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# Semantic and Structural Aspects of Donald Trump's Neologisms

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**Abstract:** The article exposes the semantics and structure in neologisms of current US President Donald Trump. The analysis of Donald Trump's authorial neologisms as a leading political figure on a global scale, whose language influences the English-speaking world, shaping his picture, seems significant and timely. The aim of the study is to identify and systematize the semantic and structural features of D. Trump's neologisms. The tasks are to analyze the lexical content of public speeches, interviews and posts on D. Trump's social networks in order to identify new lexical units created by him and to summarize them; to define the semantics and structure of D. Trump's neologisms. The findings are 30 new lexical units attributed to D. Trump. Their analysis makes it possible to organize them into usual (which are already in the dictionaries of modern English), discursive (which function in the discourse but are not yet fixed in Oxford dictionary), and new lexical units of indefinite nature. The analysis of the semantics in found neologisms has revealed what they describe the new realities of contemporary political life in the United States of America. The analyzed neologisms have predominantly a negative connotation. The conclusion of the paper is D. Trump's neologisms have structural differences as the following: they are either phraseological neologisms or morphological neologisms built by the affixed method, either as abbreviations, or as a play on words.

**Keywords:** *authorial neologism; semantics; structural aspects; negative connotation.*

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## 1. Introduction

It is known that the language is not static. It is evolving and constantly changing. The most dynamic category of a language is its vocabulary, as some concepts, like the lexical units that name them (archaisms), are outdated and out of use, and others appear to describe a new reality in the world, science, and everyday human life. The new words in the lexical composition of the language are called neologisms.

According to the Global Language Monitor project, English is one of the languages which vocabulary replenishes the fastest of all. The study of new words of the English language gives an opportunity to find out new facts about the processes of its development. Moreover, the research is topical because it makes an attempt to solve the problem of identification and analysis of new words, which form and modify linguistic picture of the world by verbalizing lacunae that appear as a result of the development of the society and changes in surrounding reality. Therefore, the study of English new words is interesting and remains significant.

Concerning the study of Donald Trump's neologisms, it is topical due to the fact that the results can be used both for scientific (theoretical) and practical purposes. No doubt, it should contribute to further linguistic studies of neologisms as well as the study of unconventional oratorical techniques.

Speaking about the practical importance of the research, it is explained by the possibility of using its results in courses of English phraseology, lexicology, and lexicographic practice. In addition, it can be interesting for political technologists in order to build more effectively the rhetoric of political figures both at the stage of the election campaign and in their further activities for the benefit of the state.

The lexical composition of the English language is constantly updated due to external and internal factors. Neologisms are among the major components of lexical extension. The term "neologism" refers to the new words that arise in language as a result of the development of science, technology, changes in socio-economic and political life. A word can be considered a neologism, if it is new to the vast majority of people and is not fixed in the usage, the vocabulary of the language, and as soon as it enters the active vocabulary and becomes common, it ceases to be neologism. That is, finding words as neologisms has a relatively small duration, so this concept is considered a historically variable category.

The term “neologism” contains two basic ideas: it is used either to indicate new realities, phenomena, objects, etc., or to describe new meanings by means of existing lexical units.

In the context of this study, the authorial neologism is of interest to us. Researches define authorial neologism as a word or its individual meaning, as well as phrases which have appeared, have been used in the act of speech or text of a certain author, and the novelty of which (in form or content) is understood by the speakers.

The specific features of authorial neologisms are the following: 1) they are introduced to circulation and associated among native speakers with the name of the particular author; 2) they often arise as a manifestation of the author's desire to give an emotional color to his expression. The mentioned differs then from ordinary neologisms.

Authorial neologisms can be studied in various aspects. In exploring D. Trump's authorial neologisms we have focused on their semantic and structural characteristics.

## 2. Literature Review

An analysis of the researches on the topic of the study revealed that, for the most part, scholars have studied lexical features of D. Trump's political speeches to determine the general theoretical foundations of political discourse development both in the United States and English-speaking countries as well as in general (Kuper, 2017; Tyrkkö 2016); scientists were also interested in the personality of the 45th President through the prism of his communication (Ahmadian et al., 2017; Zimmer, 2016); D. Trump's posts on social media as a new form of presidential communication (Britzky, 2017; Tauberg, 2016) became a separate subject of research. However, the structural and semantic features of D. Trump's authorial neologisms were ignored by the researchers.

Undoubtedly, D. Trump and his rhetoric have attracted the attention of researchers because he is the President of the United States of America, an English-speaking nation that has a global impact on various spheres of life in many countries, and therefore one of the most influential politicians in the world.

The **aim** of the research is identification of authorial neologisms by Donald Trump and clarification of their structural and semantic features. According to the aim of the paper the following **tasks** were set and consistently solved: to analyze the lexical content of public speeches, interviews and posts on D. Trump's social networks in order to identify new

lexical units created by him and to systematize them; to determine the structure and semantics of D. Trump's neologisms.

### **3. Methodology**

The material for our study was 30 of D. Trump's authorial neologisms, identified by a solid sampling of 27 official speeches, 8 interviews, and 500 publications of the 45th US President on Facebook and Twitter.

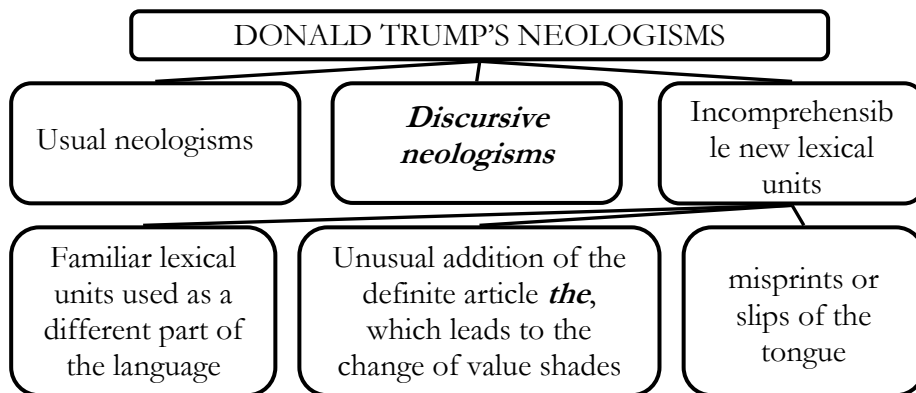
The research methods used in this study are:

1) general theoretical methods, namely: analysis and synthesis of researches on English philology and general linguistics to outline the heritage of scientists who have studied neologisms;

2) traditional methods of linguistic analysis, such as a solid sample of authorial neologisms from official speeches, interviews, and D. Trump's publications on Facebook and Twitter to select neologisms created by the 45th US president; word-forming analysis to determine the peculiarities of D. Trump's authorial neologisms; definitional and component analysis to explore the semantic features of D. Trump's authorial neologisms; morphemic analysis to determine the values of individual morphemes of authorial neologisms: suffixes, prefixes, etc .; contextual analysis to determine the significance of D. Trump's incomprehensible lexical units.

### **4. Results**

In order to identify and analyze the neologisms created by D. Trump, we examined 27 official speeches, 8 interviews, and 500 publications by the 45th US President on Facebook and Twitter. As a result, 30 neologisms were discovered – usual, discursive and incomprehensible new lexical units, which, in turn, can be divided into three groups and the status of which is under discussions. This allowed us to create a conditional classification of D. Trump's neologisms, shown in Figure 1.



**Figure 1.** Classification of D. Trump's Neologisms

For this study, it is of interest to investigate the listed neologisms in details.

#### **4.1. Usual neologisms**

The material worked out shows that to date D. Trump has enriched the lexical composition of the English language, with some of his neologisms already included in the leading academic edition – the Oxford English Dictionary, so they became usual (or customary) neologisms, i.e. such as got to the usage, dictionary. It is important to note that the word must be actively used for at least five years in order to be included in the vocabulary compiled by the University of Oxford Lexicography Center.

Thus university scholars prevent the entry of 'one-day' lexical units into the dictionary, because the process of vocabulary enrichment of the English language is continuous. However, the use of some new lexical units by the 45th President of the United States has given such impetus to their dissemination that they have evolved into usual neologisms earlier, said A. Stevansson, chairman of the content department at Oxford University's Lexicography Center (English Dictionary, Thesaurus, & Grammar Help: Lexico.com, 2019).

A study of neologisms of the 45th United States President, introduced into the Oxford English Dictionary (English Dictionary, Thesaurus, & Grammar Help: Lexico.com, 2019), showed that all of them (4 neologisms: *clicktivism*, *haterade*, *otherize*, and *berd mentality*) were recorded in D. Trump's posts on Facebook (Trump, n.d.a) and on Twitter (Trump, n.d.b) during his 2016 presidential election.

So, according to S. Deverell, the word *clicktivism* appeared in the mid-2000s (Deverell, 2019), but it was after D. Trump began to actively use it in his posts on social networks that this lexical unit acquired popularity. Analysis of the studied material as well as researches showed that the period of the most frequent use of this neologism by D. Trump is defined 01.02.2016 – 28.07.2016 (Esteve Del Valle et al., 2019).

We regard this neologism as usual, since it has been entered into the Oxford English Dictionary (English Dictionary, Thesaurus, & Grammar Help: Lexico.com, 2019). Neologism *clicktivism* is a noun that is formed from the base of *click* in the suffix way by first adding the adjective suffix *-iv* and then the noun suffix *-ism*.

An analysis of the interpretation of the word *clicktivism*, presented in the Oxford Dictionary, as “the practice of supporting a political or social cause via the Internet by means such as social media or online petitions, typically characterized as involving little effort or commitment” (English Dictionary, Thesaurus, & Grammar Help: Lexico.com, 2019) allowed us to make the following conclusions regarding the semantics of this neologism: 1) its generic integrating semantic constituent is ‘activity’, differential semantic constituents are ‘in social networks’, ‘without thinking’, ‘in support or against any petition, initiative, etc.’; ‘replacement of active actions’; 2) the *-ism* suffix usually means, in English, a philosophical, political or religious trend or formation, but in the case of this word it does not refer to any of these trends or formations, but rather relates to trends in social networks; 3) the word *clicktivism* is usually understood as ‘sofa activism’, that is, it has negative connotation.

A study of neologism *haterade* has shown that it has also been included in the Oxford English Dictionary (English Dictionary, Thesaurus, & Grammar Help: Lexico.com, 2019) and is therefore considered to be usual. D. Trump used this neologism even before the presidential race. So, this word was recorded in his Twitter post on August 7, 2015 (Trump, 2015).

Structurally, the lexical unit *haterade* is a noun created by the abbreviation, namely, it is a telescopic word, that is, this noun is formed by the fusion of the words *hater* and *Gatorade*.

Semantic analysis based on the interpretations given to this neologism as “excessive negativity, criticism, or resentment” (English Dictionary, Thesaurus, & Grammar Help: Lexico.com, 2019) and “excessive criticism and negativity, especially online” (Macmillan Dictionary: Free English Dictionary and Thesaurus, 2019) showed that 1) the generic integrating semantic constituent of the word is ‘criticism’; there are also such

differential components of value as: 'negative'; 'excessive negative'; 'human emotions'; 'emotions on-line'; 2) the morphemic components of the given lexical unit have the meaning of *bater* – a person who hates and *Gatorade* – a brand of energy drink, but the value of neologism under study is largely influenced by the first component, the second indicated a measure of emotion; 3) in the minds of native speakers, this neologism has negative shade as it is used to convey excessive negativity, criticism, or outrage.

A study of the following usual neologism *otherize* has shown that since 2016 D. Trump has most actively used it on the social network Twitter (Trump, n.d.b), after which the lexical unit became widespread in the media and went to Oxford English (English Dictionary, Thesaurus, & Grammar Help: Lexico.com, 2019).

Regarding the structure of neologism *otherize*, we note that it is a verb that has emerged as a play on words *otherwise*, and is also a kind of conversion or non-suffix way of forming neologism due to the transition of a word from an adverb to a verb. As this neologism is a verb, its use has been recorded in various grammatical tenses and forms (to otherize, otherize, otherized, otherizing, felt otherized) (English Dictionary, Thesaurus, & Grammar Help: Lexico.com, 2019; Matthews, 2018).

The Cambridge Dictionary provides the following interpretation of this neologism: "to make a person or group of people look different or to consider them to be different" (Cambridge Dictionary: English Dictionary, Translations & Thesaurus, 2019). On the basis of this, a semantic analysis was carried out. It showed that 1) the generic integrating semantic constituent of this verb is 'forced action'; in its meaning revealed the following differential components of meaning: 'relation to a person (or group of people)'; 'attitude as to "the different"'; 'look at a person (or group of people)'; 'look as at "the different"'; 'separation of this person (or group of people) from society'; 2) morphemic analysis is not possible because the word is formed in a non-suffix way; 3) the word is used to confront someone in society, so it has negative connotation.

A study of neologism *herd mentality* has shown that it has also been entered in the Oxford English Dictionary (English Dictionary, Thesaurus, & Grammar Help: Lexico.com, 2019) that gives reason to consider it a usual neologism. This phrase has been repeatedly recorded in social media posts by D. Trump.

Structurally, neologism *herd mentality* is a phraseological neologism, since it is a new constant phrase that is formed of two words: nouns *herd* and *mentality*. The noun *mentality* plays the role of the main word; the noun *herd* performs an attribute function.

A semantic analysis of this neologism was conducted on the basis of its interpretation suggested by the Oxford Dictionary: “the tendency for people’s behavior or beliefs to conform to those of the group to which they belong” (English Dictionary, Thesaurus, & Grammar Help: Lexico.com, 2019). So, 1) the generic integrating semantic constituent of the investigated neologism is a ‘tendency’; there are the following additional components of meaning in the phrase: ‘behavioral confrontation’; ‘opposition to ideas’; 2) analysis of the components of phraseological neologism revealed that it combined the words belonging to different thematic groups: the word *herd* is used to describe the life of animals, and the word *mentality* is characteristic of a person; 3) the combination of these lexical units into phraseological neologism resulted in the emergence of a new meaning with a negative connotation – the ‘*herd mentality*’, a common synonym of *mob mentality*, that is, neologism *herd mentality* has negative connotation.

Thus, the structural analysis of D. Trump’s usual neologisms has shown that they are different: morphological neologisms (created by the affixes method, abbreviation – telescopic and conversion), phraseological neologisms, but the semantic generalization indicates that they all have negative connotation.

#### **4.2. Discursive neologisms**

An analysis of the researches, publications in the British and American press showed that such lexical units as *fake news* and alternative facts can also be distinguished as the authorial neologisms of D. Trump (Oxford Dictionaries add ‘clicktivism’ and ‘haterade’ as new words for angry times) (Kean, 2017).

According to our study of both official speeches, interviews and publications by the 45th US President on social media and research on this topic, it was found that the phrase *fake news* is a favorite among D. Trump’s ‘newcomers’. According to Tauberg (2016), it ranks eleventh among the 25 most commonly used expressions of the president, and Britzky (2017) counted on D. Trump’s Twitter account for 66 uses of the phrase in just five days. Researchers say that according to the British dictionary Collins English Dictionary, the use of phraseology *fake news* by D. Trump increased to 365% in 2017, so this neologism was recognized as a phrase in 2017 (Hunt, 2017).

Structurally, neologism *fake news* is a phraseological neologism that is represented by a phrase that consists of two lexical units: the nouns *fake* and *news*. The main word in the phrase is noun *news*, and noun *fake* performs an attribute function.

This expression is recorded in the lexicographic sources of modern English except the leading academic edition – the Oxford English Dictionary. As soon as this neologism gets into the mentioned dictionary it will become usual. Analysis of its definitions “false stories that appear to be news, spread on the internet or using other media, usually created to influence political views or as a joke” (Macmillan Dictionary: Free English Dictionary and Thesaurus, 2019), “false reports of events, written and read on websites” (Cambridge Dictionary: English Dictionary, Translations & Thesaurus, 2019), “false news stories, often of a sensational nature, created to be widely shared or distributed for the purpose of generating revenue, or promoting or discrediting a public figure, political movement, company” (Collins Online Dictionary: Definitions, Thesaurus and Translations, 2019) allowed us to draw conclusions about its semantics.

Thus, 1) the generic integrating semantic constituent of the investigated neologism is ‘news’; in the meaning of neologism the following differential components have been revealed: ‘fake’; ‘sensationalism’; ‘dissemination through the media’, ‘focus on discredit’; ‘PR’; ‘probable joke’; 2) analysis of the components of phraseological unit showed that for its formation words, which are mostly not used together, were combined. So, the word *fake* is used to describe criminal acts, and the word *news* is mostly seen as reliable news. Therefore, the author of this phraseological neologism combined words with almost opposite shades of meaning, which gave it stylistic coloring; 3) this phraseological neologism is perceived as having negative connotation.

Analysis of the researches showed that the phrase *fake news* existed before D. Trump, but in its version the meaning of the lexical unit has changed: if earlier this phrase was perceived as such news that refers to lies, then in the rhetoric of the 45th US president it means news that is rigged, i.e. false, often sensational information disseminated under the guise of news (Abadi, 2018). As noted by Abadi (2018), today the latter definition overshadowed the earlier one. So, D. Trump created a semantic innovation.

Another neologism attributed to D. Trump that has become active is the phrase *alternative facts*. The study found that it can be considered the first neologism of D. Trump as president; since in the administration of the 45th president of the United States this neologism was first used on January 22, 2017; D. Trump took office on January 20, 2017. The phrase was heard at a press conference by the president’s advisor, K. Conway, who used it to describe the false statements made to D. Trump (Hains, 2017).

The study of the phrase has shown that it originated much earlier, namely, it can be found in the book by J. Orwell “Newspeak” in 1984

(Dictionary.com., 2019), but it has not received distribution. In the presidency of D. Trump this lexical unit is not only widely used, but has acquired another meaning. It is actively used by both the president and his assistants and critics of his administration.

Structural analysis of the phrase *alternative facts* has revealed that it is a phraseological neologism formed by a phrase that combines two words: the adjective *alternative* and the noun *fact*, which is the main word in the phrase.

According to the Collins English Dictionary definition, neologism *alternative facts* is understood as 1) “a theory posited as an alternative to another, often more widely accepted theory” or 2) “a statement intended to contradict another more verifiable, but less palatable, statement” (Collins Online Dictionary: Definitions, Thesaurus and Translations, 2019). When this phrase came up, it had the first meaning, however, D. Trump and his team gave it “life” in the second meaning.

Based on the above, we make the following conclusions about the semantic features of this authorial neologism: 1) its generic integrating semantic constituent is ‘statement’ and differential components of meaning are ‘contradictions’; ‘inconsistency with the facts’; 2) analysis of the components of this phraseological neologism revealed that in its formation words were used that are almost incompatible, since the combination of the words *alternative* (mutually exclusive, opposite) and the word *fact* (fact, reality) becomes meaning ‘opposite reality’ or even ‘opposite to reality’; 3) phraseologism is perceived as false, that is, neologism has negative connotation.

Thus, analysis of D. Trump’s discursive neologisms has shown that structurally and semantically they are identical: phraseological neologisms with negative connotation.

### ***4.3. Incomprehensible new lexical units***

Researchers at the lexical composition of D. Trump’s speech have noted his uniqueness, noting that the 45th President of the United States is not afraid that his every statement will be carefully analyzed by opponents and journalists, and attracts attention, using words, which are unusual for politicians and creating vivid neologisms.

Among such new lexical units of D. Trump there are many ones of unclear nature that have provoked much debate both within the circles of linguists and in society. Their analysis allowed them to be divided into several groups, namely: 1) familiar lexical units used as a different part of the language; 2) unusual addition of the definite article *the*, which leads to the

change of value shades; 3) words that, in our opinion, can be viewed as misprints or slips of the tongue.

The first group includes the phrase *big league*. It was heard at the presidential debate on September 26, 2016, when D. Trump, then a presidential candidate, promised to *cut taxes big league* (Globalnews.ca, 2019).

Structural analysis of D. Trump's new lexical unit *big league* showed that it is a phrase, created on the basis of two words: the adjective *big* and the noun *league*. Although the main word is a noun, usually in English, if the phrase is used as phraseology, it serves as an adjective, but the authorial phrase is perceived as an adverb. Thus, the investigated phraseological neologism was created by conversion – the transition from adjective to adverb.

As the mentioned new creation of D. Trump is not included in the dictionaries, it has no dictionary interpretation. Therefore, we were not able to make a semantic analysis based on it. Instead of that, using the context of the expression (*cut taxes big-league*), we understood the authorial neologism as an adverb *significantly*.

Consequently, research into this meaning has shown that 1) the main semantic constituent of the newly created unit is 'a degree of spread'; the differential components defined the following: 'big', 'strongly'; 2) analysis of the components of the phrase allows us to assert that even the phrase *big-league* available in the American English language has figurative meaning because of its interpretation, suggested in Collins English Dictionary: "of the highest level in one's profession or field of activity" (Collins Online Dictionary: Definitions, Thesaurus and Translations, 2019), as it is impossible to deduce its meaning from the meaning of its components if *big* is big and *league* is league. Authorial newly created unit can, in our opinion, be considered a semantic innovation; 3) regarding the connotation of the investigated new unit, it is positive in the context of the author mentioned above, although the meaning 'significant' in itself is neutral.

The second group includes a number of newly created lexical units, such as *the blacks*, *the gays*, *the Muslims*, *the Hispanics*, and more. D. Trump repeatedly used them during his speeches. In particular, many were taken up during the debate on October 19, 2016 (Desmond-Harris, 2016).

Structurally, these authorial new lexical units are a combination of the definite article *the* with nouns in the plural.

Semantically 1) the generic integrating semantic constituent of all these new lexical units is a 'group of people'; 2) differential semantic constituents are respectively: 'race'; 'sexual orientation'; 'religious affiliation'; 'origin'; 'derogatory attitude'; 3) the analysis of the components of these

lexical units shows that usually adding the indefinite article *the* to nouns denoting a group of people has the effect of separating the speaker from that group, emphasizing its differences and non-affiliation (Abadi, 2016); 4) such combinations have negative connotation (a touch of prejudice) and even mean disrespect for the social groups. This gives us reason to believe that these lexical units are the neologisms of the American president, since it is unlikely that the presidential candidate wanted to provoke the ire of his electorate. Rather, he put a different meaning on these phrases, and thus initiated semantic innovations.

In the context of this group, it seems possible to indicate the combination of the possessive pronoun *my* with nouns related to the military sphere. An example is the combinations as *my military* and *my generals*, which were first recorded in a tweet by D. Trump on July 26, 2017 (Trump, n.d.b). Although the US military has expressed dissatisfaction, the president continues to use these communications (Abadi, 2017). Perhaps, he also understands them differently and then they can be considered semantic innovations too.

The third group includes lexical units such as *confefe*, *Nambia*, *unpresidented*. In our view, all of these words are misprints or a slip of the tongue, but it is thought that at least some of them may be considered neologisms of D. Trump (“Scream”, 2017).

So, *confefe* is the most striking of these lexical units and has caused a lot of discussion in the press and among social network users. This ‘phenomenon’ appeared on Presidential Twitter on the night of May 31, 2017, although the tweet was deleted in the morning, and it had time to be reviewed and started discussing.

Structural analysis by context alone (Despite *the constant negative press confefe*), suggests that this lexical unit is a noun. In our opinion, it is not possible to determine the way of its formation.

It is also impossible to do semantic analysis without referring to the entire phrase above. Although the phrase has not been completed, in its meaning it can still be assumed that D. Trump meant the word, 1) the generic integrating semantic constituent of which is ‘review in the press’; 2) differential semantic constituents can be ‘news coverage’; ‘degree of news coverage’; 3) the graphic design of the incomprehensible new lexical unit indicates that its beginning coincides with the word *coverage*, in addition, the two letters e coincide, therefore, it is likely that this lexical unit is indeed close to *coverage* in meaning – press review; 4) in our opinion, this new word has neither negative nor positive connotation, or in other words, it is neutral.

Considering that D. Trump wrote his tweet at night, he could well be mistaken. However, the 'life' of the mysterious new word continued: in the morning the president wrote in his Twitter account "*Who can figure out the true meaning of 'confefe'?*", later the presidential press secretary drew attention to the meaning of the word; a considerable number of memes, jokes, and social media discussions have appeared in this regard and even a year later its anniversary was marked (Estepa, 2019).

The word *Nambia* was pronounced twice by D. Trump on September 21, 2017 (Michael McIntee, 2017) during his speech at the UN General Assembly. The first President's slip of the tongue was while greeting African leaders and the second speaking on Namibia's health care system.

Structurally, this lexical unit is a noun that is a proper name. This is a telescopic lexical unit that arose from the combination of the names of two real African countries. The first part of the word was taken from Nam-ibia and the second from Zam-bia.

The semantically word *Nambia* has 1) the generic integrating semantic constituent is a 'proper name'; 2) differential semantic constituents are 'African country'; 3) in our opinion, morphemic analysis does not reveal the semantic features of this lexical unit; 4) the connotation of the word is neutral.

Another new creation of D. Trump *unpresidented* appeared on his Twitter account on December 17, 2016 (Trump, n.d.b). It is part of the phrase "*China steals United States Navy research drone in international waters – rips it out of water and takes it to China in an unpresidented act.*" In our opinion, this is a simple description, although the letters 's' and 'c' are not located on the keyboard next to each other.

Thus, D. Trump's undefined new lexical units are different in structure and semantics.

## 5. Limits and discussions

As for the discussion we have to say that there are researchers who have the same results as we have. For example, some of them studied lexical characteristics of D. Trump's speeches (Ahmadian et al., 2017; Britzky, 2017; Kuper, 2017; Tauberg, 2016; Tyrkkö, 2016). The subjects of some researchers were the specialties from the point of political discourse (Kuper, 2017; Tyrkkö, 2016). The authors noted the unusual manner of speaking for politicians but they did not pay attention to neologisms of the President. The mentioned speech specialties were considered to analyze D. Trump's personal features (Ahmadian et al., 2017; Zimmer, 2016). And only few

scholars touched his neologisms (Britzky, 2017; Tauberg, 2016). But, firstly, the authors mentioned only some neologisms investigating D. Trump's posts on social networks; secondly, they did not research those neologisms structurally and semantically; thirdly, they studied only social networks of the 45th President of the USA.

As for the limits we have already mentioned that we examined 27 official speeches, 8 interviews and 500 posts by D. Trump on Facebook and Twitter and managed to identify 30 authorial neologisms, which were analyzed according to their structure and semantics. So, these are our research limits. The results of our research can be extrapolated and generalized by scholars who study English lexicology as a part of D. Trump's neologisms has already get into usage, another one is about to be used. So, the presented analysis of D. Trump's neologisms could be of interest for linguists as well as psychologists, PR managers, sociologists especially those who investigate personalities of politicians.

## 6. Conclusions

The paper presents a theoretical generalization and scientific solution to the problem of Donald Trump's authorial neologisms. Based on the study of researches, as well as the study of public speeches, interviews and publications of D. Trump on Facebook and Twitter, the following conclusions were formulated.

The lexical content of public speeches, interviews and posts on D. Trump's social networks is analyzed and new lexical units created by him are identified. They are generalized and a conditional classification of neologisms of the 45th US President is created, namely, they are divided into three groups: 1) usual neologisms; 2) discursive neologisms and 3) incomprehensible new lexical units among which three subgroups are distinguished: a) lexical units used as parts of language that are not common to them; b) lexical units used with the definite article *the*, which results in a different meaning; c) descriptions or slips of the tongue that have attracted public attention.

The structure and the semantics of D. Trump's neologisms are determined. Thus, in terms of structure, phraseological neologisms, morphological neologisms (created by the affixal method, abbreviation – telescopic, conversion), semantic neologisms, and those that emerged as a word game were revealed. The generalization of the semantic features of neologisms of the 45th US President made it possible to state that most of them have negative shades of value.

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