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GENDER AND PARADYGMATIC LEXICAL INNOVATIONS SPECIFICITY IN ENGLISH MEDIA DISCOURSE

The article is devoted to the study of gender–paradigmatic specificity of lexical innovations in English media discourse. The analysis revealed that lexical innovations can enter into paradigmatic relations both with commonly used words and phrases and with lexical innovations themselves. Among lexical innovations that can enter into paradigmatic relations, the following categories were identified: synonyms among lexical innovations; synonyms among commonly used vocabulary; antonyms among lexical innovations; antonyms among commonly used vocabulary and homonyms among commonly used vocabulary. No homonyms among lexical innovations were found during the analysis. The greatest number of examples of paradigmatic relations of lexical innovations among English media texts are homonyms among commonly used words and phrases. It was found that the paradigmatic relations of lexical innovations are based on the formal or semantic similarity of words, that is, the relations of synonymy, antonymy and homonymy. An important element in the construction of gender differences was the opposition of “male” and “female” and the subordination of the feminine to the masculine phenomena. Most of the analyzed examples of gender related lexical innovations of the English–language media discourse contain a gender component both in the semantic structure and in the actual definition of the new word. According to the study, gender related lexical innovations indicate the stereotypical distribution of male and female roles in the family and career, and their semantics reflects changes in socio–cultural terms. The research material was based on electronic sources and selections of examples of media texts presented in the Internet resources such as: About words. A blog from Cambridge Dictionary, Merriam-Webster dictionary and Word Spy. The Word Lover’s Guide to New Words. The prospect of the study is to consider the specifics of lexical innovations in media English discourse in the aspect of translation in the future researches.

Key words: lexical innovation, new lexis, neologism, English lexicology, gender, paradigmatic relations, media discourse.

Statement of the problem in general form. The English language is constantly evolving, especially due to the word–formation system, the emergence of new word–formation models of words or changes in existing ones. To meet the needs of modern society in communication and consolidation of the results of knowledge of the surrounding reality, the language is in a constant state of evolution. Therefore, the replenishment of the lexicon is a constant process that is carried out due to the emergence of new lexical units. In order to define a word as an innovation it is necessary to examine a number of factors. First of all, lexical innovation must be separated from the one–day word, okazionalism. There is no clear criterion that establishes how much time must pass for a word to be considered an innovation. Also, the study of lexical innovations, neology, as a separate part of the lexicology of the English language is not

fully formed as an independent branch, so there is a problem with the involvement of new formations in the composition of lexical innovations; the lack of marking to indicate new vocabulary also affects their definition, especially in electronic and online sources.

The relevance of the study is due to the following factors: the interest of linguists in the study of new vocabulary in the context of the recent neologic explosion; the need to analyze the processes of replenishing the vocabulary of the language and sociocultural processes in their functional interaction; the lack of comprehensive studies of neologisms from the standpoint of gender and paradigm.

Analysis of recent research and publications. General issues of neology and lexical innovations have repeatedly attracted the attention of researchers such as L. P. Katlinska, N. Z. Kotelova, E. V. Senko, J. Ayto,

C. P. Cook, E. Sanders and others. Ukrainian and foreign linguists turned to the study of linguistic and cultural specifics of the meaning of language units among them V. V. Vorobyov, L. V. Bazarova, V. I. Karasik, V. B. Kashkin, N. A. Krasavsky, N. D. Kishchenko, M. V. Milovanova, S. G. TerMinasova, N. L. Shamne, M. Rijkens, P. Zima and others. But the gender aspect of the study of lexical innovations still remains unexplored.

The purpose of the study is to identify the gender–paradigmatic specificity of lexical innovations in media discourse. To achieve this goal, it is necessary to solve the following tasks:

1. To determine the gender peculiarities of lexical innovations.
2. To find out the paradigmatic characteristics of lexical innovations.
3. To analyze gender–paradigmatic aspects of lexical innovations in media discourse.

Methodology. At the initial stage of the study, the methods of purposive sampling, generalization and systematization were used in the work with theoretical material. The classification method helped to systematize the material in solving each of the tasks. The results of the analysis were summarized and presented in the text of the article using a combination of descriptive methods.

The research material is based on electronic sources and selections of examples of media texts from the Internet resource About words. A blog from Cambridge Dictionary [10]; Merriam-Webster dictionary [14]; Word Spy. The Word Lover's Guide to New Words [18].

Presentation of the main material of the study with full justification of the obtained scientific results. Innovative vocabulary is a linguistic marker of modern society. Getting into the mass media, it gains new manifestations at the speech level and requires further linguistic study and professional interpretation. This is especially true for that part of the vocabulary, which over time will pass from speech to the language system. All aspects related to the use of lexical innovations need to be streamlined and regulated [2, p. 220].

In works devoted to the study of ways and means of language composition, the term «neologism» is widely used, which has several meanings: a word that is actually new, first formed or borrowed from other languages; a word that was known before, but was used only outside the literary language; a word that has fallen out of active use, but at some stage has become widespread, as well as a derivative word that existed in the language potentially and was formed

from long-existing words according to known models only in the last few years [8, p. 7].

Linguists also use other terms that still do not have a single accepted definition in linguistics. Among such terms we can distinguish the following: lexical innovation, potential word, neolexeme, novelty, individual-author neologism, semantic neologism, etc. [9, p. 25].

V. Zhayvoronok points out that semantic derivation (creation of derivative words from the base word) first occurs in individual use, and only then the most «successful» formations get into language use, as they become recurrent (able to be reproduced outside the original context), later function as occasionalisms and only then enter the general linguistic relations, become linguistic facts, and then factors of the lexical system [6, p. 12].

The study of lexical innovations not only allows us to see the ways and means of verbalization of new concepts and categories, the evolution of the linguistic picture of the world, but also gives the keys to understanding the originality of the culture of speakers of this language, their system of values and worldview. They reflect the most important changes taking place in society, and also serve as a source of spread of new linguistic units. [3 p. 120].

Lexical innovations can be both important and significant for society and have a low level of significance. In any case, the meaning of old words changes, new ones are borrowed or created from the existing linguistic material according to the schemes productive at a certain stage of its development, or new systems are created.

Undoubtedly, new words enrich the lexical composition of the language, confirming the dynamics of language development. Neologisms have only a positive impact on the language – they enrich it and contribute to an in–depth study of itself as a phenomenon, as well as the causes of their occurrence. Nowadays new words meet the communicative needs of speakers. It is worth noting that not all neologisms will eventually appear in dictionaries, because it takes time to trace the active and actual use of new words and phrases. The emergence of neologisms is proof of the expansion of the speakers' picture of the world, the change of needs, desires and, of course, the new reality, where the means of realizing their own desires are new. Any change in the lexical composition of the language affects systemic relations. A new lexical innovation appears, a commonly used word acquires a new meaning – it breaks the systemicity of the language and makes it adapt to changes. One of the relations on which the lexical-semantic system is based is paradigmatic.

Paradigmatic relations connect linguistic units on the basis of similarity and/or difference in form or meaning or both. On this basis, language units are united into groups, divisions, classes, categories. Paradigmatic relations connect language units within the grouping from which the language unit is selected for its use in speech [7, p. 458].

During the study it was found that lexical innovations can enter into the following paradigmatic relations:

- 1) synonyms among lexical innovations;
- 2) synonyms among commonly used vocabulary
- 3) antonyms among lexical innovations;
- 4) antonyms among commonly used vocabulary;
- 5) homonyms among the commonly used vocabulary.

The main problem facing the researcher in the study of lexical innovations is the complexity of their fixation in dictionaries. If a word is entered into the dictionary, it acquires the category of commonly used. Because of this, lexical innovations appear in the language that are close or identical in meaning, but different in form, i.e. synonyms:

Chief Happiness Officer – a person whose responsibility is to ensure a good working atmosphere and friendly working conditions for the company's employees; **Vibemanager** – someone who is responsible for the positive atmosphere in the workplace; **Fun-sultant** – an advisor who helps the company on how to make the workplace a more joyful place to work.

Megamoon – a honeymoon in which relatives and friends of the bride and groom are involved; **Bud-dymoon** – a honeymoon of the bride and groom to which their friends are invited.

Hepeating – a situation when a man repeats a woman's good idea and passes it off as his own; **Bro-propriation** – a situation when a man uses a woman's idea and passes it off as his own.

Human development affects all aspects of life, including language. Media texts are aimed at a large audience and should be understandable for the recipient. The use of lexical innovation instead of a commonly used word emphasizes the young reader and emphasizes the novelty and relevance of the news. For example:

Bookdoula – a person whose job is to help an aspiring author publish his/her book, give advice and support throughout the process (lexical innovation); **Literary agent** – a professional agent whose job is to help an author publish a book and distribute it (common word).

Thrasis – a feeling of sadness, anxiety and frustration that can occur in people in their thirties, which

can sometimes lead to important life changes (lexical innovation); **Mid-life crisis** – a period of doubt and anxiety experienced by a middle-aged person when they wonder if the way they are living is the right way to live (common word).

Coffin cubicle – a very small place for one person to live, built from a former apartment divided into blocks (lexical innovation); **Bedsit** – a room rented by a person and used as both bedroom and living room (common word).

Doorbuster – a product sold very cheaply in order to lure customers into a store and make them buy more expensive goods (lexical innovation); **Special offer** – a product, service or program sold at a reduced price (common word).

Finsta – a second private page in a social network to which a limited number of people can subscribe (lexical innovation); **Private account** – a page in a social network created by a person with a large number of subscribers, allowing only close friends to subscribe to it (common word).

Antonyms among lexical innovations are very rare. It takes a certain amount of time for another new phenomenon with a completely different meaning to appear in contrast to one new phenomenon. Time constraints make it impossible for a lexical innovation to stay in its place. At the moment when a phenomenon acquires an antonym, it either becomes commonly used or ceases to exist. Despite this, the following example of an antonym among lexical innovations can be given:

Adulting – a man who does things associated with the work of an adult; **Manfant** – a grown man behaving like a small child.

Antonyms among commonly used words are used to compare concepts of opposite meanings.

Ambient tea – tea at room temperature served with food (lexical innovation); **Ice tea** – iced tea (common word).

Finsta – a second private page in a social network, to which a limited number of people can subscribe (lexical innovation); **Public account** – a public page in a social network, available to all users (common word).

No homonyms were found among lexical innovations during the analysis. This can be explained by the fact that lexical innovations have a new, previously unknown definition and form of the word, to which it is difficult to find another meaning.

Sometimes people do not have enough words to express their opinion, so they use already known words to denote new phenomena. A word can acquire a new connotation due to the similarity of definitions.

Homonyms among commonly used words:

Clean meat – meat produced in the laboratory from autoreproductive cells (lexical innovation); **Clean meat** – clean meat, which, depending on the context, can mean either meat washed from dirt or meat without any chemical additives (common word combination).

Dark kitchen – a place where food is prepared for courier delivery (lexical innovation); **Dark kitchen** – depending on the context can be used both in the sense of a kitchen with the lights off and a kitchen decorated in dark colors (common word combination).

Equel – a book that contains elements of the previous book, such as characters and places, but tells a completely different story, unrelated to the previous book (lexical innovation); **Equel** – something that shows similarity, resemblance to something (common word).

Q – a viscous consistency inherent in Taiwanese dishes (lexical innovation); **Q** – the seventeenth letter of the Latin alphabet and **Queue** (same pronunciation) – gathering of people that stand one by one with common specific aim. (common word).

Red geyser – a galaxy in which there is a large number of black holes and therefore new stars cannot appear there (lexical innovation); **Red geyser** – a geyser of red color (common word combination).

Slow adventure – a type of active recreation that allows you to enjoy the beauty of nature and the environment and does not require too much physical activity (lexical innovation); **Slow adventure** – an adventure in which nothing interesting and extreme happens, so it seems to a person that time passes very slowly (common word combination).

Zebra – a new company aimed at both improving society and financial profit (lexical innovation); **Zebra** – a wild African horse that has striped black and white skin (common word)

Glass wall – a barrier that arises in the work environment when a person is accepted into the team, especially affecting women and minority groups (lexical innovation); **Glass wall** – a wall made of glass that divides the room into parts (common word combination).

The development of the COVID-19 disease at the beginning of the XXI century has become a challenge to all mankind. New facts and phenomena related to its impact on people and society could not but be reflected in speech usage. Mass media are the first that actively implement such changes.

Super cold – state of being very cold (common word combination); **Supercold** – a cold which symptoms are similar to and serious as Covid-19 but not

Coronavirus (lexical innovation). The meanings are quite similar but the main difference is that lexical innovation Super cold is used to explain that you are not Covid-19 positive but simply you caught serious cold.

Super skinny – very tight jeans (common word combination); **Superskinny** – skyscraper that is very thin (lexical innovation).

Dark store – a large store that works to process online orders and is not open to ordinary customers; **Dark store** – a store that has little light, so it is poorly lit, not bright.

When analyzing lexical innovations in the English media discourse of the XXI century, one can notice the relationship between the lexical system as a whole and its subsystems. Each subsystem has a more detailed division. And the deeper we trace this division, the more obvious are the signs of systematic organization of certain words.

The greatest number of examples of paradigmatic relations of lexical innovation among English media texts are homonyms among commonly used words and phrases.

The paradigmatic relations of lexical innovations are based on the formal or semantic similarity of words, i.e., the relations of synonymy, antonymy and homonymy.

Analyzing the paradigmatic relations of lexical innovations on the basis of commonality and difference, it is necessary to pay attention to the most striking example of opposition. There is nothing more opposite than the opposition of «male» and «female», that is, the issue of gender.

The gender issue is considered not only in the biological, political, and socio-cultural sense, but also in the linguistic one. Reflection of gender in language is an urgent problem of modern linguistics.

The English language of the twentieth century was characterized by gender neutrality. Describing people and giving names to professions, people tried to avoid gender references. Thus, in a certain period, the names of some professions began to be replaced by gender-neutral or collective names. Thus, such lexical innovations were formed as: policeofficer instead of policeman for a male officer and policewoman for a woman, firefighter instead of gendered fireman.

The modern linguistic picture of the world is quite different. A characteristic feature of the last years of the XXI century is the problem of gender equality and separation. Women talk about harassment at work, draw attention to financial inequality and demand equal treatment for both men and women. These problems are expressed not only in social

and political–economic spheres of life, but also in language.

An important element of the construction of gender differences is the opposition of «male» and «female» and the subordination of the feminine to the masculine.

Linguistic genderology correlates language with personality on the basis of «biological sex».

Gender features of the linguistic picture of the world are the essential manifestations of cognition of the world through the prism of its male and female vision, integrating universal and nationally specific features, reflecting the specific features of the cognitive and communicative activities of men and women, as well as the influence of gender on the linguistic behavior of its carrier [5, p. 246].

A significant number of lexical innovations contain a gender component – gender coloring, which without context allows the recipient to understand that the word belongs to the female or male gender.

Gendered lexical innovations are words that contain a gender component in their semantic structure. [5, p. 31].

There are also gender–neutral lexical innovations – words that do not clearly indicate the object’s belonging to the masculine or feminine gender. For example:

Clean inboxer – person who check their emails immediately when they receive them in order to keep their inbox clean and sorted.

Flu hunter – male or female scientist whose job is to look for new strains of flu in order to develop an effective vaccine.

Both inboxer and hunter indictes a person as a doer of an action. It is gender neutral so it only gives an idea of the person-related phenomena.

Dial artist – a person who receives money to make unique one-of-a-kind design on a watch.

Chiefheat officer – a person whose job description is to deal with the rising temperature in a city that appears because of climate change.

New collar worker – a person who completes difficult well-paid job without a university degree.

Luxury detective – shopper whose job is to find unique and expensive pieces of clothes and accessory for others to buy.

Graternity leave – a paid time off work that a grandparent can get in order to look after their newborn grandchild. The phrase does not indicate male and female grand parent identity so it can be used for any gender related representative.

Tendency to use gender neutral suffixes and words to describe a profession or some kind of activity

performed by people is still present nowadays. One of the reasons is generalization of the concept that lexical innovation denotes.

It should be noted that all the considered gender–neutral lexical innovations mean the professional sphere of an individual, without dividing it into feminine and masculine spheres. The universal nature of the images underlying gender–neutral lexical innovations is emphasized by the evaluative component.

In the course of gender studies in the semantics of English lexical innovations, special attention should be paid to the process of formation of social roles of men and women in society, as well as to changes in the socio-cultural, economic and political spheres of society, which are reflected in the existence of gender stereotypes.

It should be noted that lexical innovations with a gender–neutral component prevail among new words. In our opinion, this reflects a distinctive feature of the modern society of the 21st century, in which discrimination against women in the language has been partially overcome. Now, when creating new words, recommendations that contribute to the correct linguistic expression are taken into account. Gendered lexical innovations are complex structures with difficult word-building patterns. Most gendered lexical innovations contain a gender component both in the semantic structure and in the definition itself:

Manel – a group of specialists consisting only of men.

Manosphere – a network of websites, blogs and online forums dealing with men’s issues, usually with an anti–feminist perspective.

Ladydata – the result of an investigation into how any proposed government change affects women.

Womenomics – government action aimed at providing more jobs for women, especially better paid ones.

Daddymoon – a vacation taken by an expectant father, when he can relax with friends for the last time before the birth of a child (in this case, the gender component “dad” (informal version of the word “father”), reinforces gender marking and in combination with the truncation of the word “honeymoon” indicates family ties).

Bropropriation – a situation when a man uses a woman’s idea and passes it off as his own (the gender component “bro” (used in colloquial speech as an address between men and often used by speakers among themselves in a circle of people united by common interests, reinforces gender inequality).

Some gendered lexical innovations in media discourse can be self–explanatory. The presence of a

gender component in the semantic structure indicates belonging to «male» or «female», and the second part explains the lexical innovation itself:

MAMIL – an abbreviation of «middle-aged man in lycra»; a middle-aged man who is into cycling, especially who rides expensive bikes and spends a lot of money on clothes and accessories.

Instagirl – a woman who has a large number of followers on a social network for sharing photos.

Coastal grandmother – a style of clothes for women who are inspired by the simple, elegant style of wealthy older women who live in the coastal parts of the United States.

In the modern world there are more and more examples when women, not men, succeed in the professional sphere, which is reflected in the language:

In certain cases, the gender component in the semantic structure is very difficult to detect. This is due to the fact that it is truncated to only one letter «F» – which is a truncation of «feminine», i.e., «female» – which refers to and characterizes the female sex:

F rating – a type of award for a film whose author or producer is a woman, or whose character is an influential woman.

Femoir – a book or work based on the author's personal experience of women from a feminist perspective.

The gender component in the semantic structure may also contain a pronoun:

Hepeating – a situation when a man repeats a good idea of a woman and passes it off as his own. “he” and “repeating” In other words – he repeats the information – can be understood from the innovation itself. The meaning of woman's idea is added and can not be understood if you don't know the meaning of hepeating itself.

Shero – “she” and “hero” – a female hero who supports the feminist movement.

Published in 2017, Professor Tom Schuller's book *The Paula Principle: How And Why Women Work Below Their Level Of Competence* [16] has gained considerable resonance. In the book, the author argues that many highly skilled women find their skills underutilized at work, and that this loss of resources is detrimental to businesses and employers themselves. While *The Peter Principle*, an American bestseller from the 1960s by Lawrence Peter, argued that most male employees will inevitably move up the career ladder outside of their area of expertise. Mr. Schuller shows how today women are experiencing the opposite scenario; women are taking positions below their true potential – and this trend is becoming

more pronounced as women achieve higher and higher levels of education without achieving a corresponding increase in their professional status. In his next book, the author is going to explain how to deal with this problem, but for now, the lexical innovation created by the book's title is widely used in the English-language media:

The Paula principle – the theory that most women work under conditions that do not allow them to reach their full potential.

The attitude of society towards men and women is reflected in the language, which reflects the peculiarities of the value picture of the world of the linguistic society.

Gendered lexical innovations indicate the stereotypical distribution of male and female roles in the family and career, and their semantics reflects changes in socio-cultural terms.

Any change in the lexical composition of the language affects systemic relations. A new lexical innovation appears, a commonly used word acquires a new meaning – this disrupts the systemicity of the language and makes it adapt to changes. One of the relations on which the lexical-semantic system is based is paradigmatic.

Lexical innovations serve as a reflection of current events, phenomena and trends that appear in human life.

A characteristic feature of the last years of the XXI century is the problem of gender equality and separation. Reflection of gender in language is an urgent problem of modern linguistics.

An important element of the construction of gender differences is the opposition of «male» and «female» and the subordination of the feminine to the masculine.

A significant number of lexical innovations contain a gender component – gender coloring, which without context allows the recipient to understand that the word belongs to the female or male gender.

Gendered lexical innovations are words that contain a gender component in their semantic structure.

Most of the analyzed gendered lexical innovations in the English-language media discourse contain a gender component both in the semantic structure and in the actual definition.

The attitude of society towards men and women is reflected in the language, which reflects the peculiarities of the value picture of the world of the linguistic society.

Gendered lexical innovations indicate the stereotypical distribution of male and female roles in the family and career, and their semantics reflects changes in socio-cultural terms.

Conclusions from the study and prospects in its direction. It was found that 20% of the analyzed lexical innovations can enter into paradigmatic relations both with commonly used words and phrases and with lexical innovations based on synonymy, antonymy and homonymy.

Among the analyzed lexical innovations of the English–language media discourse, it was

found that 15% of all lexical innovations contain a gender component – gender coloring, which without context allows the recipient to understand that the word belongs to the female or male gender.

The prospect of the study is to further consider the specifics of lexical innovations in media English discourse in the aspect of translation.

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Ведь Т. М., Лютвієва Я. П. ГЕНДЕРНО-ПАРАДИГМАТИЧНА СПЕЦИФІКА ЛЕКСИЧНИХ ІННОВАЦІЙ В АНГЛОМОВНОМУ МЕДІЙНОМУ ДИСКУРСІ

Стаття присвячена вивченню гендерно–парадигматичної специфіки лексичних інновацій в англомовному медійному дискурсі. У процесі аналізу було виявлено, що лексичні інновації можуть вступати в парадигматичні відношення як з загальноживаними словами та словосполученнями так і власне з лексичними інноваціями. Серед лексичних інновацій, що можуть вступати в парадигматичні відношення, виявлено наступні категорії: синоніми серед лексичних інновацій; синоніми серед загальноживаної лексики; антоніми серед лексичних інновацій; антоніми серед загальноживаної лексики та омоніми серед загальноживаної лексики. Омонімів серед лексичних інновацій у процесі аналізу не виявлено. Найбільше кількість прикладів парадигматичних відношень лексичних інновацій серед англомовних медійних текстів складають омоніми серед загальноживаних слів та словосполучень. Виявлено, що в основі парадигматичних відношень лексичних інновацій лежить формальна або семантична подібність слів, тобто, відношення синонімії, антонімії та омонімії. Важливим елементом конструювання гендерних відмінностей виявилось протиставлення «чоловічого» та «жіночого» і підпорядкування жіночого начала чоловічому. Більшість проаналізованих гендерно забарвлених лексичних інновацій англомовного медіа–дискурсу містять гендерний компонент як

у семантичній структурі так і у власне дефініції. Відповідно до проведеного дослідження, Гендерно забарвлені лексичні інновації вказують на стереотипний розподіл чоловічих та жіночих ролей в сім'ї та кар'єрі, а їх семантика відображає зміни в соціально-культурному плані. Матеріалом досліджень стали електронні джерела та добірки з прикладів медіа текстів з інтернет ресурсу *About words. A blog from Cambridge Dictionary*. Перспектива дослідження полягає у подальшому розгляді специфіки лексичних інновацій в медійному англомовному дискурсі в аспекті перекладу.

Ключові слова: лексична інновація, нова лексика, неологізм, англомовна лексикологія, гендер, парадигматичні відносини, медіадискурс.