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**TRANSLATION OF «FASHIONABLE» NEOLOGISMS FROM
SPANISH INTO RUSSIAN**

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Abstract

This article is a scientific study written within the theory of translation, the comparative analysis of the Russian and Spanish languages. The article highlights the difficulties faced by the translator in transmitting into Russian of some neologisms that are widely used in the Spanish press due to their reflection of relevant processes and transformations both in the world and within one country or region, for example, the Latin American region. The research material are the words-candidates, as well as the winners of the “Word of the Year” contest, which is held annually (since 2013 in Spain) by the non-profit organization Fundación Fundéu in collaboration with the Real Academia Española and other organizations, their activities are directed to purify and improve the language of the Spanish media. The author raises the problem of the formation and functioning of neologisms in speech, and also gives examples of some new words that present particular difficulty in transmitting into Russian. The text gives examples of neologisms and their analogues in the translated language, which confirm the fact that any language is a living structure that immediately reflects all changes that occur in any area of human activity. The material of the study are the articles of such Spanish daily publications as “El País” or “El Mundo”, as well as explanatory dictionaries, dictionaries of neologisms of the Spanish language and articles for Spanish journalists published by the Fundación Fundéu.

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1. Introduction

Any language as a living organism reflects the changing reality. The development of science, technology, changing trends in the political, economic, social spheres of the society, as well as global and local crises, territorial conflicts - all these factors give rise to the emergence, transformation and introduction of new words into our daily lives (Adler, 2017). It is instantly reflected in the texts of the mass media. Journalists quickly pick up new fashion trends to cover particular problems and create a certain picture of the world through the prism of this vocabulary. If such neologisms are less familiar to the reader of the original text, then the translation poses a rather acute problem of transmitting / translating such vocabulary, since it has a certain cultural background, events and realities that are unfamiliar to the reader of the translated text.

It is of especially importance to know how to transfer correctly the vocabulary that contains voluminous cultural or historical background from a foreign language into a native language by specialists who work in the media. The correct transmission of the meaning of a term / neologism affects the perception of the topic and problem in general in the host culture. Moreover the study analyses the language organisations that regulate the style and the accuracy of Spanish journalists (Bollig, 2016).

2. Problem Statement

2.1. Neologism: Concept, its Variety and Methods of its Translation

Before proceeding to the results of the study, we should turn to the concept of neologism, its classification, and methods of translation into a foreign language.

As a rule, new words in speech are usually divided (in the Russian School of the theory of translation) into neologisms (general) and individual neologisms, that are more often called occasional words. Following the philologist Vinogradov (2006), by neologisms, we mean new words or meanings that are being fixed in the language, which call new objects of thought. As the definition implies, neologism is not always a new word, but often an existing word, which has acquired a new meaning as a result of a rapidly changing world.

In the theory of translation, it is used to distinguish the following standard methods for transmitting neologisms in a translated text: transcription or transliteration; search for equivalent neologism (due to similar processes of scientific and technological growth, changes in the social, economic and political reality of countries, etc.); loan translation - translation of the main constituent elements of a word or phrase with their subsequent combination or descriptive translation - a lexical-grammatical transformation in which the lexical unit from the original language is replaced by a phrase that reveals its meaning.

Due to the rapidly changing world, neologisms often do not have time to be absorbed by readers in their native language, more difficult is to transmit them in a foreign language, especially if the phenomenon that conveys the neologism is typical of a particular region, or was recorded in the culture of the translated language with semantic faults.

The problem of translation of neologisms into foreign languages is quite acute, because that is caused by the absence of new words in explanatory dictionaries and even in dictionaries of neologisms. A similar situation is typical for the Spanish language, when a certain neologism is very often used in media

texts, but is not registered in any dictionary / reference book / database. In this regard, the translator must determine the meaning of the new vocabulary, it is the creative component of the work of the translator. A professional has to perform a number of mental operations: firstly, to understand and reveal the nature of neologism, the way it is formed, to understand the cultural background, events of reality that underlie neologism, to compare with the cultural background in the native language and correctly convey the neologism in translation.

2.2. Neologisms in the Spanish Language

In Spanish, the formation of new words occurs according to productive word-formation models, the most frequent way to form new words is through prefix and suffix methods, as well as through word-combining and ending (Alayón & McKey, 2018; Ciapuscio, 2016; Rodríguez González & Sánchez Fajardo, 2018; Stehlík, 2016). As a rule, a greater number of neologisms in the Spanish language are formed using prefixes that add different shades to the base, thereby changing the meaning (*neofascista*, *subcontratar*, *remasterización*, etc.).

Formation of neologisms from slang is also typical, but their percentage is not so high (about 2%). Such words lose their original meaning due to semantic expansion (*pipa*, *pispas*, *sudaca*, etc.).

Is very effective the method of formation of neologisms-verbs from the nominal foundations of nouns and adjectives (*priorizar* instead of *otorgar prioridad*, *efectivizar* instead of *hacer efectivo*, etc.). Such verbs convey the meaning more briefly, in addition, they save space, since they do not require the use of a direct complement. Many verbal neologisms are also used in the language of the media not because of brevity or space saving, but because of their prestige and novelty: they are formed from foundations that are related to scientific and technological progress (*nuclear* - to combine or unite, or *compatibilizar* instead of *compaginar*- to match).

As a rule, neologisms in the Spanish language are formed by tracing or by borrowing mainly from the English language (about 20% of borrowings) (*dron*, *bitcoin*, *emoji*) (Sablayrolles, 2019). Such a situation with very frequent use in the press of borrowings and neologisms, as a rule, incomprehensible to the reader, has long been troubled by Spanish philologists and members of the *Real Academia Española* (Real Academia Española, 2016). The members of the *Fundéu* and other language organisations are struggling with this problem, they show and recommend to the Spanish journalists which Spanish neologisms, terms, and concepts to use instead of tracing Anglicisms or using borrowings everywhere.

2.3. Language Organisations

Spanish journalists working in national media are encouraged to use the so-called style books - *Libros de Estilo* (basically all major Spanish publications have their own manuals), the purpose of which is to unify the means of certain lexical units, clarify foreign words, borrowings in Spanish. For example, the daily newspaper *El País* offers to follow the instructions of its *Libro de Estilo*, the newspaper *El Mundo* has its own publication - *Libro de Estilo del Diario el Mundo*, *Libro de Redacción* is for the those who work in the newspaper *La Vanguardia*, etc. There are manuals and guides for journalists working on radio and television, such as *En Antena. Libro de Estilo del Periodismo oral* for employees of the national radio *SER*.

Among the stylistic publications for journalists of certain magazines and newspapers in Spain there is a Foundation *Fundéu BBVA* that is a «legislator» of language trends in the world of journalism. The main goal of the Foundation is to promote the proper use of Spanish in the media. The Fundéu's team includes journalists, linguists, lexicographers, proofreaders and translators. The council of consultants of the organization consists of members of the Academy of the Spanish language and other world linguists connected to the Spanish language and its preservation.

The Foundation's platform every day publishes articles, notes, explanations regarding the most complex cases of using a particular lexical unit. In addition to vocabulary, on the foundation's page it is possible to find articles on spelling, punctuation, the use of toponyms and anthroponyms, as well as style issues.

3. Research Questions

We are interested in the linguistic nature and the way of development of some interesting neologisms and the way of its translation into Russian. We don't pretend to insist how we should translate these neologisms but after some linguistic analysis we give recommendation about the methods and ways of their translation into Russian.

4. Purpose of the Study

The author of the present article discusses the features of the formation and functioning of neologisms in the Spanish language, namely the so-called «fashionable» neologisms that most clearly reflect social, economic and political changes in the life of the Spanish society, as well as techniques and methods for their transmission into Russian.

5. Research Methods

The research material is provided by newspaper articles of some daily publications in Spanish, for example, «El País» and «La Vanguardia», as well as neologism databases and dictionaries (Moliner, 2013), explanatory dictionaries and reference material (RAE) of the Spanish and Russian languages like researches by Santamaría Pérez (2016), Cabezas and Faber (2017), Cundín Santos and Olaeta Rubio (2016), Boldyrev (2015), as well as linguistic materials and studies published by the Foundation Fundéu.

In our study we've used the following methods: descriptive-analytical method, applied to study theoretical works of Spanish and Russian researches; comparative analysis of the material in both languages; semantic analysis of neologisms and quantitative analysis.

6. Findings

Sometimes any neologisms used in the media and on television are not always clear for the hispanic people, including journalists. Sometimes journalists have to explain the meaning of the word, and sometimes confusion also occurs, as a result - a substitution of concepts. As mentioned above, the

organizations involved in the Spanish language are called upon to monitor the correctness and clarity of the language of the media.

However, there are a number of neologisms that reveal the most pressing problems of the Spanish society or the world as a whole -«fashionable» words. Many of these neologisms appeared as author's occasionalisms, but over time they moved to the rank of generally accepted neologisms.

6.1. Word of the Year

The Foundation Fundéu is engaged in the study of the most difficult cases of vocabulary of the Spanish language - stylistic, semantic, as well as spelling features. The organization issues recommendations on their use in media texts, writing and use cases. The Foundation Fundéu every year chooses 12 candidates for the status *Word of the Year*. Within the framework of this competition, we'll consider the most interesting from the linguistic point of view and difficult to translate neologisms.

The *Word of the Year* competition is an action held in different countries and regions with the aim to determine the most significant, popular and relevant words and expressions. The main criterion for choosing a winner in Spain is the following requirement: the word must be new, although not always, but it should have been used in the texts of the media during the current year, more than that, it should be of some interest from a linguistic point of view.

In Spain, the competition has been held since 2013. The results are covered both on the Fundéu's page and in the press. There is a rather large number of disputes regarding the correct choice of the word of the year, because the main requirement demands that the members of the Fundéu should be interested in this lexical unit. Researchers of the Spanish language argue that, as a rule, the attention of specialists is focused on the vocabulary typical for the Iberian version of the Spanish language, while many final words are not used in the countries of the region of Latin America. For example, in 2015, the Foundation proposed a specific list of words. While Argentinean researchers of the Spanish language identified completely different lexical units that better reflect the state of the Argentinean society and the phenomena typical for the region: *panqueque*, *choripán*, *ñoqui*, *buitre*, etc. In this regard, the Argentinean journalist and writer Christian Vázquez, in his article «Words of the Year», proposes to rename the contest like «Word of the Year in Spain» (*Palabra del año en España*) (Vázquez, 2015).

Despite the controversy surrounding the contest, this article focuses only on neologisms that are candidates for the word of the year, represent any difficulty of its transmitting / translating into Russian.

Let us cite as an example several words nominated for the title *Word of the year* in Spanish (2016-2019):

2016 year: *sorpaso*, *populismo*, *abstenciorracia*, *ningufoneo*, *vendehúmos*, *papilomavirus*.

2017 year: *aporafobia*, *aprendibilidad*, *destripe*, *machoexplicación*, *superbacteria*, *uberización*.

2018 year: *nacionalpopulismo*, *microplásticos*, *hibridar*, *los nadie*, *micromachismo*, *descarbonizar*.

2019 year: *neonegacionismo*, *exhumación*, *seriéfilo*, *influyente*, *albañila*, *cúbit*, *superdesempate*.

6.2. Linguistic Analysis of Some Neologisms

First of all, we'll analyze examples of neologisms that are not difficult to transmit into Russian, as in the culture of the language of translation there are similar concepts, for example, *desglobalización*. The

lexical unit came into Spanish, as well as into Russian, from English, where the term *deglobalization* is used. The Foundation Fundéu recommends writing the noun in one word, and also not highlighting it graphically, although the word is not registered in the explanatory dictionaries of the Spanish language. But in the newspaper *El País*, for example, the term has been used 63 times since 2009, in the *El Mundo* - 50 times since 2011. So far as this neologism reflects modern processes in the world of economics and politics, for its transmission into Russian, should be used its analogue - «деглобализация», which is actively used in economic texts in media publications.

In a similar way - search for an equivalent in Russian - it is worth translating other Spanish neologisms: *sobreturismo* - *сверхтуризм*, *selfi* - *селфи*, *dron* - *дрон*, *dataísmo* - *датаизм*, *poliamor* - *полиамория*, *posverdad* - *постправда*, *electromovilidad* - *электромобильность*, etc.

Of particular interest is the neologism *huachicolero*, which is widely used in the Spanish language of Mexico and denotes a person involved in the theft and illegal sale of motor fuel, as well as a person who dilutes alcoholic beverages and sells them illegally. In some publications, the spelling is found at the beginning with *ge*, but the Foundation Fundéu recommends spelling through *h* as the only correct one. This word is not registered in the explanatory dictionaries of the Spanish language, but it is present in the Spanish Dictionary of Mexico (DEM, 2020). Derivatives of this noun are widely used too - *huachicol* (stolen fuel) and *huachicoleo* (direct fuel theft process). Linguists' interest for this unit is conditioned by an accident in the Mexican municipality of Tlahuelilpan, where in 2019 an explosion occurred at the site of the illegal misappropriation of fuel by criminals, as the result - death of 137 people.

In the etymological dictionaries of the Spanish language it is noted that the word *huachicolero* is a derivative of *huachicol* (noun) and the suffix *-ero*, which means «occupation, employment» like *torero* (bullfighter), *carpintero* (carpenter), *obrero* (worker), *ingeniero* (engineer) and others. The word *huachicol* has a Latin-Arabic origin: *guache-*, *guachi-* comes from the French *gouache*, and into French from Latin. The postfix *-ol* from *alcohol*, which came to Spanish from Arabic *al-kohol*.

There is also an opinion about another origin of the lexical unit under consideration, that it comes from the Aztec *cuaitl* (head, top) and *chichiltic* (red, very red) - the name of one nomadic tribe that lived in northwestern Mexico. At the beginning of the 19th century, the name acquired the form *huachicoleros* due to the consumption by the tribe of a large amount of low-quality alcohol. If you look at the interpretation of the word, then one of the meanings is low-quality alcohol, diluted.

Analysing news in Russian about the explosion of the fuel line in Tlahuelilpan, it comes clear that the journalists do not transmit Spanish neologism in any way, but only focus on the event itself: «местные жители... которые в составе нескольких сотен человек воровали бензин из трубы» (RIA Novosti, 2019) or we read «воры топлива», «незаконные врезки». In some publications, trying to explain the Mexican reality, we find obvious errors and a distortion of the reality: «Воровство нефти, которое здесь называется "уачиколое" (самогонка) широко распространено в некоторых районах Мексики» (BBC, 2019). It is clear that as part of the news bulletin, one should not go into a detailed explanation of the neologism, but still it is somehow worthwhile to draw the attention of the Russian-speaking reader to this acute problem in Mexico.

Of a particular difficulty in the translation is the neologism *cuñadismo*, nominated for the word of the year in 2016. The lexeme itself has been registered in the explanatory dictionaries of the Spanish

language for a long time in the meaning of «nepotism», in the Russian translation it corresponds to its analogy «кумовство», however this word has recently acquired a new meaning in the Spanish-language reality that goes beyond family relations and patronage - it indicates a trend to talk about a topic, showing that you own the material, while in reality - no. Or in the case when people give everyone advices, but in fact they are not competent in the matter. In the Russian language, equivalents, such as «дилетантство» or «непрофессионализм» can be used depending on the context. According to the Foundation's research on particularly important issues of the Spanish language, this lexical unit was originally colloquial, but now the noun is often found in media texts, in the speech of politicians. The word firmly entered the vocabulary thanks to the leader of the independence movement of Catalonia, Gabriel Rufián, who owns the phrase *cuñadismo neoliberal salvaje* (neoliberal unfounded reasoning). So, in Spain, the phrases *cuñadismo político*, *cuñado político* (an amateur talk about politics) is common, used with respect to a person who, doesn't understand the topic and discusses political problems usually in a bar or in a company of friends.

Another curious neologism can cause difficulties in understanding and translating of the original text into Russian - the word *aporofobia* (from the Greek *áporos* - «limited» and *fobia* - «fear») - «fear of poor or dysfunctional people», recently entered into the Spanish language and wildly used. This neologism was considered the word of the year in 2017. The noun *aporofobia* belongs to the Spanish philosopher Cortina (2017), who first drew attention to the fact that in Spanish society they often replace the concept of xenophobia or racism by the reluctance to accept migrants and refugees, not because they are foreigners, but because of their poverty compared to indigenous people. Adela Cortina in her book «Aporofobia, el rechazo al pobre» notes that we repel not wealthy migrants from the Middle East, football players from Africa who have entered into multi-million contracts, but only those who are beggar. The author of the neologism and the collective of Valencian philosophers in 2002, through the newspaper *El País*, published a collective letter requesting to include the term in Spanish explanatory dictionaries.

As for the Russian language, there are no analogues in it. In the specialized literature, the term «пенияфобия» is used - the fear of poverty, but the term has a completely different semantic load from the Spanish neologism. Thus, it is worth paying special attention transmitting this lexical unit into Russian. For example, *critican que las personas sin hogar continúan siendo víctimas de agresiones y delitos de aporofobia* (La Vanguardia, 2019) - «подвергается сомнению, что люди без жилья все еще являются жертвами агрессивных действий и преступлений на почве боязни бедных».

One more neologism is widely used in Spanish, formed according to the same model - using the Greek - *fobia* and the noun *turismo* - *turismofobia*. This neologism is not registered in the explanatory dictionaries of the Spanish language. The Fundéu interprets the lexical unit as «hostility, rejection of excess tourism due to its negative impact on the population». It is connected with violation of the rights of residents who live in the tourist parts of the city (constant crowds, noise, spoilage of sights, high price tag for goods and services, etc.). The author of the book «Exceso de equipaje», Pedro Bravo, describes a phobia such as «desperate complaints and fears of a large number of people whose rights were leveled for the sake of the red carpet for tourism, which does not always bring benefits» (Bravo, 2018, 7). Thus, translating this neologism into Russian, one should understand and know the cultural component of this

unit, be aware of the series of strikes against the development of the tourist zone in popular places in Spain (San Sebastian, Gran Canaria, etc.).

Of great interest is another lexeme, which is particularly difficult to transmit into Russian, as it contains a very large historical and cultural subtext - the noun *micromachismo* - means any behavior that is invisible or considered normal in society and which discriminates a woman. This type of behavior is based on the sense of superiority of a man over a woman. Using the prefix *micro-* just conveys the essence of such elements that are invisible at first sight in behavior, which are dangerous for the female sex, hit their honor and dignity. In Spanish, the *micro-* formant is not used in its main meaning (very small, millionth part of something), but in a metaphorical meaning.

The neologism *micromachismo* was first used by the Spanish psychotherapist Luis Bonino, who defined it as «permanent low-intensive practices through mental control carried out against women» (Bonino, 1995, p.192). Micromachisms are manipulative techniques that convey the historically established behavior of men towards women. This socially accepted behavior is a requirement of privileges, amenities and rights due to the abolition of the personal, mental and behavioral autonomy of women.

To understand how to translate this neologism into Russian, we need to understand the history and the period of the penetration of the term *machismo* into the Russian language and culture. *Machismo* came into the Russian language under the influence of the cultures of Spain and Latin America, but even now its use is reduced only to a rather narrow circle of specialists. The word goes back to the Spanish *macho*, which literally means «male», but the meaning from the category of zoology is used in speech in a broader sense and refers to a man whose behavior is due to the lack of fear of death, danger, and also such a man is characterized by contempt for the woman.

Kofman (2012) in his studies analyzes the image of *macho*, vividly represented in Latin American literature, rather deeply and in detail, and after O. Paz characterizes him as a character in which aggressiveness, impenetrability, anxiety and the need for violence are combined. “*Macho* as a folk character is characterized by a cult of strength, aggressiveness, self-assertion, masculinity, contempt for death” (p. 281).

In Russian, in the meaning of *micromachismo*, substitutional concepts can be found, for example, «мужественность», «маскулинность», «самцовость». Here is the definition given on the project website *Sex, Gender and Transgender. General concepts*: Machism is a manifestation of aggressive masculinity. The manifestation of male superiority (male chauvinism) (Pol, gender i transgender., 2020). Such an interpretation is partly true, but does not fully reflect the essence of the concept.

The lexeme *machismo* is found in the National corpus of the Russian language (eight cases of use), while the lexeme *micromachism* is absent in the National corpus of the Russian language, although the unit is used in psychology texts. In this regard, translating texts into Russian, special attention should be paid to the methods of transmitting of this unit, tracing is possible in sociological scientific texts or in psychology, but not in popular science literature or in media texts.

7. Conclusion

As we see from the examples, many neologisms that convey certain changes in the socio-cultural, political or economic spheres of Spain are also present in the Russian language, in this case it is much easier for the translator to convey the term, since the translation language has its own units. It is much more difficult to convey neologism reflecting national reality or regional reality. In this case, it is worth considering the recommendations of the theorists of literary translation Vlahov and Florin (2006), who advise us to follow several means of understanding the realities of the translation:

1. Selection of lexical unit in the text graphically. It doesn't mean its full understanding, but a kind of hint to the reader;
2. Unobtrusive interpretation, if necessary, without an excessive amount of details and information;
3. Use in the text of a neutral synonym or generic concept;
4. Explanation of the reality in the text (typical of certain fiction, where the author uses a lot of occasional vocabulary, as well as localisms, for example, M. Sholokhov in «And Quiet Flows the Don» and L. Tolstoy in the «War and Peace») and others;

Translation of media texts obeys the general laws and rules of translation. However, the translation of a journalistic text is characterized by a number of features that are due to the relevance of the media text here and now, as well as the special saturation of the media text with language units and structures related to the national-cultural background.

We can safely refer here to the peculiarities of the transfer of neologisms in the translated language, which are often transparent for the reader of the original text and incomprehensible to the reader of the translation.

The knowledge of journalists about the political, cultural, economic situation in Russia, Spain and Latin America is the key to successful work as a translator and journalist. The background knowledge of the journalist contributes to the correct presentation of translated material. The nature of the potential reader, the type of publication, the publication policy, as well as many other factors have a direct impact on the methods and means of transmitting neologisms into the translated text.

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