NEW VOCABULARY OF THE INTERNET LANGUAGE: METHODS OF FORMATION, REASONS FOR THE APPEARANCE

I. I. Rasulov
Candidate of Philological Sciences,
Associate Professor of Kokand SPI, Uzbekistan

N.V. Ikromova
Student of Kokand SPI, Uzbekistan

Abstract
The article is devoted to the study of neologisms in the Russian language, which are widely used in Internet communication. The article considers the In
ternet as a special communicative environment in which the language is undergoing changes. New phenomena that appear on the web need to be named. The nomination process can take place in two ways: the formation of new words, as well as the emergence of new meanings for words. The study of Internet vocabulary is an urgent problem for the modern Russian language. The author made an attempt to summarize new material on the topic under study, to analyze the lexical units selected during the study of Internet discourse in Russian. The paper considers the factors influencing the formation of Internet neologisms, identifies a number of their lexico-semantic groups. The conclusion is made about the inevitability of changes in the word-formation system of the Russian language, which occur under the influence of the Internet environment in the context of the globalization of the language space.

Keywords: neologisms, causes of appearance, methods of formation, blurring of speech boundaries, Internet space, social networks, Internet language.

Introduction

From the first days of existence, mankind has developed so rapidly that each subsequent era of history has come twice as fast as the previous one. These processes have been observed especially intensively recently. In the last 50 years alone, culture, technology, and society have changed dramatically. At the same time, the language also changes. Neologisms are the main reason for such a rapid change in the language. The term "neologism" first appeared in 1755 in French, from where, after 1800, it was borrowed into English in the sense of "the use of new words, innovations in language, and a new word or expression." This name comes from the ancient Greek words "neos" - new and "logos" - the word [1]. The concept of neologism is relative: a word is considered neologism as long as the speakers feel the effect of novelty and freshness in it. Over a certain period of time, neologisms can be fully mastered by the language and cease to be neologisms, becoming ordinary words of the main stock of the language. With the advent of the Internet, the emergence of new means of communication, the number of neologisms began to increase exponentially. The Internet has firmly entered the life of a modern person, including a huge impact on his language, which, like any developing system, is also rapidly adapting to

new conditions. First of all, the changes are noticeable in the vocabulary. A modern person is surrounded by a large number of borrowings, abbreviations and neologisms, there is a change in the meaning of old familiar words, an increase in new meanings. The Internet is both one of the causes of such changes and a kind of their "archiver", through which we can follow all these processes.

Discussion

In modern Russian, there are several types of neologisms. These include lexical neologisms, that is, those that appeared with the emergence of new realities in people's lives with the help of word-formation means of the language or words and expressions borrowed from other languages, as well as semantic neologisms - these are well-known old neologisms that have received a new meaning or a changed meaning. In addition to general language, speech can contain individual stylistic or, more simply, author's neologisms. Another name for such neologisms is occasional. So it is customary to call words that exist, as a rule, only in a certain context that gave rise to them, and not included in everyday language. They are created by writers, poets to give special expressiveness and figurativeness to a literary text.

A large number of neologisms came to us from computer games, whose popularity among young people is unusually high. For example, a noob is a beginner, gamble is to play, raffle is to joke, the term farm means trying to get ("farm") valuable items in the game, exploiting boring and mundane elements of game mechanics.

Neologisms are known to appear in the language for the following reasons [4]:

1. The emergence in life of a new reality, object or concept that requires a name.

2. The need to designate phenomena that were previously present in our lives, but did not have a corresponding designation in the language, since the very existence of these phenomena was hushed up.

3. The appearance of a more convenient one-word designation of what was previously called with the help of a phrase.

4. The need to emphasize the partial change of the subject in a changing society.

5. The influence that the culture of some other country has on Russian life at a given time is dictated by the fashion for foreign words included in the lexicon of this country.

Researchers divide neologisms into three groups: lexical, semantic, occasional [2]. The process of forming verbal Internet formations in the language is simple, but at the same time high-tech, since the communication technologies themselves are the reasons for the emergence of new words.

With the advent of new Internet resources, neologisms also appear. In their education, the entire arsenal of the possibilities of the Russian language is used. As observations show, neologisms appear in the language with the help of internal methods of nomination (for example, compounding, abbreviation), or external (borrowing).

At the origins of the creation and development of the World Wide Web were programmers who used the English language and, accordingly, English terms as a universal means of communication. Even at the very beginning of the development of the Internet in Russia, people who found themselves in a

different language environment, but who had access to the network, faced the problem of the absence of the Russian language on their computers or the misunderstanding of the Russian language by mail programs. To adapt the terms, in some cases it was used, and is still used, transliteration - the letter-by-letter transmission of a word or text written using one alphabetic system by means of another alphabetic system [3]. The use of transcription in translation is to convey in Russian letters not the spelling form, but the sound of the English word.

Many words that were professional at the dawn of the Internet have now become common, while retaining their foreign language origin. Transcription examples:

1) Chat - chat. Translated from English means "talk", "wag the tongue". It is distinguished by the frivolity of the conversation, as well as the fact that you can "chat" only on the Internet, not in life [4].

2) Provider - provider. Translated from English - "supplier". This is the name of those companies that provide access to the Internet, i.e. "provide" the user with this service.

Transliteration examples:

1) Web-, web - web. It means "network". People use this term as part of complex words (webmaster, website or web designer, web magazine, web services) when the concept being defined has something to do with the Internet.

2) Content - content. Translated from English means "content, content."

Most neologisms that have emerged in recent years are lexical with a foreign root. Such as: reception (from the English "receipt" - "reception", lunch (from the English.

"lunch" - "lunch", VIP (abbreviation of Very Important Person - "very important person"), merchandiser (from the English "merchandiser" - "specialist in laying out goods on store shelves", coaching (from English coaching "-" the process of training, teaching someone something", to make friends (from the English friend - friend), to become friends - to make friends; gamble (from the English game - game); gadget (from the English gadget - adaptation), spam, spam (from English spam - mass mailing of advertisements or other messages of a different type of messages to recipients who do not want to receive them;

Interestingly, the like idea first appeared in 1998 on a social network called Surfbook. At the same time, words arose that became firmly established in the speech of users of various Internet communities: "wall" (from the English wall), "timeline" (from the English timeline), "news feed" (from the English news feed).

An abbreviation is a noun consisting of truncated words of the original phrase or of truncated parts of the original compound word. The last component of the abbreviation can also be a whole (not truncated) word [5].

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. A person devotes a significant part of his leisure time to chatting, 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, a language game. In the spoken language of the Internet, the following abbreviations are quite common:

- *AKA* - (English also known as) "also known as", "he is"

- **FAQ** - (eng. frequently asked questions) "frequently asked questions" (meaning the "question-answer" list)
- **LOL** - (eng. laughing out loud) "laughing out loud"

When creating new words, a kind of compression is often used - univerbation. This is a way of forming a word on the basis of a phrase, in which the derivative word includes the stem of only one of the members of the phrase, that is, the derivative is correlative in form with one word, and in meaning with the whole phrase [7]. The presence of words formed in this way, their number and range of applications suggests that this method of simplifying expressions is the fastest and easiest for a speaking person (food products - buckwheat, soda; institutions - musician, Suvorovka, sailor; chemicals, medicines - ammonia, ascorbic acid, oxolinka and others). In the language of the Internet, univerbation is actively used, for example, with the suffix -k(a). So it turned out to be a "leaflet" (a program for turning pages), a "dialer" (a program for phone calls), a "walker" (computer games in which the player moves in a large game space). Since the advent of computer technology and the Internet, their solid entry into the life of modern society, new words have appeared in computer slang, began to be actively used, and after a short time they went into a passive, as the development of technology constantly supplies the language with new concepts, and pushing the old ones to periphery of the language. These are the words that were once neologisms, now seem obsolete to modern users: *motherboard - motherboard; inkjet - inkjet printer; RAM - RAM; ibemka - IBM computer; unlimited - unlimited subscription; non-cash - non-cash payment; avik - video file with avi extension; source codes - source texts of programs, etc.*

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, language of Internet discourse. And also such concepts as slang and jargon are widely used. These terms are not strictly synonymous, but at this stage of understanding by philologists of the features of the functioning of the language in the network, they are used mainly in the analysis of the same phenomena.

The linguist Skrebnev understands jargon as the words of professional and social groups, which are informal in nature and are a playful replacement for words that already exist in the neutral sphere of the literary language. In his opinion, formal and even neutral words are considered by the creators of jargon as too pedantic and even grandiloquent [8]. The use of jargon suggests a certain disobedience in language behavior.

In the language of the Internet, as in any other social sphere, whether it be a professional community or a subculture, its own jargon has appeared. According to the book of Ivanov L.Yu., "jargon is the speech of any social or other group united by common interests, containing many words and expressions that are different from the common language, including artificial, sometimes conditional" [5].

Among the network jargon in Russian, the following words can be distinguished:

1. **Bayan** - the designation of outdated news, news.
2. **Selfie** - from English. selfie, derived from self, "himself", "yourself". This is a self-portrait taken with a smartphone.
3. **Fake** - English. - fake - something erroneous, fake, fake.

Results and Some Observations

Thus, as a result of the study, we came to the conclusion that most of the new words in Russian are borrowings from foreign languages, primarily from English. In addition, these words are not urgently needed and have equivalents in Russian. So why does a modern Internet user choose them instead of the forms already existing in the language? This can be explained by the change in social, political, psychological attitudes in society. "The new norm, freer and at the same time less definite and unambiguous, is under the influence of the mass press. Television, radio, periodicals, and mass culture in general are increasingly becoming "trendsetters", "educators" of a new linguistic taste…" [4]. During the functioning of the Russian language in the current conditions, there are changes that are necessary for its adaptation to the new realities of the existence of the individual and society in order to ensure their most comfortable entry into the global virtual space. The Internet is an amazing product of the era and technology, which gives a completely new quality in communication between people separated not only by distances, and sometimes large, but also by national, social and other factors.

Conclusion

Thus, our assumption was confirmed. Most young people use online jargon in their speech - anglicisms, abbreviations and abbreviations, although many of these words can be replaced with Russian equivalents. Most often, this only requires translating words from English into Russian, for example, not "proof", but "proof"; not "follower", but "subscriber" and so on. The phenomenon of the new formation of the vocabulary of the Internet language cannot be assessed unambiguously. The modern Russian language in its implementation in virtual communication is unthinkable without the emotional component and the speed of speech transmission. At the same time, the user must also remember the norms of the literary Russian language and not forget about when, with whom and in what environment it is permissible to use such newspeak.

Sher, as well as derivatives of sherit, sherite - from ang. Share, "share". This word is used to refer to the action in which a social media user shares someone's post on their feed.

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