach kurzer Zeit nicht mehr in der Sprache vorhanden sind. Es gibt auch Neologismen, die von den Autoren eines literarischen Werkes hervorgebracht werden und somit stilistische Nuancen tragen. Angesichts der Tatsache, dass die journalistischen Artikel als Autorentexte wahrgenommen werden können, bezieht sich die Forschungsfrage dieser Arbeit auf den namenbasierten Neologismus im mazedonischen journalistischen Diskurs und zielt darauf ab, die häufigsten Wortbildungstechniken aufzudecken, die Journalisten verwenden, wenn sie

neue namensbasierte Wörter in ihren Texten nutzen. Somit wird ein Korpus von 2000 Artikeln (informativ und meinungsbasiert) gesammelt. Es dient als Muster, das zielgerichtet und zusammenhängend ist. Die Datenanalyse basiert auf der allgemeinen qualitativ- induktiven Methode und wird durch die Kodierung angereichert, d.h. es werden organisationsboxen eingerichtet, in denen die Daten für die weitere Analyse sortiert werden. Die Forschungsergebnisse zeigen, dass der mazedonische journalistische Diskurs Namensneologismen enthält, die die Ansicht stützen, dass sie in vielen modernen Sprachen ein weit verbreitetes Phänomen sind. Darüber hinaus zeigen die Ergebnisse, dass die Suffixierung das am häufigsten von Journalisten verwendete Sprachmittel bei der Generierung namenbasierter Neologismen ist, was zuvor angegebene Ergebnisse verstärkt. Darüber ist aus den Ergebnissen ersichtlich, dass die neuen namensbasierten Wörter mit Präfixen erstellt werden und dass es auch neue Wörter geben wird. Zusätzlich zeigen diese Antworten, dass der auf Namen basierende Neologismus dazu beiträgt, den Text des Journalisten stilistisch zum Ausdruck zu bringen.

Schlüsselwörter: mazedonisch journalistisch Diskurs, Neologismen