
POLITICAL AND SOCIAL TERMS IN ENGLISH AND SPANISH

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Received 21 October, 2015; accepted for publication 05 November, 2015

DOI:10.13165/SMS-15-7-1-10

Abstract. *The societal evolution since the last decades of 20th century until recently has called for and brought a number of significant political terms into popular usage. This article offers the overview of some relevant new terms, neologisms, in Spanish and the English language, as well as those terms that have acquired new meaning over the given period. The researched terms are subdivided into categories related to spheres of general government policy, environmental policy and family policy. The profound impact of new technologies in the configuration of current societies through its terminology is also covered. The background political and social context is given for the full understanding of designated concepts. The paper is believed to be of interest not only for teachers/learners*

of the Spanish and English languages and linguists, but also for students and professionals in the fields of Politics, Public Administration, History and Communication.

Keywords: *Political and social terms, neologisms, equivalents.*

Introduction

The development of human race and the consequent evolution process, from primitive forms of social organization till the complexity of current political structures, has brought in the course of the history the emergence of a number of new concepts that since Aristotelian “zoon politikon” (social animal) have seen the light to reflect new ways of social organization, to express new ideas with which humanity has been and still continues being a protagonist and the witness of history.

Nearly all, now well known and widely used, political terms were political neologisms at some point of their emergence, for instance, an essential political term as “Parliament”, which evolved in the 13th century meaning “consultation; formal conference, assembly,” from Old French “*parlement*” (11c.), originally “speaking, a talk,” from *parler* “to speak” ; spelling altered c.1400 to conform with Medieval Latin “*parliamentum*”.¹

Two historic milestones, namely, The Virginia Declaration of Rights in 1776, and The French Revolution in 1789, impregnated the meaning of “*Parliament*” with an incoming democratic sense, which was the origin of the current political systems of the Western societies. The first article of the above-mentioned Declaration states:

*That all men are by nature equally free and independent and have certain inherent rights, of which, when they enter into a state of society, they cannot, by any compact, deprive or divest their posterity; namely, the enjoyment of life and liberty, with the means of acquiring and possessing property, and pursuing and obtaining happiness and safety.*²

Concepts of liberty, property, happiness and safety, principle of equality stated in this basic article more than two hundred years ago, together with the advancement in social justice brought about by the subsequent labour, feminist and independence movements, are nowadays in the letter and spirit of every democratic Constitution. It was further influenced by environmentalism and movement towards recognition of the various forms of sexuality. To this day, parliaments remain the place for the “zoon politikon” in democratic societies to discuss the facing challenges and reach decisions. Subsequently, political processes necessitate new denominations for emerging numerous political trends and phenomena and the new terms – “neopolitisms” – in

1 Online Etymology Dictionary. <http://www.etymonline.com/index.php?term=parliament>

2 The Virginia Declaration of Rights. http://www.archives.gov/exhibits/charters/virginia_declaration_of_rights.html

the field of politics appear constantly together with the existing terms taking on the new shades of semantics.

The aim. The goal of this paper is to analyze the core political terms and phrases, mainly, the recent ones – neologisms-in English and Spanish, which have emerged since the last decades of the 20th century (e.g. *obamanomics*, *corporatocracy*, etc.); to provide their Spanish/or English counterparts and to attempt giving a broader political and social context for the full understanding of designated concepts, since not all of them are given in current dictionaries (e.g. *juancarlista*, *animalista*, etc.). The terms analyzed in this paper are grouped into general politics terms, neologisms related to environmental policy, modern technologies and new societal values within family framework.

Though there is a controversy in defining “neologism” in linguistics, the current research is directed by a most simple and straightforward definition, stating that “neologism is a newly coined word, or a phrase or familiar word used in a new sense”³. In the field of politics the new words are coined constantly by mass media journalists and politicians themselves, not to mention the professionals of the political science. Four years ago a new term “neopolism” appeared to denote new terms in politics. It was first coined in 2011: “Perhaps the density of neopolisms (TIME’s contribution) is an indication of how much politics is central to the national conversation, affecting our language as well as our lives.”⁴ A “neopolism” (neologism + politics) is a new political word, used to designate a neologism with a political bent.

It is believed that the given analysis of “neopolisms” and new shades of meaning acquired over the last decades by core political terms could be of interest not only for teachers/learners of the Spanish and English languages and linguists, interested in Romance and Germanic languages, but also for students and professionals in the fields of Politics, Public Administration, History and Communication.

The object and sources. The object of the article will be new political and societal terms or terms that have acquired new meaning since the last decades of the 20th and of the 21st century that were coined/evolved in the Spanish language (in that paper only Spanish terms that belong to Spanish language from Spain will be analyzed, it does not embrace Hispanic terms), and in English (British and American varieties of the English language).

The samples of political neologisms are mainly taken from various mass media English and Spanish sources and from accessed corpora and on-line dictionaries of neologisms in those two languages, the main of them are the following:

Centro Virtual Cervantes. Banco de neologismos (http://cvc.cervantes.es/lengua/banco_neologismos)

- Real Academia de la Lengua Española (www.rae.es)

3 Oxford Advanced Learner’s Dictionary. <http://www.oxfordlearnersdictionaries.com/definition/english/neologism>

4 Steinmetz, Katy, “Neopolisms: Slang and Politics Unite!”, *Time*, January 06, 2015, <http://swampland.time.com/2011/01/06/neopolisms-slang-and-politics-unite>

- The Open American National Corpus (www.americannationalcorpus.org)
- The Corpus of Contemporary American English (COCA). 1990-2012(corpus.byu.edu/coca)
- The British National Corpus (BNC) (www.natcorp.ox.ac.uk)
- The Oxford English Corpus (www.oxforddictionaries.com/words/the-oxford-english-corpus).

Methodology. Descriptive and comparative analysis methods are primarily applied in the given research, since the terms analysed are of both simple and complex nature from the point-of-view of word formation. In order to provide a more comprehensive linguistic study of the newly emerging political terms, etymological and diachronic semantic analysis methods are also employed.

Prior coverage of the issue. The comparative analysis of the political neologisms in several languages is scarce.

The English publications mostly deal with the descriptive analysis of the semantic nature of the political neologism (Algeo, 1993; Girard, 2007; Gastil, 1992; Schaffer, 2005; Silaški and Durovič, 2010). There are some publications dedicated to the acquisition and learning of the new words, often in political discourse, in Language for Specific Purposes classes (Lehrer, 2003; Silaški and Durovič, 2013).

In Spanish there are some publications published nearly a decade ago, mostly enumerating neologisms in mass media (Esteban Asencio, 2008) and neologisms in the field of knowledge society (Sarmiento and Vilches, 2007).

However, the comparative and explanatory studies of political neologisms in several languages are very few.

1. Political Terms of General Nature

The first part of the chapter aims to have a closer look at the English political terms, their semantic development over several decades, and to provide their Spanish equivalents.

The second part focuses on Spanish political neologisms, offering broader political background information for their evolvment and subsequent meaning modification.

1.1. Political terms first coined in English and their Spanish equivalents

It is considered appropriate to, first of all, draw attention to the political concept, the semantics of which has evolved over a longer period of time, but the idea of which seems to have the connecting force since the decolonization process in India led by M. K. Ghandi, the US Civil Rights Movement, and Martin Luther King playing the central role in it, the mobilizations against Pinochet in Chile, the fight of Nelson Mandela against “apartheid” in South Africa, the fight of “Solidarnosc” and his leader

Lech Walesa, together with the *Singing Revolutions* in the Baltic countries, against the Soviet dictatorship. And most recently, already in the 21st century, the “Colour Revolutions” in countries as Georgia and Ukraine. All these enumerated historical processes are linked by the very concept of *civil resistance* – Spanish *resistencia civil*, coined by M.K. Gandhi: “But I found that even civil disobedience failed to convey the full meaning of the struggle. I therefore adopted the phrase civil resistance”⁵.

The importance of the concept and its semantic diversity could be further emphasized by statements of the British academic Sir Adam Roberts: “Civil resistance, which has occurred in various forms throughout history, has become particularly prominent in the past hundred years. Three great overlapping causes – decolonization, democratization, and racial equality – have been advanced by campaigns of civil resistance characterized by extensive use of nonviolent action. So have many other causes: workers’ rights, protection of the environment, gender equality, religious and indigenous rights, defence of national cultures and political systems against foreign encroachments, and opposition to wars and weaponry. Civil resistance was one factor in the ending of communist party rule in many countries in 1989–91, and hence in ending the Cold War. The world today has been shaped significantly by this mode of political action.”⁶

From a linguistic point of view, it should be noted that the concept *civil resistance* in Spanish is a word-for-word direct translation from the English language, however, the noun *resistencia* takes the first position in this two-word term as head word and is followed by the adjective *civil*. The similar tendency of the descriptive adjective following the head noun in the two-word terms is prevalent in Spanish (e.g. *el libro emocionante e interesante* - the thrilling and interesting book).

In 1947 Bernard Baruch, and advisor to Democratic Party of USA proclaimed “let us not be deceived: we are today in the midst of a *Cold War*”. In Spanish this term *cold war* was directly translated *la guerra fría*, the adjective again in the post-position to the head noun. The chess match that Boris Spassky and Bobby Fischer played in 1972 served as an eloquent metaphor of the historical latent confrontation. Today there is a higher level of multipolarity in the international relations but the situation in East Ukraine and Syria reflects the strong reminiscences of the cold war, the United States of America and Russia being among the main players on the international arena. However, the concept *cold war* assumed on a new shade of meaning, as demonstrated in the recent articles of world famous political figures and political analysts (Fisher, 2015).

In one year’s time after the statement of B.Baruch, the United Nations General Assembly approved of “The Universal Declaration of Human Rights” – Spanish “La Declaración Universal de los Derechos Humanos”, on December 10, 1948. Nowadays,

5 Gandhi, M.K. *The collected works of Mahatma Gandhi*. (New Delhi, 1999).

6 Roberts, Adam and Timothy Garton Ash (eds.) *Civil resistance and power politics. The experience of non-violent action from Gandhi to the present*. (Oxford university press, 2009), 5.

every democratic constitution is based upon the central concept of human rights, as The Declaration itself became an international law.

However, at the time of its coming into being, the horrors of II World War were deeply imprinted on the mankind's collective conscience and all the human beings needed a number of essential rights based, among other, upon an ethical necessity: "Yet another way of explaining the existence of human rights is to say that they exist most basically in true or justified ethical outlooks. On this account, to say that there is a human right against torture is mainly to assert that there are strong reasons for believing that it is always wrong to engage in torture and that protections should be provided against its practice. This approach would view the Universal Declaration as attempting to formulate a justified political morality. It was not merely trying to identify a preexisting moral consensus; it was also trying to create a consensus that could be supported by very plausible moral and practical reasons... there are ways of finding out what individuals may justifiably demand of each other and of governments. Even if unanimity about human rights is currently lacking, rational agreement is available to humans if they will commit themselves to open-minded and serious moral and political inquiry." (The Stanford Encyclopedia of Philosophy, 2003).

After the devastation and horrors caused by World War I and World War II, an increasing peaceful and common European conscience started to crystallize in a number of treaties (Paris, Rome, Merger), that founded the basis for current European Union (EU). The political concept of "Europeanism" - "Europeísmo" in Spanish, emerged for designating two distinct meanings by the concept of "europeanism": 1. Attachment or allegiance to the traditions, interests, or ideals of Europeans and 2. The ideal or advocacy of the political and economic integration of Europe. Interestingly enough, the Spanish dictionary emphasizes only the second meaning of this political term: "*Conjunto de ideologías o movimientos políticos que promueven la unificación de los Estados del continente europeo.*" (Diccionario de la Real Academia de la Lengua Española).

On the other hand, the term of the counter meaning appeared: "eurocepticism" - in Spanish "eurocepticismo": "*Desconfianza hacia los proyectos políticos de la Unión Europea*" (Diccionario de la RAE). The imminent referendum in United Kingdom on the EU membership reveals relevance of this concept and designating term in the public debate of the Community institutions.

The term "neoliberalism" - Spanish "neoliberalismo" acquires a key importance for understanding the political phenomena of the last decades of 20th century and the turn of 21st from a political, economic and social perspective.

Encyclopaedia Britannica defines "neoliberalism" as the concept, first: "Ideology and policy model that emphasizes the value of free market competition. Although there is considerable debate as to the defining features of neoliberal thought and practice, it is most commonly associated with laissez-faire economics. In particular, neoliberalism is often characterized in terms of its belief in sustained economic growth as the means to achieve human progress, its confidence in free markets as the

most-efficient allocation of resources, its emphasis on minimal state intervention in economic and social affairs, and its commitment to the freedom of trade and capital”.

Further on, the importance and influence of “neoliberalism” in the public debate of the Western societies are disclosed: “By the 1970s, however, economic stagnation and increasing public debt prompted some economists to advocate a return to classical liberalism, which in its revived form came to be known as neoliberalism. The intellectual foundations of that revival were primarily the work of the Austrian-born British economist Friedrich Von Hayek, who argued that interventionist measures aimed at the redistribution of wealth lead inevitably to totalitarianism, and of the American economist Milton Friedman, who rejected government fiscal policy as a means of influencing the business cycle. Their views were enthusiastically embraced by the major conservative political parties in Britain and the United States, which achieved power with the lengthy administrations of British Prime Minister Margaret Thatcher (1979–90) and U.S. Pres. Ronald Reagan (1981–89).”

This leads us to another newly coined term towards the end of the first decade of 21st century – “obamanomics”. The term “Obamanomics” started to be widely used in political and economical spheres as well as in the mass media of United States of America. President B. Obama wanted to redirect the economy of USA toward the guiding principles that inspired President Franklin Delano Roosevelt in his historical *New Deal*. From a linguistic point of view, the term presents a successfully and metaphorically coined blending of the splinter *nomics* in the word *economics* and adding the surname of the President of the USA. This neologism clearly reveals its designating concept making reference to the economic policy of the Barack Obama administration. It does not have an equivalent in the Spanish language, its meaning is revealed by the descriptive phrase *política económica de la administración Obama*.

The underlying dialectic between such concepts *obamanomics* and *neoliberalism* is the long-standing and unfinished discussion about the greater or lesser role of the State in the economic activity of a country and it continues to be one of the central issues in the policy of most countries.

The controversial issue of interrelation between state and its influence on the market could be further illustrated by the coinage of the term “corporatocracy” – Spanish *corporatocracia*. The Economist Jeffrey D. Sachs in his book *The Price of Civilization: Reawakening American Virtue and Prosperity*, defined American politics as a “corporatocracy” in which “powerful corporate interest groups dominate the policy agenda”⁷.

From a linguistic view, it is interesting to mention how by adding the suffix *-cracy* (*-kratos*, government, in the ancient Greek language) to the noun *corporation*, J.D. Sachs coined this political neologism which swiftly entered current political and economic discourse.

7 Jeffrey D. Sachs, *The Price of Civilization: Reawakening American Virtue and Prosperity*. (Random House Publishing Group, 2011).

1.2. Spanish political neologisms and their counterparts in English

In the overview of the core Spanish political neologisms one of the most relevant concepts of the recent history of Spain is “*juancarlista*”. This political term has a key underlying meaning for the new Spanish democracy that has started up since 1978 after more than forty years of dictatorship.

“*No soy monárquico, soy juancarlista*” (I am not monarchist, I am “juancarlista”). The majority of people in favour of Spanish political left pronounced this sentence, in early 1980s, for showing respect to King Juan Carlos I due to his essential contribution for restoring a democratic system in Spain, for his indispensable role for stopping the coup of 1981 against the young Spanish democracy, and as a sign of their acceptance of the new constitutional and parliamentary monarchy. Consequentially, the concept holds a deeper political meaning than just “a supporter of King Juan Carlos I”.

Interrelated with the concept of “juancarlista”, is a specifically Spanish political term “*pronunciamiento*” (from “*pronunciar*”, to pronounce). While the concept of *coup d'état* is related with a number of clandestine operations dedicated to overthrow a government, the concept of “*pronunciamiento*” is clearly related with a public declaration of a number of military officers against a government. If the majority of the army follow these officials the government resigns but if not, the officials will suffer the consequences of their rebellion (exile, prison, etc). “*Pronunciamiento*” was quite frequent in Spain, Portugal and in Ibero-American countries especially during 19th century. “*Pronunciamiento*” is the Spanish and South-American counterpart of the military term *coup d'état*, which has entered the English language without translating the actual phrase from French.

It has to be reiterated that from a political perspective the term “*pronunciamiento*”, shows the political instability suffered by Spain during the 19th and 20th century, that tragically culminated in the Spanish War and the following Franco dictatorship. The historical background puts the significance of the term *juancarlista* into the spotlight of the recent Spanish history. “*Juancarlista*” is closely related with the ideas of political stability and national consensus.

“*Islamista*” is another political neologism, reflecting the subject of controversy during the last years in the Spanish society. In the second decade of 20th century the word “*islamista*” emerged for

making reference to a very diverse group of political movements in favour of strong and peaceful influence of Islamic religion in political and social life in Spain. But since the 1980s and, especially, at the beginning of 21st century, after the terrorist attacks on the twin World Trade Organization towers in New York in September 2001, the meaning changed for referring to those people in favour of a radical and violent conception of Islam. However, this new usage is being refused by the Muslim community in Spain, that claims for using that word with the original meaning.

Therefore, the counterpart in Spanish of the English expression “*islamic extremism*”, should be “*extremismo islámico*”, instead of “*islamista*”.

2. On the Spanish Equivalent of the Term “Environmentalism” and Political Neologisms for Environmental Policy

Nowadays there is, probably, no European or American State without a Department for environmental affairs. Naturally, it was not always the case. Between 1730 and 1850, the Industrial Revolution sparked an unparalleled wave of mining, forest clearance, and land drainage. It was also a period of the building of great factories. Jobs and economic development ruled. The oceans and rivers seemed unlimited in size and were the sewers of the world. For well over a century, concerns expressed about the undulate effects of industrialization on nature by pioneers of the environmentalist movement were largely ignored by governments, politicians and the public. In 1920s the term “*environmentalism*” started to be used as political and ethical movement that seeks to improve and protect the quality of the natural environment through changes to environmentally harmful human activities; through the adoption of forms of political, economic, and social organization that are thought to be necessary for, or at least conducive to, the benign treatment of the environment by humans; and through a reassessment of humanity’s relationship with nature. In various ways, environmentalism claims that living things other than humans, and the natural environment as a whole, are deserving of consideration in reasoning about the morality of political, economic, and social policies.

From the linguistic point-of-view, it is interesting to compare the semantics of the word “*environmentalism*” in English (“environment”, meaning “natural world”) and a wider more detailed semantics of the word “*environnement*” in French: “*Ensemble des éléments physiques, chimiquesoubiologiques, naturels et artificiels, qui entourent un êtrehumain, un animal ou un végétal, ouuneespèce. (Dictionnaire Larousse)*.” “Ambiente” is the equivalent word for “environment” in the Spanish language, consequently, the concept of caring for the environment is “*ambientalismo*”, or “*ecologismo*”. Therefore, this accounts for a fact that the Spanish language does not have a literal translation of the term from English.

A central environment-related issue of our time was conceptualized in the 1970s when the American scientist Wallace Broecker started to speak about “*climatic change*” – “*cambioclimático*” in Spanish; and “*global warming*” – Spanish “*calentamiento global*”. Ascertain confusion in the usage of these two-word phrase (consisting of a head noun in English and a head adjective in Spanish) terms remains until today, it is considered worthwhile to offer a more comprehensive explanation by the following reference. Erik Conway, a historian from National Aeronautics and Space Administration (NASA), clearly pointed out the differences and origin of these concepts: “To a scientist, global warming describes the average global surface temperature increase from human emissions of greenhouse gases. Its first use was in a 1975 Science article by geochemist

Wallace Broecker of Columbia University's Lamont-Doherty Geological Observatory: "Climatic Change: Are We on the Brink of a Pronounced Global Warming?" Broecker's term was breaking with tradition. Earlier studies of human impact on climate had called it "inadvertent climate modification." This was because, while many scientists accepted that human activities could cause climate change, they did not know what the direction of change might be. Industrial emissions of tiny airborne particles called aerosols might cause cooling, while greenhouse gas emissions would cause warming. Which effect would dominate? For most of the 1970s, nobody knew. So "inadvertent climate modification," while clunky and dull, was an accurate reflection of the state of knowledge. The first decisive National Academy of Science study of carbon dioxide's impact on climate, published in 1979, abandoned "inadvertent climate modification." Often called the Charney Report for its chairman, Jule Charney of the Massachusetts Institute of Technology in Cambridge, declared: "if carbon dioxide continues to increase, [we find] no reason to doubt that climate changes will result and no reason to believe that these changes will be negligible." In place of inadvertent climate modification, Charney adopted Broecker's usage. When referring to surface temperature change, Charney used "global warming." When discussing the many other changes that would be induced by increasing carbon dioxide, Charney used "climate change."⁸ In the case of the concepts "climatic change" and "global warming" the Spanish equivalents were coined following the blueprint word-for-word translation from English.

The Spanish word phrase "*desarrollo sostenible*" followed the same pattern from English "sustainable development", the latter first coined in the report called "Our Common Future", better known as "Brundtland Commission" by the United Nations World Commission on Environment and Development in 1987. It should be highlighted that this concept, though focused on a new perspective of development that respects environment, also includes an encompassing semantics of a call for poverty eradication: "Humanity has the ability to make development sustainable to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs. The concept of sustainable development does imply limits - not absolute limits but limitations imposed by the present state of technology and social organization on environmental resources and by the ability of the biosphere to absorb the effects of human activities. But technology and social organization can be both managed and improved to make way for a new era of economic growth. The Commission believes that widespread poverty is no longer inevitable. Poverty is not only an evil in itself, but sustainable development requires meeting the basic needs of all and extending to all the opportunity to fulfill their aspirations for a better life. A world in which poverty is endemic will always be prone to ecological and other catastrophes."⁹

8 Erik Conway, "What's in a Name? Global Warming vs. Climate Change". Accessed at September 10, 2015 : http://www.nasa.gov/topics/earth/features/climate_by_any_other_name.html

9 *Report of the World Commission on Environment and Development: Our Common Future*. 1987. Accessed at September 15, 2015: <http://www.un-documents.net/wced-ocf.htm>

However, it should be noted that in both cases – terms associated with “global change” and sustainable development – the adjective in Spanish collocations appears in a post-nominal position.

The most recent political neologism related to the issues of environmental policy in the Spanish language is “*animalista*”. It does not have an English equivalent and its semantics is difficult to decipher for the speakers of other languages. Though the term has been in usage for several centuries, it has acquired a completely novel meaning at the turn of the new millennium.

The word “*animalista*”, a term used during centuries in the Spanish language for designating artists specializing in reflection of nature in their artwork. Various current dictionaries still enlist only this meaning of the word (cf. “*Pintor o escultor especializado en la representación de animales. Arte cuyotema principal es la representación de animales.*”)

However, in the beginning of the 21st century the term “*animalista*” has been used to denote two distinct directions of environmental movement: the abolishment of bullfighting, the other being against any animal maltreatment. The year 2009 saw the formation of PACMA (*Partido Animalista Contra el Maltrato Animal*), the strongest organization in this field in Spain. Nowadays, both directions of this environmental movement are the burning issues in Spanish society, with the number of citizens that are against bullfighting is dramatically increasing. The term “*animalista*” is either used in English with an explanatory note or a counterpart definition “*animal rights activist*” is provided.

3. On Some Terms Used in Politics Related to New Technologies

This part focuses on several terms which even if they do not designate political concepts are indispensable and widely used in the political field.

It is a common knowledge that one of the most essential concepts for understanding the 20th century and communication in our current world “internet” was coined with the help of prefixational bound morpheme “inter” (Latin *between, among*) and the English noun “net” (abbreviation of *network*). First used as an abbreviation of the term *internetworking*, the two terms were used interchangeably (Specification on internet transmission control program 1974). This outstanding scientific and technical advance that allowed to interconnect computers located in different places has had a very deep impact on our way of life over a comparatively short period of time: “The speed and scope of the transformation of our communication environment by Internet and wireless communication has triggered all kind of utopian and dystopian perceptions around the world.”¹⁰ The Spanish language has two words for the concept:

10 Manuel Castells. “The Impact of the Internet on Society: A Global Perspective.” *MIT Technology review*. 2014. Accessed at September 10, 2015: <http://www.technologyreview.com/view/530566/the-impact-of-the-internet-on-society-a-global-perspective/>

the anglicism “internet” and the Spanish expression “la red”, which literally translates into English as “the net” (cf. *la red social* – social network). However, it must be noted that the frequency of “internet” usage is much greater.

The internet brought about, among others, the concept of particular importance in politics – “information society” – Spanish “*sociedad de la información*”. The father of this concept is the sociologist Yoneji Masuda, who in 1972 wrote a report called “The Plan for Information Society: A National Goal toward the Year 2000” for the Japanese Government. The concept described a new societal paradigm essential up to this day: “The information society will be a new type of human society, completely different from the present industrial society. Unlike the vague term post-industrial society, the term information society as used here will describe in concrete terms the characteristics and the structure of this future society. The basis for this assertion is that the production of information values and not material values will be the driving forces behind the formation and development of society.”¹¹

The same position of the defining adjective following the noun is characteristic to another two word term, related with new technologies and the world changed due to them is: “social network sites” – Spanish “*redes sociales*”. The popularity of these virtual platforms is unquestionable. Millions of people all around the world are members and subscribers of, at least, to some of these sites: “Since their introduction, social network sites (SNSs) such as MySpace, Facebook, Cyworld, and Bebo have attracted millions of users, many of whom have integrated these sites into their daily practices. As of this writing, there are hundreds of SNSs, with various technological affordances, supporting a wide range of interests and practices. While their key technological features are fairly consistent, the cultures that emerge around SNSs are varied. Most sites support the maintenance of preexisting social networks, but others help strangers connect based on shared interests, political views, or activities. Some sites cater to diverse audiences, while others attract people based on common language or shared racial, sexual, religious, or nationality based identities.”¹² Nowadays millions of users are connected all around the world throughout platforms as Facebook, Twitter or LinkedIn. The deep impact of SNSs is not only on the private sphere but also the public life and public debate. Due to this fact, nowadays it is very unusual to find a political organization, NGO, politician or representative of some social movement that does not use social network sites as a platform to spread their ideas.

The way to exchange ideas have rise to another term “blogosphere”. In 2002, the American writer William Quick coined this word replicating the same model than the ancient Greek concept of “*Logosphere*” (the world of words), for making reference to the virtual *world of blogs*. The blogs, personal websites, devoted to many

11 Yoneji Masuda. “The Information Society as Post-industrial Society”. Institute for the Information Society, Tokyo. 1980.

12 Danah M. Boyd and Nicole B. Ellison. “Social Network Sites: Definition, History, and Scholarship”. *Journal of Computer-Mediated Communication*. 13(1) (2007):210-230. <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2007.00393.x/full>

different usages as well as Social Network Sites, are relevant examples of the high level of impact that new technologies have brought on ways of communication. Nowadays political communication and public debate found new direct ways to interact in the private spheres with the help of new technologies.

4. On Some Terms Related to Family Policy

In the last years of the 1970s, the term “pro-life” was coined in USA, by activists and organizations against abortion laws. Pro-life associations in English-speaking countries are known as *asociaciones pro-vida* in Spanish. It is noteworthy to mention that the term itself was trying to shape the popular opinion by using linguistic means – a positive element “pro” instead of a negative one “against” (abortions). Pro-life movement still remains a burning issue in the public life in several countries, the latest example in Spain showing that it directly affects political decisions. Thus, the complexity of the topic led for a major, but unexpected decision made by a most veteran leader of the Spanish Liberal-Conservative Party, “El Partido Popular”. On September 23, 2014, the Spanish Minister of Justice Alberto Ruiz-Gallardón, former Mayor of Madrid, submitted his resignation due to the opposition of different sectors of the Spanish society (supporters of abortion but, paradoxically, “Pro-life” organizations, too) against his project for reforming the Spanish abortion legislation.

Another controversial concept related to family policy and laws is the “same-sex marriage” – Spanish “*matrimonio entre personas del mismo sexo*” or “*matrimonio homosexual*”, that has incited an essential change in the traditional concept of family. The Netherlands was the pioneer country for this change, adopting in 2001 the recognition of “same-sex marriage”. Belgium (2003), Spain, Canada (2005), South Africa (2006), Norway, Sweden (2009), Portugal, Iceland, Argentina (2010) and Denmark (2012) followed and recognized the “same-sex marriage”. The US Supreme Court in June, 2015, ruled that same-sex marriage to be legal across the United States.

In English the politically correct phrase term “same-sex marriage” is preferred to the blunt “gay marriage”. However, in the Spanish language both expressions, “*matrimonio entre personas del mismo sexo*” and “*matrimonio homosexual*” are used interchangeably.

Conclusions

In the field of politics the new words are coined constantly by politicians themselves, professionals of the political science and mass media journalists. At the same time, rarely a political term remains in usage with the unchanged meaning over the decades.

The concepts are designated not only for democratic process phenomena and the political debate over present and future economical challenges, new political movements, but also within the sphere of the relationship between human beings in

new models of family, human beings and environment, new public communication paradigm with the advance of new technologies.

A broader political and social context is needed for the full understanding of designated concepts, and the attempt was made in the paper to provide for it.

Especially, it is the case with some less known to English speakers Spanish terms, which denominate important political trends (e.g. *juancarlista*, *animalista*, etc.) in the society and political life. These terms, either enter the English language as borrowings with an explanatory note (e.g. *juancarlista* – “supporter of King Juan Carlos I, of the parliamentary monarchy; a person who has expressed anti-dictatorship views”), or a defining phrase is given (e.g. *animalista* – “animal rights activist”).

The counterparts of the English political terms are usually direct word-for-word translations into the Spanish language. However, there exist some exceptions even in the category of terms used every day and for concepts that are denominated by international words in many European languages, where the Spanish language retains a native word: *la red* (for *internet*), *pronunciamiento* (a counterpart of the military term *coup d'état*).

In case a two-word term is translated into Spanish from English, another regularity is observed, namely, in the Spanish counterparts for English political neologisms the position of the describing adjective is following the head noun, e.g. : *social network sites*- Spanish *redes sociales*, *cold war*-*la guerra fría*.

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