THE HISTORY OF THE EMERGENCE OF CYBERNEOLOGISMS IN ENGLISH BUSINESS DISCOURSE

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Summary

The appearance of cyberneologisms in the language is a natural reaction to the emergence of new concepts and definitions that reflect the constantly changing reality, requiring the introduction of definitions and definitions, without which modern business discourse is not possible. The urgency of the problem is related to the need to replenish the language new lexical units and designations, differentiation of emerging processes, definitions, development of a practical and theoretical base, introducing innovations into international practice, cooperation, as well as with the rules and norms of communication. The purpose of this article is to consider trends in word formation, the practical use of new lexical units, the reflection of these changes in modern business discourse, and also to assess the need for these terms in modern international cooperation. The object of analysis in this scientific work was English cyberneologisms from the "Business" section, which are widely used in articles of leading English-language media, such as "Financial Times", "The Economist", "The Washington Post", legal documents and agreements, as well as the Internet-materials.

Key words: cyberneologisms emergence, new concepts, discourse, lexical units.

1. Introduction

This article sets itself the solution to the following tasks:
1. Define the concept of "cyberneologism".
2. Differentiate the main characteristics and features of this linguistic phenomenon.
3. Define the concept of "discourse", and also highlight English-language business discourse as a separate category.
4. Analyze linguistic changes and their impact on business cooperation.
A noticeable development of the technological process, the introduction of innovations and completely new phenomena to improve life, international cooperation and the development of business processes began at the end of the 20th – beginning of the 21st centuries, which certainly provoked the need for new lexical units and innovations.

Language is a constantly and minutely changing phenomenon, which does not stand still and is quite dynamic, as it reflects human life, its way of life, the achievements and progress of all mankind and naturally reacts to newly changing circumstances with the appearance of cyberneologisms and neonominations. "Flexible, rich, and despite all its imperfections, beautiful is the language of every people whose mental life has reached a high level of development".

It should be noted that all aspects of the language are constantly developing harmoniously, but the lexical part of the language is most subject to change and influence from different sides: scientific activity, literary, colloquial activity *(Cuncus, 2021)*.

There is a simultaneous process of archaization and neologization, which are closely related to each other, proceeding at the same pace and at the same speed.

According to the definition, "cyberneologism – (from the Greek neos – new + logos – word, concept). A word or figure of speech created to designate a new object or express a new concept." A slightly different definition of this linguistic phenomenon: "...cyberneologism is a new word or expression, as well as a new meaning of an old word." Based on this, we can conclude that not only new achievements and innovations require lexical registration, but also those that have been known for a long time and have existed for decades. One of the important aspects of neologization of the lexical base is the duration and frequency of use of new lexical units. Also, many linguists have noted that neonominations quickly lose their novelty and are replaced by newly emerging ones. According to average estimates, the definition of new lexical units as cyberneologisms ranges from several years to several decades. The main goal of the formation and introduction of new words lies in the field of pragmatics, which is an integral part of communication, in this case, English-language business discourse, and the source of these new formations is interpersonal discourse and media discourse *(Andrade, 2019)*.

2. Main text

Cyberneologisms have a structure and typology of formation and are constructed taking into account certain features characteristic of this particular lexical category. Below we will consider classifications of the formation and construction of these elements of the linguistic system, which take into account completely different factors that influence the nature and structure of these nominations *(Butler, 2005: 40)*.

According to the root cause of their occurrence, cyberneologisms are divided into:

1. General language.

2. Individual and copyrighted.

3. Stylistic.

By purpose of appearance:

1. To determine newly emerged phenomena and concepts.

2. As proper names, taking into account the discovery of new geographical locations and the development of new subjects.

3. For a more concise and descriptive designation of phenomena and phenomena.

By level of novelty:

1. Absolute. Refer to objects and processes that did not previously happen in human life.

2. Relative. This category includes words that are not fundamentally new in the linguistic environment, and were previously present in the discourse. This group also includes updated archaic elements that play a new role in the linguistic environment and acquire updated sound.

Cyberneologisms created in the course of business discourse and entrenched in it should be included in a separate group, since this category has great potential for development and inclusion in the constantly evolving vocabulary. These lexical elements are also interesting because they are very subject to melioration (improvement, giving a positive character to a neutral or negative meaning) or the reverse process called pejoration, in which a linguistic unit "implicitly devalues" its meaning or changes its stylistic affiliation. This suggests that these cyberneologisms are deeply assimilated into the language and are fixed in it for a long time, only slightly changing the semantic coloring.

Due to the fact that discourse creates the most stable new lexical units, in this article it is highlighted as one of the most basic sources of the emergence of cyberneologisms. Discourse is a young and dynamically developing concept; it is a process of verbal and non-verbal

communication between two or more participants, which has its own trends and directions of development; it widely uses communicative tactics and strategies, which include the use of various linguistic means. Business discourse has its own regulations and rules for the construction and development of communicative situations. The evolution of English business discourse has certain trends that define this phenomenon as an independent element of linguistics and philology.

Such trends include deconventionalization and deregulation of modern business communication. In modern realities, one can observe a simplification of business communication, communicants try to avoid official clichés and standard procedures and phrases, business discourse includes such non-standard techniques and linguistic means as colloquial vocabulary, irony, humor, which are becoming increasingly popular in the political environment, in the media mass media, official materials and documents. Of course, this deregulation of business communication meets the new challenges and requirements of modernity and modern man, reflects the state of society today, supports the trend towards more friendly communication and the attitude of the participants in the discourse, which makes it possible to interest communicants in further communication and expression of interest.

An important role is played by the emotional component, which forms one or another reaction and impression of the communication process. From the point of view of the functional system, business discourse is considered as fruitful cooperation, maintaining partnerships through correctly and ethically used speech models and structures, creating a favorable emotional background and a positive psychological environment that takes into account the expectations and preferences of all participants in the discussion. Despite the trend towards more friendly communication, one of the main roles of business communication is played by pragmatics, since the main goal is to implement and achieve business objectives, find mutually beneficial conditions and develop long-term strong partnerships. Discourse is the most complex and difficult to define phenomenon in modern linguistics, which is most widespread and widely studied in English-speaking linguistic circles *(Freiermuth, 2020)*.

According to the term that was introduced by the Swiss linguist F. de Saussure, this is "a type of writing, text, utterance that involves a direct address to the listener coming from the speaker (the author of the utterance)." The study of this phenomenon began relatively recently, and due to the rapid development of international relations and business communication, it has become the most interesting object of linguistic analysis. There are no clear definitions of this concept at the moment, but the designation of discourse as a communicative and constantly changing action, which is represented by dialogue, speech, negotiations, has been accepted by many linguists. Discourse is also considered a sociocultural phenomenon, and therefore all the circumstances of its occurrence are taken into account. The discourse concept is determined by various factors and at the same time includes and takes into account the sociological, ethnographic and sociocultural characteristics of a certain ethnic group, group of people and various societies. Discourse as a phenomenon that widely penetrates modern realities is an element of the study of not only linguistics, but also other applied sciences, such as psychology, logic, sociology, pedagogy, and jurisprudence. Reincarnating and acquiring a certain form and a separate linguistic phenomenon, discourse has certain properties and characteristics:

1. Thematic coherence: content focuses on specific topics.

2. Situational conditioning: a specific situation determines the subject and format of discourse.

3. Dynamic: modification and change of conversation topics with the logical conclusion of one topic and transition to another.

4. Social focus: any speech fragments take into account social status, communicative roles of discourse participants, value orientation of communicants *(Jansi, 2019: 129)*.

It is important to take into account the cognitive aspect of discourse, which performs the main functional load, being the core of this phenomenon and uniting other characteristics around itself. The most common ways of creating cyberneologisms in business discourse are:

1. Abbreviations: CEO (Chief Executive Officer – chief executive officer); CRO (Chief Restructuring Office – head of the restructuring program for a struggling company). Abbreviations using numbers are becoming increasingly popular. One of the brightest and well-known examples is B2B (Business to Business) or B2C (Business to Customer).

These lexical units demonstrate that abbreviations are created not only from the first letters, but also on the basis of the same sounds when pronounced.

2. Acronyms: unlike the first method, these are words formed from the first few letters, for example: CanDeal (Canadian Dealers Canadian exchange).

This type of creating cyberneologisms has become most popular in recent decades.

3. Telescope: a method by which two or more bases are combined to form a new lexical unit, which will more accurately characterize emerging phenomena in the business environment. For example, corpocracy n – corporate + bureaucracy.

4. Truncation: a method in which the final part of another word is added to the initial part of one word, for example: webinar (web + seminar – a special type of web conference, where communication is usually one-way – on the part of the speaker).

5. Conversion: a method in which the stem of a word moves into another inflection paradigm, for example: bailout n, start-up n.

6. Semantic processes: the least popular way of forming new words of all those presented is the ability to use lexical units of generally accepted meaning in highly specialized areas, for example, "appraisal" is translated as "appraisal", in business English it means "a meeting with subordinates to evaluate productivity and achieved objectives" *(Kishchenko, 2023)*.

3. Conclusions

Having analyzed the main ways of forming cyberneologisms and their key characteristics, we can conclude that new lexical units are diverse in their structure, semantic coloring and purpose of use.

Based on linguistic data, business discourse from the point of view of the use and use of neonominations can be defined as a separate linguistic phenomenon, which has its own distinctive features and characteristics, and is widely distributed and developed in modern society.

In addition to their diversity in structure, semantic coloring, and purpose of use, cyberneologisms represent a dynamic linguistic phenomenon that reflects the rapid advancements in technology and the evolving needs of contemporary communication. These new lexical units often emerge from the integration of existing words, abbreviations, acronyms, and technical jargon, demonstrating the adaptability of language in response to technological progress.

The prevalence of cyberneologisms in business discourse underscores their significance in the corporate world. In the realm of business communication, these newly coined words and phrases serve as tools to efficiently convey complex ideas, technological concepts, and innovations. They enhance precision and facilitate clearer communication among professionals, allowing them to stay abreast of the latest developments in their respective fields.

Moreover, the use of cyberneologisms in business discourse highlights the interconnectedness of language and technology. As businesses continue to innovate and adapt to the digital

landscape, the lexicon of the corporate world evolves accordingly. This evolution is not only indicative of linguistic creativity but also reflects the symbiotic relationship between language and the ever-changing technological landscape.

Furthermore, the widespread adoption of cyberneologisms in modern society emphasizes the importance of digital literacy. Individuals and organizations need to be proficient not only in using these new terms but also in understanding their nuances and contextual appropriateness. Digital literacy, in this context, encompasses not just the ability to operate digital tools but also the competence to navigate the intricacies of online communication, including the adept use of cyberneologisms.

The study of cyberneologisms within the context of business discourse provides valuable insights into the evolving nature of language in the digital age. It highlights the intricacies of linguistic adaptation, the role of technology in shaping language, and the significance of digital literacy in contemporary society. As these neologisms continue to proliferate and influence communication patterns, their study remains crucial for linguists, educators, and professionals alike, offering a window into the ever-changing landscape of language and technology.

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