ZNACZENIE WYKORZYSTANIA CYBERNEOLOGIZMÓW WE WSPÓŁCZESNYM DYSKURSIE INTERNETOWYM

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Adnotacja. W ciągu ostatnich kilku dziesięcioleci w języku angielskim pojawiło się wiele nowych słów i nowych znaczeń w dziedzinie technologii informatycznych i technologii komputerowej. Wszystkie zmiany zachodzące w języku odzwierciedlają pewien okres historyczny w życiu społeczeństwa, a struktura słów odgrywa coraz ważniejszą rolę. Do cyberneologizmów zaliczają się „słowa z pewnego czasu, które są nowe w stosunku do okresu poprzedniego, nowe dla danego typu języka (na przykład języka literackiego, odmiany języka, gwary), nowe znaczenia. słowa jako leksykalno-semantyczne warianty wyrazu, a także nowe frazeologiczne lub stabilne zestawienia wyrazów”. Z biegiem czasu większość cyberneologizmów ugruntowała się nie tylko w terminologii naukowej, ale także w mowie potocznej. Naukowcy definiują ten termin w następujący sposób: „Terminy to specjalne słowa ograniczone do ich specjalnego przeznaczenia; słowa, które starają się być jednoznaczne jako dokładne wyrażenie pojęć i nazywanie rzeczy. Jest niezbędna w nauce, technologii, polityce i dyplomacji. Terminy nie istnieją po prostu w języku, ale jako część określonej terminologii. Jeśli w języku potocznym (poza tą terminologią) słowo może mieć wiele znaczeń, to wpadając w pewną terminologię, nabiera jednoznaczności.

Słowa kluczowe: frazeologia, technologia, terminy, nowe znaczenia.

RELEVANCE OF THE USE OF CYBERNEOLOGISMS IN MODERN INTERNET DISCOURSE

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Abstract. Over the past few decades, a large number of new words and new meanings of words in the field of information technology and computer technology have appeared in the English language. All changes occurring in language reflect a certain historical period in the life of society, and word formation plays an increasingly important role. Cyberneologisms include “words of a certain period of time that are new in relation to the previous period, words that are new to a given type of language (for example, a literary language, a variant of a language, a dialect), new meanings of words as lexical-semantic variants of a word, as well as new phraseological or stable combinations of words.” Over time, most cyberneologisms become firmly established not only in scientific terminological systems, but also in colloquial speech. Scientists define the term as follows: “Terms are special words, limited by their special purpose; words that strive to be unambiguous as an accurate expression of concepts and naming of things This is necessary in science, technology, politics and diplomacy. Terms exist not just in language, but as part of a certain terminology. If in a general language (outside a given terminology) a word can be polysemantic, then when it falls into a certain terminology, it acquires unambiguity.”

Key words: combinations of words, technology, terms, new meanings.

АКТУАЛЬНІСТЬ ВИКОРИСТАННЯ КІБЕРНЕОЛОГІЗМІВ У СУЧАСНОМУ ІНТЕРНЕТ-ДИСКУРСІ

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Анотація. За останні кілька десятиліть в англійській мові з'явилася велика кількість нових слів і нових значень слів у сфері інформаційних технологій і комп'ютерних технологій. Усі зміни, що відбуваються в мові, відо-

бражають певний історичний період у житті суспільства, причому словотвір відіграє все більшу роль. До кібер-неологізмів належать «нові по відношенню до попереднього періоду слова певного часу, нові для даного типу мови (наприклад, літературної мови, варіанту мови, діалекту), нові значення. слів як лексико-семантичних варі-антів слова, а також нових фразеологічних чи стійких сполучень слів». З часом більшість кіберенеологізмів міцно закріплюються не тільки в наукових терміносистемах, а й у розмовному мовленні. Учені так визначають термін: «Терміни – спеціальні слова, обмежені своїм спеціальним призначенням; слова, які прагнуть бути однозначними як точне вираження понять і найменування речей. Це необхідно в науці, техніці, політиці та дипломатії. Терміни існують не просто в мові, а як частина певної термінології. Якщо в загальній мові (поза даною термінологією) слово може бути багатозначним, то, потрапляючи в певну термінологію, воно набуває однозначності».

Ключові слова: словосполучення, технологія, терміни, нові значення.

The productivity and diversity of various word-formation models, according to the method of formation, can be attributed to affixation, compounding, conversion, reversion, reduction (sound clipping), the formation of complex lexical units (for example, verb and postpositive) and semantic formation.

Word formation using affixation

Affixation – prefixation and suffixation – remains one of the most common and generally accepted methods of word formation, including in scientific and computer discourse. In the process of affixation, the most productive method is considered to be the suffixal word formation of English cyberneologisms using more than fifty different suffixes. It should be noted that the productivity of word formation varies for different affixes. The formation of nouns from verbs often with help occurs using the suffix -er, which is characterized by almost unlimited or absolute productivity: browser, computer, programmer, coder – 'programmer', analyzer, hacker, printer, scanner, controller, adapter, alerter – 'notification handler', router – 'router', digitizer – 'digitizer'. As a rule, this suffix produces derivatives with the meaning of a specialist in a particular profession, as well as a means or device for carrying out the action that is expressed by the original verb. Most of the new formations in the English language appeared by adding this suffix. The following suffixes are also widespread: -or (processor; integrator), -ing, -ation/ion (configuration virtualization), -ist: (cybernetist), -ics (cybernetics, informatics) and many others.

The suffix -ing is used to form abstract verbal nouns, for example: processing, networking, computing, digitizing, screening, programming, assembling, processing, troubleshooting, structuring. The suffix –ation/ion forms about half of the abstract deverbal nouns (digitalization, computerization, informatization). The vast majority of English verb stems that entered the word formation process with the suffix -ation ended in -ize and -ate (e.g., computerize, digitize, customize).

Nouns are often formed from adjectives using the suffix -ity. Examples are scientific terms such as: cardinality – 'power', modularity – 'modularity', compatibility – 'compatibility'. Received thus nouns denote the property, quality, condition or ability inherent in the corresponding adjective. Word formation using the suffix -ness (robustness) is also characterized by similar properties.

Verbal adjectives are formed by adding suffixes: -able, -ant, -ary, ing, -y. The suffix -able expresses the ability and possibility of performing an action expressed by a verb stem:

programmable – 'programmable', computerizable – 'amenable to computer processing', upgradable – 'expandable', googlable – 'what can be found in search engines'.

Today it is difficult to imagine modern society without the Internet. Social networks, instant messengers, digital platforms have become an integral part of the life of a modern person. All this had an incredible impact on the language itself, in particular on its lexical component. And like any system that develops quite quickly, modern language quickly adapts to constantly changing conditions. Today, a person is surrounded by a large number of borrowings, abbreviations and cyberneologisms, the meanings of old familiar words are being replaced, new meanings are growing, and mainstreams are emerging. The Internet becomes the root cause of such changes, and a kind of "archiver" through which we can monitor all these processes.

To begin with, it is worth turning to the definition of neologism. Neologism is a new word or expression, as well as a new meaning of an old word.

New words and expressions (cyberneologisms) are created to denote new concepts that appear in a particular culture. They nominate political and social phenomena, name the realities of fashion (clothes, hairstyles, shoes, etc.), food products. In this case, as a rule, old words acquire new meanings or new words are borrowed from the donor language. It is interesting that new words are often formed from lexical and word-formation material already existing in the language and in accordance with methods that are productive in the language (Kishchenko, 2023).

New Internet resources, in particular modern social networks, Instagram, Telegram, Whatsapp, Youtube, become the basis for the emergence and spread of cyberneologisms not only on the World Wide Web, but also in oral speech. Thus, a new phenomenon appears in the modern lexicon of language researchers, such as cybercyberneologisms. In their formation, the entire arsenal of language capabilities is used: using internal methods of nomination (for example, compounding, abbreviation), or external (borrowing, in particular transcription or transliteration).

Professional communication as a "supplier" of new nominations, including supersyllabic ones, has been studied in domestic linguistics for a long time. Internet communication, which forms its own sublanguage, is a relatively new reason for updating this direction at the current stage: "a computer sublanguage is a special form of existence, the set of language units of which refers to the realities of the computer sphere and represents an organized lexical and phraseological system" In an attempt to characterize the Internet – communication as a phenomenon, researchers talk about its following features: hypertextuality, interactivity, virtuality, anonymity, discreteness and continuity1.

Among the specific features of the sublanguage serving this discourse, it is expedient to consider the factor of hypertrophied external influence – the Russian lexical and phraseological corpus (like, however, the vocabulary systems of all national languages at the current stage of development) is intensively replenished with anglicisms (both monosyllabic and supersyllabic) (Thomson, 1984).

The specificity of computer / Internet discourse as a professional communicative environment is generally determined by two factors – globalization and an unprecedented expansion of the number of potential subjects of communication: professional language is actively used by both professionals and laypeople (the so-called "confident users" of gadgets and the Internet). Each of the mentioned factors allows us to speak about the uniqueness of computer / Internet discourse as a source of new phraseology:

– on the one hand, we are dealing with a new "cultural universal", within the boundaries of which new concepts are being formed (social network, search system, search tool, public domain, black list, data leakage, hacker attack, etc.);

– on the other hand, subjects of discourse "external" to the profession start the process of "semantic enrichment", the essence of which is "the expansion and generalization of the meaning in the direction of pictorial typicality" (life online, generation of clicks, in interactive mode, like information, files did not agree, etc.).

Monitoring of cognitive and communicative processes that ensure the formation of a system of means of linguistic expression of new concepts becomes an urgent research task (Blunther, 2004: 490).

While working on the research topic, we assumed that recently there has been a growing trend towards blurring speech boundaries and the penetration of network jargon words into live conversation, especially among young people. Students were asked to record lexical units borrowed from English and used by them in their everyday speech. 74 respondents took part in the survey. In total, more than 80 lexical units were recorded, excluding repetitions. The results obtained were divided into the following categories: transcription, transliteration, abbreviations and abbreviations, Internet slang and jargon, and a number of terms reflecting modern social trends were identified (terms should be understood as direct borrowing (transcription or transliteration), which is a special set of speech acts leading to the performance of specific, conscious, verbal and non-verbal actions on the part of the addressee."

Many words that were professional at the dawn of the Internet have now become commonly used, while retaining their foreign origin.

Transcription examples.

1) Selfie. A type of photo, a self-portrait, a photograph taken by a person independently using a smartphone camera, other mobile or computer device.

2) Messenger. The app that helps the user to send messages.

A client computer program or mobile application for Internet services of text, audio and video communication for users (Arp, 2006).

With the development of science and technology and the entry of the Internet into everyday life, more and more people communicate with each other on social networks. People devote a significant part of their leisure time to chatting and instant messaging, and the time-saving factor in such communication plays a big role. In modern language, abbreviation is often used as a means of artistic expression and language play. In the spoken language of the Internet, the following abbreviations and acronyms are quite common:

– ROFL – (Internet acronym for Rolling on Floor Laughing);

– LOL – (laughing out loud);

– OMG – (oh, my god) – expresses surprise;

– AFK – (Away from keyboard) – went away;

– BB – (bye-bye).

In works devoted to the sign system of the Internet, there are such designations as the language of the Internet, sociolect, Internet slang, language subsystem, and the language of Internet discourse. Concepts such as slang and jargon are also widely used. These terms are not strictly synonymous, but at this stage of philologists' understanding of the peculiarities of the functioning of language on the network, they are used mainly in the analysis of the same phenomena.

Formation of cyberneologisms through sound clipping or hybridization

Hybridization or sound clipping is understood as a method of word formation in which a new word arises from the merger of the full stem of the original word with a truncated stem of another word or the merger of two truncated stems of the original words. The meaning of a new compound word includes, in whole or in part, the meanings of its structural components. Examples: internet (interconnected networks), webinar (web seminar), emoticon (emotional icons), weblog (web log).

Cyberneologisms – abbreviations

When forming this type of neologism, an initial abbreviation or abbreviation is used, as well as acronyms, which are pronounced as separate whole words. The most numerous are initial abbreviations, represented by the initial letters of the abbreviated components of phrases or complex words: VR – virtual reality', AR – augmented reality (Aduda, 2013).

Phraseologization as a process is traditionally associated with the idea of "stabilization and consolidation in the speech practice of a given language community as ready-made (that is, those that are not created anew each time, but are only recreated, extracted from the memory of speakers) relatively stable specific language complexes" 2. At the same time, the concept of "relative stability" is not specifically considered, i.e., it is recognized as self-evident. The content of the phraseologization process is "rethinking the basic phrase" based on various kinds of comparative

cognitive procedures (comparison, metaphor, hyperbole, metonymy, euphemism, alogism, etc.)3, or, in terms of the cognitive theory of metaphor, the process of transferring knowledge from some structured areas of knowledge to others, which entails a new vision of the situation: the components of the original situation are restructured, resulting in new meanings (Blummer, 1974).

Phraseologization as a process presupposes a temporal extension and, therefore, can be presented in the form of successive stages, or stages. Thus, scientists note that all phraseological units go through the stage of potentiality, the characteristics of which include the absence of "usual and dictionary "certification". It is at this stage that the superverbal neologisms we are considering are located.

Let us turn to the analysis of a group of potential phraseological units selected by the continuous sampling method in Russian-language Internet discourse. Search queries were created by introducing the lexeme information into the corresponding line of word forms.

Semantic cyberneologisms

Semantic cyberneologisms in the information and computer sphere also deserve attention, although they are slightly less common in practice. Terminological metaphorization as a semantic way of introducing new concepts based on some similarity of objects or phenomena. Through metaphorical transfers, such widely known concepts as fishing, virus, cookies, twitter, mouse, warm and many others appeared in the technical field (Abrams, 2009).

We can talk about an independent lexical unit only when semantic changes in a polysemantic word have led to a complete break in the semantic connection between the individual meanings of this word, i.e. to the formation of a homonym – a word, with the same sound and graphic shell, has a completely different meaning.

The English language is characterized by a process of homonymization due to truncated words. Thus, the term bit, formed from the phrase binary digit with the following meanings:

1. one binary digit of a machine word;

2. a unit of change in the amount of information, became the fourth lexical homonym along with bit – 'piece', bit – 'drill', bit – Past Tense in bite.

Lexicographic homonyms include the names of programming languages: Algol (Algorithmic Language and the name of the star); Basic (Beginner's All-purpose Symbolic Instruction Code).

In conclusion, it can be noted that the nature and intensity of the emergence of cyberneologisms shows the dynamics of changes in the word-formation system of the language, which seeks to embrace and designate all types of human activity.

Conclusions. Currently, word formation is considered as a system of dynamic models; word formation becomes a function of the language, since it plays an important role in replenishing its lexical composition.

The word-formation structures of already created words deserve special attention, since word formation is subject to the rules of the morphology of a given language, and the use of cyberneologisms in speech occurs in accordance with the rules of syntax.

Thus, word formation becomes a form of functioning of language and speech. A functional approach to learning foreign languages involves familiarization with the most common word-formation models in the lexical system of the language. Since the second half of the last century, in connection with the development of the scientific and technological process and computer technology, the English language, like other languages, has undergone significant changes, which is reflected in the appearance of a huge number of cyberneologisms.

Neologization of the phraseological corpus is assessed today as a universal process, the basis of which is the formation of new concepts. New phraseology reveals a tendency to lose retrospectiveness; its cognitive core becomes mobile and unstable. The process of transition of a free combination of words into a phraseme is reduced, which gives the researcher the opportunity to observe phraseologization in real time.

The dictionary "certification" of super-verbal neologisms is preceded by a procedure for selecting units, which is advisable to carry out with a focus on specific discursive practices, including professional communication, characterized by a certain system of knowledge (system of concepts) and rules for their linguistic explication.

Among the main criteria governing selection, as a rule, the reproducibility of a superword unit, semantic transformations (idiomaticity) and the formation of one's own paradigmatic and syntagmatic relations are considered.

Turning to professional (Internet) discourse allowed us to identify typical means for its subjects to objectify the basic concept of "Information". The identified high-frequency super-word units can be qualified as potential phrasemes: their syntagmatic connections are based on metaphorization (including the metaphorization of situations), they are reproducible while maintaining meaning (tendency to fixity), and form their own paradigm. The lexicographic description of potential phrasemes should reflect the variability manifested at the syntagmatic level and consistency.

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