

LINGUOCULTURAL ASPECT IN THE CREATION OF WIZARD WORLD BY J.K.**ROWLING**

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Abstract

One linguistic and cultural aspect in the creation of the Wizarding World by J.K. Rowling is the use of a unique and distinct magical language, such as spells, incantations, and magical creatures' names. Rowling created a whole new vocabulary for the wizarding world, drawing inspiration from Latin, Greek, and other languages to give her magical language a sense of depth and authenticity.

Another aspect is the incorporation of various cultural references and traditions into the wizarding world. Rowling drew on British folklore, mythology, and history to create a rich and immersive magical world that feels familiar yet fantastical. The Hogwarts School of Witchcraft and Wizardry, for example, is reminiscent of traditional British boarding schools, but with a magical twist.

Keywords: cultural influence, meta-semantic analysis, fiction, metalinguistic context language, neologisms, corpus analysis, linguocultural aspect.

Introduction

The well-known work of Harry Potter is known not only among the younger generation for its new words related to the magical world, but also among learned linguists and lexicologists. The creation of this work was used by the writer in different ways, the creation of new words, most of which have become part of everyday speech. The author used languages like Latin, French to create spells and all the words associated with the wizarding world. For this reason, when translating, many publishers from different countries face problems of how to lose the direct meaning that the author wanted to convey. Since a number of some words require not just translation, but possibly the use of a meta-semantic method or require semantic changes, and also have a linguocultural impact on the translation of certain words. In order to explore the impact this has had on modern English, we can use the Cambridge English Corpus (CEC), a multi-billion collection of modern spoken and written English, and our most recent collection of spoken British English (Spoken British National Corpus). This article will use corpus linguistics to explore how the Harry Potter universe has evolved into modern English with new words and their use.

This research focuses on the most representative neologisms (new words) in the Harry Potter series. The first step involves identifying words that designate new elements or objects in the books. Once identified, these neologisms are classified and analyzed based on their morphological (form), semantic (meaning), and syntactic (function) changes. This multi-faceted approach provides a comprehensive understanding of the neologisms. The neologisms are analyzed from a lexicographic perspective to create a comprehensive database. This involves defining and identifying the terms. The five most representative neologisms undergo a semantic analysis to demonstrate the principle of open choice, which allows for multiple interpretations. Before this analysis, the study establishes essential concepts that guide the investigation.

Literature review

Many researchers have studied the language of the Harry Potter series from a translation perspective. Jentsch (2002) notes the challenges of translating new words in children's fantasy literature, particularly names that carry specific meanings. For instance, the name "Sirius" refers to the Dog Star, and the character Sirius Black can transform into a dog.

Translators must decide whether to translate names and words or keep them in English. Preserving English names creates a British boarding school atmosphere, even if readers may miss some hidden meanings. However, translating names risks losing the intended meaning and Rowling's unique writing style. For example, the name "Hogwarts" evokes an association with pigs and warts, which might be lost in translation.

Astrén (2004) examined the challenges of translating Harry Potter names and words into Swedish and Norwegian. She found that preserving the author's style was crucial, leading to a mix of translated and untranslated words. Many words were kept in English with Swedish endings added, while others were directly translated.

Studies on word formation in literature have been conducted previously. Leeb-Lundberg's 1909 study analyzed neologisms (new words) and word formation processes in Rudyard Kipling's works.

Methodology

In fact, Potter's wizarding world cannot be understood without considering that its magical capital is "running out", along with the sociocultural and economic consequences forced on wizards and Mudbloods. Both critical and political resistance have therefore become the primary defining characteristics of contemporary Potter Studies. Power, legitimacy and difference may then be understood as defining aspects of the saga, especially when considering the representational ambiguity of cultural forms in the Potterverse; an ambiguity that naturalizes difference in a Barthian sense. From a political perspective, J.K. Rowling and her

fictional universe cannot escape “the ideological legacies of their ancestors”. Consequently, as some intellectuals have noted, the Potter verse may be read as a ‘failed fantasy’ containing unsavory social normative messages”, especially in terms of race, disability, gender, consumerism, social awareness and difference. Difference and indifference are then ingrained in Potter Studies and this volume offers further critical analysis in this area.

Rowling created an entire magical language within the Wizarding World, including spells, incantations, and magical terms. Latin and other ancient languages heavily influence the spells and incantations used by wizards and witches, giving them a sense of mystery and power.

In the Wizarding World created by J.K. Rowling, language plays a crucial role in shaping the magical universe and adding depth to the spells, incantations, and magical terms used by wizards and witches. Rowling drew inspiration from various sources, including Latin and other ancient languages, to create a unique and evocative magical language that enhances the mystical and otherworldly atmosphere of her stories. One of the most distinctive features of the magical language in the Harry Potter series is the use of Latin roots for spells and incantations. Latin, as an ancient and prestigious language, lends a sense of tradition, power, and mystique to the spells cast by wizards and witches. For example, "Lumos," which produces light from the tip of a wand, is derived from the Latin word for light ("lumen"), making it intuitive for readers to understand its purpose within the context of the story.

Beyond Latin, Rowling also drew on other ancient languages and mythological traditions to create a diverse and multifaceted magical language. For example, the spell "Wingardium Leviosa," used to levitate objects, is believed to have roots in the ancient Greek word "levi," meaning light or airy. This blending of linguistic influences adds depth and complexity to the magical world, reflecting a rich tapestry of cultural references and historical allusions. In addition to spells and incantations, Rowling introduced a wide range of magical terms and phrases that contribute to the immersive experience of the Wizarding World. From magical creatures like "Hippogriffs" and "Blast-Ended Skrewts" to enchantments like "Portkeys" and "Pensieves," these unique linguistic creations enhance the fantastical nature of the setting and provide insight into the customs, traditions, and beliefs of the magical community. Rowling's meticulous attention to detail in crafting a magical language for the Wizarding World not only enriches the narrative but also elevates the sense of wonder and enchantment that captivates readers of all ages. By infusing her stories with linguistic elements that resonate with ancient traditions and mythologies, Rowling has created a world where words hold immense power and where magic is truly alive in every incantation spoken.

Result

J.K. Rowling created many new words in the Harry Potter series. Some of the most common of these words, as found in the Cambridge English Corpus, are shown in the table below.

Interestingly, these words are often used in contexts outside of discussions about Harry Potter. In these cases, the meaning of the words has been extended and applied to the real world. Many examples of this were found in the collection of spoken conversations (the Spoken BNC).

Most frequent Harry Potter words found in the Cambridge English Corpus

Words	Meaning
Hogwarts	Harry’s school
Muggle	Non-magical human
Quiddich	Game played on broomsticks
Butterbeer	Beverage which preferred by young wizards
Patronus	Charm
Mudblood	Ordinary people with wizard abilities
Azkaban	High security magical prison
Expelliarmus	Defensive spell
Gryffindor	Harry’s house at Hogwarts
Voldemort	Evil powerful character, unspeakable name

Cultural references the Wizarding World is a melting pot of different cultures and traditions, drawing inspiration from various mythologies, folklore, and historical events. For example, the Hogwarts School of Witchcraft and Wizardry incorporates elements of British boarding schools, while magical creatures like dragons and unicorns have roots in global folklore. The Wizarding World created by J.K. Rowling is a rich tapestry of cultural references that draw inspiration from a wide range of mythologies, folklore, and historical events. By weaving together elements from different cultures and traditions, Rowling has created a diverse and immersive magical universe that resonates with readers around the world. One of the most prominent cultural references in the Harry Potter series is the portrayal of Hogwarts School of Witchcraft and Wizardry, which is reminiscent of traditional British boarding schools. From the grand architecture of the castle to the house system and Quidditch matches, Hogwarts reflects the quintessential British educational experience while also adding a magical twist. The school's rich history, ancient traditions, and eccentric professors contribute to its unique charm and make it a beloved setting for readers of all ages.

Discussion

The creation of the Wizarding World by J.K. Rowling is deeply rooted in linguocultural aspects that play a significant role in shaping the magical universe of Harry Potter. Rowling draws inspiration from various mythologies, folklore, and cultural traditions to construct a rich

and diverse world that resonates with readers from different backgrounds. One of the key linguocultural aspects in the Wizarding World is the use of Latin-based incantations and spells. Latin is often associated with academia, science, and magic, and its incorporation into the magical language adds an air of mystique and sophistication to the spells cast by wizards and witches. This linguistic choice not only enhances the authenticity of the magical world but also creates a sense of continuity with historical magical practices. Rowling infuses the Wizarding World with elements of British culture and history, such as the architecture of Hogwarts School of Witchcraft and Wizardry, which resembles traditional British boarding schools. The use of British English dialects and slang also adds a layer of authenticity to the characters and settings, making them relatable to readers familiar with British culture. Famous English writer incorporates various mythological creatures, folklore, and magical traditions from different cultures into the Wizarding World. For example, creatures like dragons, centaurs, and house-elves are drawn from mythologies around the world, while practices like divination and potion-making have roots in historical magical beliefs and practices.

Conclusion

The linguocultural aspects in the creation of the Wizarding World by J.K. Rowling not only enrich the storytelling experience but also highlight the universality of magic and the interconnectedness of different cultures and traditions. By weaving together diverse linguistic and cultural elements, Rowling creates a vibrant and immersive world that continues to captivate readers of all ages. Rowling's meticulous attention to linguistic and cultural detail in the Wizarding World elevates the storytelling experience by creating a nuanced and immersive setting that feels both grounded in reality and infused with magic. Through her thoughtful incorporation of languages, traditions, and customs, Rowling invites readers to explore a world that is not only fantastical but also deeply rooted in history, mythology, and human experience. By weaving together these diverse elements, Rowling crafts a world that is as enchanting as it is complex, inviting readers to delve deeper into its mysteries and discover new wonders with each turn of the page.

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