

VARIATION OF CYBER NEOLOGISMS IN ENGLISH

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Summary

Language, like any living organism, continuously evolves, being enriched by various linguistic means. As you know, the most mobile and flexible is the lexical system of the language, which changes dynamically and constantly along with the development of one or another language group, reflecting the changes taking place in society and modern trends. This article is devoted to the lexical metamorphoses of the English language that have taken place in the last few years, and to native speakers themselves. It is worth noting that the field of neology, which attracted the attention of linguists during the first ten years, is now developing as rapidly as the very object of its study – new words. And if at the end of the 20th century researchers estimated the number of new English words in the range of 12,000 per year, but in 2002, this number increased by some estimates to 10,000 new words and word forms per day. The number of neologisms that appear in the language every day of our time is incalculable. Undoubtedly, in their entirety, these words are included in a wide range of usage and are included in dictionaries. Nevertheless, lexicographers try to record all the new lexical units that appear, which makes it possible to draw a more complete picture of modern trends in the development of the language and the society that speaks it. A large number of works and studies are dedicated to the study and analysis of neologisms, which consider new words from different sides and aspects. The very specificity of the object being studied is such that the topic does not exhaust itself, and research works continue to remain relevant, supplementing and clarifying the analyzed phenomenon. So, in the most general sense, neologisms in the lexicon are words or meanings of existing words that appeared in the language relatively recently.

Key words: neologisms, linguistic means, lexical units, language.

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1. Introduction

Scientists, having studied the possible approaches of researchers to the interpretation of the term "neologism", which vary depending on the research goals, distinguish 5 main theoretical approaches: stylistic, denotative, structural, etymological and lexicographic. Within the framework of the stylistic approach, a neologism is interpreted as a word whose novelty is marked by its new stylistic use, an example of which can be words that pass from jargon or metalanguage into everyday language (for example, the term downtime 'time when one is not working or active'). Denotative theory considers neologisms as words that arise to name new objects and concepts and thus acquire new denotative meanings, such as smartphone, selfie, e-book. The structural approach defines neologisms as words that have a completely new linguistic and acoustic form and structure, such as Tolkien's hobbit. With the etymological approach, a neologism is perceived as a word already existing in the language, a new meaning has been developed: umbrella 1) 'device used as protection against rain'; 2) 'a protecting force

or influence'. And, finally, supporters of the lexicographic approach to neologism include in this concept, among other things, the unrecordedness of a new word in dictionaries, for example, the language unit cinematherapy 'using films as therapeutic tools', which has gained 70,000 citations in the Google search engine, but has not yet been reflected in lexicographic editions.

Summarizing these approaches, we can conclude that even the factor of novelty common to all definitions is ambiguous and in many ways contradictory, since the researcher must determine for himself whether this or that linguistic unit is new for all members of society or only for a certain one. parts of native speakers, for the language of everyday communication or only for a certain context, metalanguage, etc.

2. Main text

In this work, we understand neologisms as words or phrases that are new in their form and meaning at the present time and have a new sociocultural meaning. In other words, neologisms will include both actually new words in terms of form and meaning, as well as units already present in the nominative fund, the meaning of which has changed due to a change in discursive affiliation. The creation of new language units is influenced by various factors. Thus, L. Gilbert singles out three such factors:

- 1) denominative (the need to designate a new object);
- 2) stylistic (the need for expressively colored language);
- 3) pressure of the language system (education of potentially possible words taking into account existing models).

By their nature, neologisms in modern English arise based on different principles. Many linguists note that the principle of linguistic economy is dominant at the stage. An increasingly intense rhythm of life and, as a result, an increasingly acute lack of time leads to a change in the perception of time in the XXI century, which is noted by sociologists. It is quite natural that language, as a kind of mirror of socio-cultural life, changes together with society. At the same time, the changes affect the very nature of the language, in particular, its word-formation models.

Mergers, contractions, and abbreviations are becoming the most popular, which allow you to express your opinion using a minimum of language means and spending less time. So, the words MOOC 'long-distance course', vom 'vomit', hurry sickness 'an urgent and persistent need to feel busy or productive', sightjogging 'visiting a foreign city by jogging around it' appear.

Statistics also confirm this. According to the testimony of V.I. Zobotkin, in the 1960s and 1970s, affixation prevailed over word formation, yielding to it only in the 1980s. At the end of the 20th century, word formation (29.5% of the entire corpus of neologisms), affixation (24%) and conversion (3%) were among the most productive language methods for the formation of new vocabulary in the English language. In 2014, some researchers put abbreviations (fusions, abbreviations, acronyms) in second place in terms of frequency, while a few years earlier, the Canadian researcher Paul Cook in his doctoral dissertation in 2010, analyzing the 1186 most frequent neologisms, noted that 4% of new words formed according to the principle of blending. It should be noted that in 1991, John Algeo, studying the dynamics of word-forming models of neologisms, claimed that only 5% of new words account for the share of fusion. Dozens of works by domestic and foreign scientists are devoted to word-forming models of neologisms of the English language. Therefore, it makes no sense to dwell on them in detail in this article. The main goal of the study, as mentioned at the beginning, is to determine the specifics of popular neologisms of the English language and to update them in everyday communication of average English speakers.

Neologisms included in the Oxford online dictionary since 2010 served as the material. The total volume of analyzed words and expressions was Words were selected according to the principle, as imagined at the initial stage of the study, of the most frequent use by native speakers. Thus, most of the analyzed lexical units were included in the lists of words of the year of the Oxford dictionary, which are formed on the basis of statistical data on the frequency of their use in a particular year.

The research included two stages: analytical, consisting of the selection and lexical analysis of neologisms, and interactive, consisting of interviewing informants.

We will begin the presentation of the results of the conducted research with a lexical analysis of new nominative units. The analyzed group of words included 58% of nouns, 25% of verbs, 13% of adjectives, and 4% of abbreviations, which are followed by compositionally more complex, expanded word combinations. Thus, the structural and partial analysis indicates a dominant number of one-word language units expressed by nouns, which in turn indicates a greater need for native speakers to name the phenomena that have appeared or situations. It should be noted that 49% of the words under consideration are formed by blending, which fully confirms the observations made in the theoretical part regarding the principle of linguistic economy in the context of the accelerated pace of XXI life (*Bihunova, Zubilevych, 2017*).

In terms of semantics, it is possible to distinguish 5 generalized thematic groups/spheres of functioning:

– Social and everyday life, which includes the names of various phenomena that have appeared, habits that have entered the use of objects, etc. (39%): wine o'clock 'an appropriate time of day for starting to drink wine'; cidery 'a place where cider is made'; to binge-watch 'to watch multiple episodes of a television program in rapid succession'; fandom 'the state of being a fan of someone or something'; showrooming 'the practice of visiting a shop or shops in order to examine a product before buying it online at a lower price'; omnishambles 'a situation that has been comprehensively mismanaged'; sodcasting 'the practice of playing music through the loudspeaker of a mobile phone while in a public place'; to mansplain 'when a man explains something to a woman in a manner regarded as condescending or patronizing';

– Computer technologies and social networks (21%): selfie 'a self-portrait photograph'; to rage-quit 'to angrily abandon an activity that has become frustrating'; AFK (away from the keyboard); second screening 'the practice of watching television while simultaneously using a smartphone, tablet computer, laptop, or other screen device'; webisode 'an episode of a series distributed as web television'; to pocket dialogues "accidental placement of phone call while a personal's mobile phone is in the owner's pocket or handbag".

The research, aimed at identifying the degree of actualization of these linguistic units in the language of native English speakers, consisted directly in interviewing informants – native speakers living in Great Britain. In the course of the survey, the informants were asked to answer several questions, in particular, about the meaning of the word, its frequency of use, possible synonyms, and predictions about the potential fixation of the lexeme in the vocabulary of the language.

Before the results of the analysis, it is worth making a caveat that residents of the southern counties of England – Hampshire, Surrey and West Sussex and the unitary administrative units of Brighton, Portsmouth and Southampton – participated in the survey. This fact could have influenced the results of the survey, as perhaps in other parts and counties of Great Britain the language trends are slightly different.

In the 20th century most neologisms take time to become firmly established in the language of everyday communication. However, as one might assume, in the last decade with

the development of information technologies, social networks and other diverse and wide opportunities for communication, not only the intensification, the acceleration of the creation process, but also, which is fundamentally important for us, the rapid spread of new words as in this language group, and throughout the world.

The results were somewhat surprising, as the group of informants between the ages of 25 and 45 identified the meaning of only 36% of the words. However, when the words were presented already in context, the informants were able to understand the meaning of 90% of the given words. Informants in the age group of 20-25 years reported that they heard or encountered 50% of the words after learning them out of context. However, according to the interviewees, only 15–20% of the new words selected for analysis are actively used. These are mainly lexical units from the sphere of everyday life, new technologies and the political and economic bloc. In this regard, we would like to once again emphasize the specificity of our chosen words: most of the lexemes included in the survey were published in the lists of words of the year of the Oxford dictionary, which are formed based on a high frequency of use (Kishchenko, 2017).

The attitude of the informants towards the vast majority of neologisms is rather negative. They were characterized as "stupid", "unnecessary" and unable to establish themselves in the English language for a long time. This opinion was expressed by the majority of native speakers who took part in the survey, and in particular, the entire age group from 25 to 45 years.

Such an opinion is not new, the extremely negative attitude of native speakers to new, unfamiliar words has been noted more than once. The Telegraph claims that new words enter the language so rapidly that they "pass by" an entire generation

3. Conclusions

Summing up with considerations about the reasons for the "success" or "failure" of certain neologisms of the English language, we note that linguistic processes are taking place rapidly compared to past periods, during

As many new words appear in a few days as at other times appeared during several years. As the teachings noted, language nowadays lives as if in accelerated shooting. And if the language is a reflection of the life of the people, and the vocabulary is a kind of litmus test for social and cultural changes, then it can be assumed that new words, no matter how unusual and meaningless they may seem to most of society at first, appear and become popular not by chance. Their appearance is natural, as they bring with them new ideas and values.

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