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ACTIVE INTERNET NEOLOGISMS OF SOCIAL NETWORKS AND CROSS-PLATFORM ONLINE MESSENGERS

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Abstract: The article deals with the current state of English vocabulary updating based on neologisms that occur on the Internet. It also examines the features of the origin and functioning of socio-political and network neologisms, general social and cultural trends that accompany the origin of new words in the modern world.

Keywords: neologism, word, internet vocabulary, acronym, social media, terms, network jargon.

The internet has recently thoroughly entered the life of modern man and has since become a significant influence on the language, which is rapidly changing taking into account new conditions. First of all, these changes concern vocabulary. The modern man is surrounded by a large number of borrowings, acronyms and neologisms, familiar, long-known words take on new meanings. The Internet is one of the reasons for this change. It is also their "archiver", through which we can follow all these processes.

Neologisms are known to appear in the language for the following reasons [1]:

1. The emergence a new reality, object or concept in life that needs a name.
2. The need to identify phenomena that were still present in our lives but did not have a precise definition in the language, since the very existence of such phenomena was obscured.

3. The appearance of a more convenient unambiguous single-word term for the subject instead of a phrase.

4. The need to indicate a partial change of subject in modern society.

5. The influence that the linguistic culture of one country exerts on the lives of people in another and dictates "fashion" in words of foreign origin.

Researchers divide neologisms into three groups: linguistic, lexical, semantic, and individual (author's case studies) [2]. As new online resources emerge, new lexical units are emerging. Observations show that neologisms appear in the language through internal means of nomination (for example, word formation, acronym) or external (borrowing).

English is growing faster than ever in history due to the rapid development of social media and instant messaging in cross-platform Internet messengers in real time. John Sutherland, a professor of English at London College who led the study of language on social media, found that most parents are confused by the slang their children use. According to a study [3] commissioned by Samsung to launch a phone, there was a gap between the older and younger generations when it came to how to use modern terms.

New English words like "fleek" and "bae" often surprise parents. Only 10% of the 2010 respondents could determine the true meaning of "Ily bae" – "I love you, baby"; while 86% of parents who took the survey do not understand teenagers as they speak a completely different language on social media sites such as Twitter and Facebook and in the online messengers Viber, Instagram, Telegram, Snapchat.

The term "**fleek**" – (*look good*) was the highest in the list of new obscure terms. The following new English words "**fomo**" (*fear of losing something*) and "**bae**" (abbreviated "*baby*") caused a surprise in 40% of parents.

Popular **ICYMI** social media acronyms – *in case you missed it*, **TBT** – *throwback Thursday*, and **NSFW** – *not safe for work* – make a list of terms that parents completely do not understand.

Here are some more examples of how English speakers often reduce popular phrases in cross-platform Internet online messengers:

2day – today
2moro – tomorrow
2night – tonight
ASAP – as soon as possible
ATB – all the best
B4 – before
B4N – bye for now
BBL – be back later
BTW – by the way
CUL8R – see you later
DIY – do it yourself.
Dunno – I don't know, I don't understand.
FYI – for your information
Gonna – going to.
GR8 – great!
ILU – I love you
IMHO – in my humble opinion
KIT – keep in touch
LY – love ya (I love you).
MYOB – mind your own business
Omg – Oh, my god!
PCM – please, call me
Plz – please
TNX – thanks
X – kiss
XOXO – hugs and kisses

"The popularity of emojis can be the next step in language and communication. Moreover, the use of emoji has historical roots", Sutherland said. [3]

"The use of visual messaging has become more widespread with the increasing popularity of social networks and instant messaging in messengers such as Instagram,

Telegram and Snapchat. In fact, we are moving to a more pictographic form of communication with the growing popularity of emojis. It is a return to the form of cave communication, where a single image can convey a full range of messages and emotions." [3] Currently, both iOS and Android have emoji keyboards built into the software. However, despite the widespread emoji, English, like many other languages, is constantly evolving, every day more and more words, phrases, expressions appear.

Bookaholic is an avid reader, a lover of buying books.

Buzzword is a fashion word popular in a narrow circle, in a particular field of activity.

Daycation is a day trip with no overnight stay.

E-quaintance is a person known only on the Internet.

Flexitarian is a vegetarian who rarely eats meat or fish.

Frenemy is an enemy who pretends to be a friend.

Gastropub is pub + sample kitchen.

Hangry is an adjective that describes an angry and hungry person.

Jumbrella is a giant umbrella (for summer restaurants and cafes).

Quintastic is a famous 50+ person who looks young, sexy, has a high level of intelligence and success, for example: Monica Bellucci.

Recessionista is a person who can dress fashionably and stylishly with a modest budget.

Screenager is a teenager who spends all the time at the computer screen.

Smombie is a person who uses a smartphone anytime, anywhere, not paying attention to what's going on around.

While working on the topic of the study, we have suggested that there is a recent trend of penetration of network jargon into people's live spoken language, especially among young people. A survey of about 80 respondents between the ages of 18 and 25 took place. Among other things, they were asked to answer the question, "Do you use online vocabulary in your daily life?" Previously, the respondents were explained what "online vocabulary" is. The survey revealed that 71.25%,

i.e. 57 respondents out of 80 answered in the affirmative, and only 23 out of 80, that is, 28.75% – in the negative.

Thus, our assumption is confirmed. Most young people use online vocabulary in their everyday language. Undoubtedly, the enrichment of the language with new lexical units of any type and structure is a positive moment in the process of development and improvement of language and linguistic means. In our view, it is the emergence of neologisms that testifies to the development of society and humanity as a whole.

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