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**EXPRESSIVE POTENTIAL OF THE NEOLOGISMS  
IN BULGARIAN**

(Summary)

The paper deals with the expressive potential of the neologisms (new lexemes and new meanings of existing words) in Bulgarian. The author substantiates the necessity of analyzing the neologisms from the pragmatic points of view. Emotive and evaluative connotative features as components of expressivity are discussed in the paper. The neologisms with explicit and implicit expressivity are described. The main spheres of denotation of the new expressive lexis in Bulgarian are outlined.

*Keywords:* new words, new meanings, expressivity, emotive lexis, evaluative lexis

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