

## Exploring criteria for the inclusion of trademarks in general language dictionaries of Modern Greek

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This paper explores the inclusion of genericized trademarks in Greek dictionaries. Genericized trademarks constitute a special type of neologism, balancing between the non-lexical and the lexical, ‘proper’ and ‘common’. Although the goal of creating a brand name is to make a specific product easily distinguishable from the rest of its kind, the trademark might become so well-known and widely used that it starts denoting all similar products, becomes part of the general vocabulary and gains lemma status in dictionaries. Given the fact that very little, if any, documentation exists on the subject, be it publicized lexicographic policies or style guides, dictionary notes, or any other reference in the relevant literature, the main aim of the article is to explore some of the criteria by which such proprietary eponyms make their way into dictionaries of Modern Greek. First, a historical account of genericized brand names in dictionaries is given, demonstrating how this type of neologism has been gaining ground in recent years. Then, a list of genericized trademarks found in current dictionaries is compared to similar lemmas in contemporary English dictionaries to investigate which of them also constitute imported neologisms. In this respect, the paper investigates how many genericized trademarks are borrowed by other languages compared to Greek, which languages these are, and which fields constitute neologism pools for eponyms in Greek. Finally, the list of the proprietary eponyms that are included in dictionaries of Modern Greek is crosschecked against the Hellenic National Corpus to compare the frequency of lexical use to that of their non-lexical use. Traditionally, the main criteria used to differentiate the two forms of use include the existence of capitalization, the inclusion of the article, and the formation of words belonging to different parts of speech. The paper attempts to test whether these measures can help to determine the source and status of such neologisms in Modern Greek or whether other/more criteria are necessary.

**Keywords:** Modern Greek lexicography, genericized trademarks, lemma selection, neologisms

## Neologisms in a Dutch online portal

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Every year, thousands of neologisms, or new words, are coined. Most neologisms are compounds or derivations. Already existing words used in a new meaning (for example, Dutch *slim* ‘smart’, often used attributively before a machine or device), new multiword units (*urban gym*) and new loanwords (*frosecco*, *thighbrow*, et cetera) are treated as neologisms as well.

Not every neologism is widely used and the majority of new words will disappear. The more widely adopted or firmly rooted neologisms are often described in dictionaries, for example in the *Algemeen Nederlands Woordenboek* (ANW), an online dictionary of present-day Dutch. Why are some new words adopted, while others are ignored? Is it necessary to register and describe neologisms that are likely to disappear, for example in a dictionary of neologisms? And what should such a dictionary of neologisms look like?

In this paper I present a pilot version of a new dictionary of Dutch neologisms. Firstly, I will explain how Dutch neologisms are created. Secondly, I demonstrate why it is necessary to register and describe neologisms (also those that are not adopted in present-day Dutch) in an online dictionary portal. Then I show how potential neologisms in Dutch can be detected with the aid of the computer tool Neoloog and through corpus analysis. Finally, I will go into the lemma structure of this special-domain dictionary of neologisms and discuss how it differs from the ANW in the way it describes neologisms.

**Keywords:** neologisms, new words, dictionary, online dictionaries, lemma structure, Dutch

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