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NEOLOGISMS OF MODERN MEDIA SPACE

Summary. The article has been devoted to the investigation of neologisms in the Internet media space as a new phenomenon of the post-industrial society. The occurrence of specific phenomena and their correlation with media reality has been observed. The notion of "media space" as a means transmitting information of various content has been studied. The ties between the emergence of neologisms and the so-called "information explosion" has been pointed out. Two contradictory tendencies – the tendency of language development and the tendency of its preservation with the factor of novelty were stressed. It has been emphasized that modern processes of globalization, digitization, and informatization inspire the need for new words. The birth of neologisms in the English language at the modern stage is determined by a consequence of the technological and economic development of the society, and the emergence of new realities that require nomination, and by intra-linguistic factors, the desire for economy, emotional expression, and stylistic differentiation. It has been observed that semantic neologisms are primarily formed in the course of internal semantic derivation by a new seme in a word. Conversational neo-phraseologisms stand close to substandard language formations, characterized by deviation from the norm of literary language and depend on the communicative situation they are used. Such stylistic characteristics of neologisms as metaphorization and metonymization have been studied. The role of abbreviated neologisms as the way to update the vocabulary of the field of information and computer technologies and some of their grammatical peculiarities has been stressed. It has been pointed out that the emergence of neologisms is determined by the pragmatic needs of communication. The functions of neologisms in the modern media space have been distinguished.

Key words: media space, Internet, neologism, abbreviations, semantics, function.

The relevance of the study is explained by the emergence of a large number of neologisms in the media space. The English language demonstrates its inherent flexibility and adaptability to current processes today, and as a means of communication, it changes under the influence of the environment.

The development of the information society at a current stage is associated with the creation of a special social and communication space on the base of advanced Internet technologies. Their rapid spread led to the transition of printed media to the Internet media space. Today, Internet media represent a mechanism for conveying verbal, audio, and visual information to addressees, characterized by the accessibility and speed of its distribution, which is generally reflected in the language of mass communication.

The need to concretize the notion of media space, observe its influence on the formation and functioning of neologisms in it comprised the **task** of the work.

The **basis** of the investigation formed the work of domestic and foreign linguists, such as: I. V. Andrusyak, A. E. Levitsky, S. Hrytsai., Yu. A Zatsny, J. Algeo, D. K. Barnhart, S.C. Herring and others.

Presentation of the main research material. The increase in the volume of information flows, the mediatization of political, economic and any other activity suggests a rethinking of online communication, understanding it as a component of the functioning of the media space [1, p. 5–20]. The conversion of media space into forms of hypertext determines the occurrence of specific phenomena that correlate with media reality. According to S. C. Herring, these features are due to language transformations, because language has the ability to "give birth" to certain orders in the world, and the person who speaks this language is at the center. [2, p. 139].

Our century is characterized by the increased research interest in the definition and analysis of media space as a new phenomenon of the post-industrial society. The relevance of the study of this concept can be associated with the rapid total spread of the Internet, information and communication resources, new media, which include innovative ways of obtaining, distributing, exchanging information for delivery to the addressee of the final media product. The notion of "media space" was first introduced at the end of the 20th century by the American scientist A. Appadurai, who emphasized inseparable status of media space and society, which are represented through strong relationship with one another, being embedded in reality, and saturating media space with certain distinctive features [3, p. 3–8]. Internet media are becoming a means of transmitting information of various content. Therefore, today the concept of "media space" covers a wide range of products, both traditionally printed and mostly electronic, presented on the Internet either in the form of electronic representatives of traditional media, or in the form of new formats.

The notion of media space allows scientists to consider it from different angles: sociological, psychological, as a study of the peculiarities of the psychological influence of the media on the individual; as a set of mass devices and mass communication media; or as a multifaceted phenomenon that is considered at different levels and possesses different manifestations. This has been confirmed by the words of S. S. Hrytsai, that the concept of "media space" encompasses the features of many aspects, mostly of a synthetic nature, and reflects the complexities of the modern information and communication environment [4, p. 235–243].

Concerning various neologisms in media space, their occurrence indicates of the dynamics of language development processes against the background of global world events. Their constant appearance attracts unfailing attention and requires constant study. Starting from the second half of the 20th century, with the emergence of the so-called "information explosion", the English

language becomes the language of international communication, which causes its intensive flourishing. Modern processes of globalization, digitization, and informatization inspire the need for new words. Therefore, the presence of a large number of neologisms in the English language demonstrates its inherent flexibility and adaptability to current processes today.

Starting from the end of the 20th century, researchers such as I. V. Andrusyak, M. O. Zhulinska, Yu. A. Zatsny and others note that the largest number of new words is inherent in five professional spheres: "computer / Internet", "media", "social sphere, society", "sport", "economy" [5, p. 7]. A significant number of lexical-semantic innovations in various spheres of human existence has been identified in the specified period. As noted by David K. Barnhart, an American specialist from the University of Chicago "the English language increased its vocabulary several times over the course of the 20th century" [6, c. 370–372]. The appearance of a significant number of neologisms in the English language at the modern stage is, on the one hand, a consequence of the technological and economic development of society, the emergence of new realities that require nomination, and on the other hand, it is due to intra-linguistic factors, such as the desire for economy, systematicity, emotional expression – expressive meanings, stylistic differentiation of words. Some scientists believe that the main criterion for assigning words to neologisms is the feeling of novelty when perceiving a lexical unit that is spoken, other researchers attribute to neologisms only those lexical units that describe new objects, phenomena and ideas, in other words, products of the development of science and technology [7, p. 53].

The birth of a new word is the result of the struggle of two tendencies – the tendency of language development and the tendency of its preservation. This is due, first of all, to the fact that the language has a strong tendency to remain in a state of communicative suitability for certain trends. At the same time, the appearance of a new word is not always caused by the direct needs of society for a new designation. Most often, a neologism is the result of new associations or the result of the elimination of homonymy, etc., that is, when creating a neologism, purely intra-linguistic stimuli often act [8, p. 18].

Therefore, investigation of various dictionaries of neologisms can contribute to the understanding of directed linguistic changes that reflect actual fragments of the linguistic picture of the world. This is well seen in the following examples: *smombie* (smartphone + zombie) describing a person who uses a mobile phone everywhere, not paying attention to what is happening around. Another so-called "fashionable word" is *chillax* (chill out + relax), the word used in spoken English to calm and comfort the interlocutor; *hangry* (hungry + angry) that describes a person embittered and irritated by hunger [9].

Semantic neologisms are formed primarily in the course of internal semantic derivation by a new seme in a word. This happens mainly with the help of metaphors. For example, *Guerrilla proofreading* to name of the method of looking for probable errors in texts, posts or messages with a manic energy, on order to publicly humiliate the author for being illiterate, *Digital hangover* – this means a headache after boisterous fun and shame, because "friends" have already posted compromising photos or videos on social networks. The neologism "*tiger-parents*" has a negative connotation because it denotes people who make their children achieve a high level of success in high-status extracurricular activities,

using authoritarian methods. Another example is the neologism "*helicopter parent*", denoting parents who constantly follow their children, never leaving them to themselves, even for a moment.

There are some cases of metonymization, for example, *Eye broccoli* to denote people with a not attractive appearance. The term was born by analogy with the common broccoli cabbage, which, although very useful and rich in vitamins, does not arouse appetite in the majority of people. Lexical innovations include new word-formations and borrowings from the other languages to the native language, for example: *yogism* – according to Merriam-Webster Unabridged Dictionary*:* 1) the teachings of Yoga (usually capitalized), 2) the practice of Yoga. To semantic neologisms we may relate already known words that acquired a new meaning, for example: hoarder (room for passengers in the airport terminal). Neologisms related to semantic change may be difficult to detect by automatic procedures, because changes in meaning within a word may be covered up, so to say, by its spelling and formal phonetic wrappings. Among phraseological neologisms we find stable combinations of various types (from constituent terms to idioms), for example: *zero class*, *boot trade* [9].

The appearance of new expressions also attracts our attention. Among the innovations, one of the most famous was the term "*hybrid warfare*". Since the hybrid war is a part of the information war, this phenomenon is accompanied with all kinds of linguistic means, both in mass media texts and in political discourse. The term "*hybrid warfare*" is often used alongside the metaphors "*the new gray land of hybrid warfare*" and "*the murky world of hybrid warfare*".

Close to conversational neo-phraseologisms stand substandard language formations, which are characterized by deviation from the norm of literary language and depend on the communicative situation they are used. Varieties of the specified units are individually authored egologisms belonging to the group of occasionalisms, due to their possession of a powerful expressive charge in the mass media space. For example: He is a *non-veg* (not a vegetarian); She wrote a *hard-boiled fiction genre* (a detective story in which a cool cynical detective deals with crimes).

The emergence of the Internet led to the blurring of the boundaries between the oral and written spheres of communication. Genres unknown to our society have become popular in the mass media: talk shows, debates, social polls on the air, direct dialogues of radio and TV presenters with listeners and viewers, unceremonious breakthrough of advertising into the mass media space. For example, the word *aporkalypse* (pork + apocalypse) is used to denote frank sarcasm, fun of overly credulous people who got scared during the outbreaks of the swine flu. Both lexical units "*coronavirus*" and "*COVID-19*" have become the basis for the formation of many new words, like: *coroncellations* (coronavirus + cancellations) meaning postponement or cancellation of the previously planned events because of the pandemic; *covexit* (Covid-19+exit) meaning the exit strategy from self-isolation; *infodemic* (information+pandemic) meaning the appearance on the network of an unusually large amount of news and information that is largely untrue. WFH (working from home), and PPE (personal protective (or protection) equipment) [10].

The technological language environment sets appropriate standards and forms a certain type of language personality. The English language as the language of international relations and science is very actively replenished with new words, includ-

ing abbreviations. The constant development of computer technologies becomes an important source of vocabulary replenishment. Neologisms in the terminology of this field very quickly penetrate into all areas of human activity and later become everyday words, which takes some time. The expansion of the vocabulary of the field of information technologies into all varieties of the national language is observed. The movement of the lexical array of information technologies follows a path from limited terminological use to widespread use, it occurs with different intensity and speed [5, c. 13].

L.I. Shevchenko in the dictionary "Medialinguistics: a dictionary of terms and concepts" notes that neologisms, as a special layer of vocabulary are formed not only under the influence of extralinguistic factors, such as the emergence of new realities, but also under the influence of intra-linguistic development trends, for example, the tendency to economize linguistic efforts In the media, neologisms are words and phrases that appeared in the language at a certain time and became its markers (universal neologisms), or used once in some text or speech act (author's neologisms). The number of neologisms in the language is determined by the social need to name new phenomena and processes. The appearance of neologisms is also explained by tendencies towards economy, unification, and systematization of linguistic means. In the media, neologisms have their own specificity, determined by the characteristics of the mass audience, cultural, social and other characteristics of readers / listeners / viewers [11, p. 123–124].

Today, the field of application and the circle of users of computer technology is expanding significantly at the expense of non-professionals, mainly young people and professionals, for whom computer technology is a tool for work. It is this category of users who are the users of computer jargon, slang and neologisms. The massive of information computer technologies has been replenished with such concepts, as *tweet cred* (social standing on Twitter); *noob* (a newcomer to an online community or game).

Updating the vocabulary of the field of information and computer technologies is taking place the following directions:

1) Connection with the change of equipment and technologies, there is a displacement of the outdated language units to the new, more advanced ones. For example, instead of *diskette, fax or modem* there appears a new abbreviation *CISC* (*Complex Instruction Set Computer*), which denotes a computer with very many language commands; *clipboard* stands for a storage area where you can copy information to move it from one device to another. For example, you can use the clipboard to transfer a note from a word processor to a drawing program and transform it.

2) A separate group of abbreviated, clipped and shortened neologisms comprise the notions, which are broadly used in e course of online communication. These are known as chat-room abbreviations. For example: *AFK* (away from keyboard), *Youie* (you + selfie), *emoticon* (emotion + icon).

The birth of new abbreviations may be occasional at first, but it is accompanied by a rapid transition to the category of conventional ones, if the new abbreviation is liked by Internet users. The growing popularity of the Internet and mobile phone communication reinforces the tendency to shorten words and expressions used in Internet chats and in text messages. For example: to designate the first person who writes in an online chain, the abbreviation *OP* (original poster) is used; another type of *DR* (did not read, as it's too long) is used in private correspondence.

3) Use of the already familiar words in their new meaning, such as: *clone* the term originally used in microbiology and genetics, now – a computer that is an exact imitation of another (for example, an IBM PC clone), or a software product that exactly imitates another.

4) In different spheres of media space abbreviations appear as the result of new tendencies that may be explained by the need to be quick and precise. For example: the abbreviation "*MINT*" began to be used by the Internet media to refer to the countries: *Mexico, Indonesia, Nigeria* and *Turkey*, because taken together they are considered growing economic giants. The abbreviation "*EGOT*" is used to denote a person who has won four major prizes at once: television – Emmy, music – Grammy, cinema – Oscar, and theater – Tony. In the field of education, the acronym *ZPD* (zone of proximal development) is supposed to explain the difference between what a student can do without somebody's help, and where he needs his teacher's help.

The importance of abbreviated neologisms in the English language leads to the fact that some of them can be used as verbs: You should *DMCA* it by tomorrow – introduction of the Digital Millennium Copyright Act – remove online content that has been used without permission.

Investigation of media space reveals the examples of new words that include abbreviations formed with the help of suffixes: *STEMinist* for one who promotes equal opportunities in science, technology, engineering and mathematics, *ICEing* for parking a non-electric vehicle in a place to charge an electric vehicle.

New words of the English language need to be correlated with new objects, buzzwords, processes and concepts that require naming. Having encountered a new, previously unknown word, a person tries to understand the embedded meaning and feels satisfaction, even pride, having deciphered an interesting neologism. This creates a positive attitude towards the new unit, and it strengthens the individual's intention to learn and remember the buzzword, use it in appropriate contexts and be "in trend". Language means in the media space are primarily chosen on the base of their evaluative qualities and capabilities, including the ability to effectively lead the recipient of information to the manipulation of consciousness, since the main function is persuasion. As the main tasks of mass media is the formation of public opinion that presupposes the use of effective, emotionally expressive language units capable of conveying events, influencing the consumer's emotions, getting him interested, convincing him of the correctness of this or that point of view [12, c. 17–18].

The emergence of neologisms is determined by the pragmatic needs of communicators, who choose from the actual lexical material units that maximally express their intentions. Examining new formations of the media space in line with the communicative-pragmatic paradigm allows us to highlight the pragmatic-communicative function they are capable of performing.

The use of neologisms in the modern media space shows that new words perform several functions:

1) nominative function, which possess neologisms in the media space due to the need to understand the surrounding reality, the use of neologisms ties the story or text message to the present, according to Merriam-Webster dictionary one of the most popular neologisms is "*gaslighting*", meaning "the act or practice of grossly misleading someone especially for one's own advantage" [10];

2) attractive function prevails in the headlines containing a false informative or evaluative message, which is not fully compatible with the content of the text, have been noted quite often in the mass media. such neoplasms are maximally aimed at attracting the reader's attention due to a non-standard form and vivid expression, help to establish contact with the reader due to the effect of "recognition" of a precedent phenomenon, for example, "*partygate*" to name the social scandal in Downing Street during the pandemic in defiance of the public-health restrictions;

3) axiological function prevails in various communicative situations, when evaluation-marked lexemes are present, and our analysis showed a significant prevalence of neologisms with negative evaluation semantics, for example, "*flexism*" reflecting discrimination against people with a flexible work schedule;

4) lexical resource saving function is performed by new words by the method of contraction, occasional neologisms, as well as language units formed by the method of splicing with the help of hyphens. the number of neologisms, formed mainly by merging bases, by shortening and affixing, is constantly growing. The function of saving linguistic means is primarily performed by new words using the method of contraction, occasional neologisms, as well as language units formed using the method of splicing with the help of hyphens, like "*cli-fi*" denoting visual information about negative things happening because of climate change, like wildfires and droughts;

5) euphemization function is observed when there is some need to replace designations that appear be undesirable, indecent or rude to the reader. Then the author uses the most appropriate words, veiling the essence of the phenomenon, softening rude expressions in communication with the addressee, like "*friendly fire*" denoting the weapon fire coming from one's own side that causes accidental death or injury to one's own forces [10].

Conclusion. Neologisms are observed not only in the media space, but also in electronic correspondence, social networks, forums, and various discourse types. Abbreviated neologisms reflect the fast pace of life and information and communication technologies as a characteristic feature of communication in the 21st century. Among the latest abbreviations, most of these units have a purely technical meaning, give names to special user interaction programs using computer technologies, achievements in the development of programming, may have several spelling options, and reflect the specifics of modern communication. For further research, we propose to consider the peculiarities of the translation of neologisms, which are noted in various types of military discourse.

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Четверікова О. Р. Неологізми у сучасному медіа просторі

Анотація. Статтю присвячено дослідженню неологізмів в інтернет-медійному просторі як новому феномені постіндустріального суспільства. Спостерігається виникнення конкретних нових мовних явищ та їх співвіднесення з медійною реальністю. Досліджено поняття «медіапростір» як засіб передачі інформації різного змісту. Вказано на зв'язок між появою неологізмів і так званим «інформаційним вибухом». Підкреслено дві суперечливі тенденції – тенденцію розвитку мови та тенденцію її збереження при наявності фактору новизни. Зауважено, що сучасні процеси глобалізації, цифровізації та інформатизації викликають потребу в нових словах. Народження неологізмів в англійській мові на сучасному етапі визначається як наслідком технологічного та економічного розвитку суспільства, появою нових реалій, які вимагають номінації, так і внутрішньомовними чинниками, прагненням до економії, емоційним вираженням думки та стилістичною диференціацією. Помічено, що семантичні неологізми утворюються переважно в процесі внутрішньої семантичної деривації. Близькими до субстандартних мовних утворень є розмовні нео-фразеологізми, які характеризуються відхиленням від норми літературної мови і залежать від комунікативної ситуації, в якій вони вживаються. Досліджено такі стилістичні характеристики неологізмів, як метафоризація та метонімізація. Підкреслено роль скорочених неологізмів як засобу оновлення лексики галузі інформаційно-комп'ютерних технологій та виявлено деякі їх граматичні особливості. Зазначено, що поява неологізмів зумовлена прагматичними потребами спілкування. Визначено функції неологізмів у сучасному медіапросторі.

Ключові слова: медіапростір, Інтернет, неологізм, абревіатура, семантика, функція.