ENGLISH LEXICAL NEW FORMATIONS AND THEIR USE IN THE RUSSIAN INTERNET SPACE

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Abstract
The article discusses the process of the emergence of English lexical neoplasms that emerged in the field of computer technology at the beginning of the 21st century, their borrowing into Russian computer jargon and their further functioning in the Russian-speaking segment of the Internet. Neologisms are analyzed from the point of view of the productivity of word-formation models of the English and Russian languages. Examples of semantic derivation are given and the strategic nature of the use of anglicisms in Russian computer discourse is revealed. A systematic study of neologisms and borrowed words as a separate variety of neologisms should answer various questions related to how the lexical composition of a language changes over time and, in particular, by what models and by what means are foreign and newly formed lexical units integrated into language and how they adapt. By models, we mean both morphological patterns of word formation and inflection, as well as its part-of-speech affiliation and the ability to be used in various positions in a sentence.

Keywords: computer jargon, English borrowing, neologism, word-formation models, semantic derivation.

Introduction

Even today there is no strict consensus on the exact definition of the terms "borrowing" and "loanword", since both Russian and world linguists have similar, but rather different definitions of these concepts, which allows the concepts to have a not so clearly defined meaning. Below we will give some definitions of these terms in order to better understand the subsequent parts of this final work.

According to the definition of the Dictionary of Linguistic Terms by Galichkina, E.N., "borrowing" means "eng. borrowing, fr. emprunt, germ. Entlehnung, ucn. prestamo. 1. Appeal to the lexical fund of other languages to express new concepts, further differentiation of existing ones and designation of previously unknown objects (often these concepts and objects themselves become known to native speakers of a given language only as a result of contacts with those peoples from whose languages the corresponding words are borrowed). 2. Words, derivational affixes and constructions that entered the given language as a result of borrowing; cf. borrowed word [1].

In an era of intense globalization and internationalization, a person perceives the world around him more and more indirectly, with the help of cognitive tools that play an active transforming role in his conceptualization of reality. At present, the Internet is becoming such a tool of knowledge. the global

computer network is a virtual reality, where, probably, from now on all the symbols of human communication, any fragments of reality can be placed, reproduced and transformed in a new parallel (symbolic, digital) space. In such a technically designed virtual space, a corresponding discourse has also been formed. at the same time, according to D.V. Galkin, "virtual discourse has replaced the nature of communication - letters and words, sounds and images, bodies and things are replaced by numbers, and therefore they are virtual, and therefore they acquire such specific capabilities" [1].

Various fragments of reality can be represented in their potential infinity, since the virtual space is arranged according to the network principle, and the Internet acts as a fundamentally open system for the production and transmission of meanings, texts, data banks, links, etc. Because of this, computer discourse is distinguished by its openness and unequal degree of adaptation to different national cultures.

Discussion

To understand language change, it is important to know where a word comes from, how it is formed, what its morphological and syntactic properties are, and how it is used. Guided by this consideration, we classified the resulting list of words on five grounds: type of borrowing, part of speech, type of word formation, word formation model and subject matter. It is these characteristics that we consider the most revealing in the analysis of modern borrowings and neologisms. According to the type of borrowing, the words from the list are divided into five classes: native, anglicisms, gallicisms, words with foreign roots and mixed words. The original words are those lexemes that are formed from common Slavic roots, to anglicisms

Gallicisms include the latest borrowings from English and French, words from borrowed roots include composites composed of borrowings of an earlier time, while mixed words include words consisting of Russian and foreign morphemes.

There is a need to adapt the linguistic personality to the specifics of the virtual world, as a result of which shifts occur in national cultural and linguistic systems. So, computer communication in Russian is distinguished by a number of features: 1) active intrusion (inlay) of terms; 2) using transliteration and transcription; 3) the use of word-formation and semantic cripples; 4) playing around with English words using Russian ones; 5) inventing words on someone else's basis [1].

The number of new nominative units of the computer vocabulary terminology system is increasing every year. The most important of the reasons for this phenomenon is the rapid development of computer technology and the active penetration of new information technologies into people's daily lives. New technical realities so quickly entered into life and became commonplace that they did not have time to be codified, receive names, and the official terminological apparatus did not keep up with the changes in reality. Therefore, many authors of Internet messages resort to the English computer terminological system, for example, the following lexical neoplasms are widely represented in the Russian-speaking segment of the Internet: *WAP, Bluetooth, MP3, blog, i-Pod.*

This article discusses the process of the emergence of English lexical neoplasms that arose in the field of computer technology at the beginning of the 21st century, their borrowing into Russian computer jargon and their further functioning in the Russian-speaking segment of the Internet.

Despite the great interest of linguists in the causes and factors influencing the emergence of a new word, as well as in the problems of studying new vocabulary, the theory of neology has not yet taken shape as an independent field of scientific knowledge and remains a special area of lexicology. One of the main questions of neology is the question of what words can be considered new. Researchers offer various criteria that delimit new words from existing ones and, in this regard, identify several areas: denotative theory, stylistic theory, lexicographic theory.

Based on various approaches to the phenomenon under study, i.e. Maksimova offers the following working definition of the term "neologism": neologisms are understood as new words, meanings of words and phrases created to denote new realities and concepts that appeared in a certain period in the language and are characterized by new means of expressiveness [3].

This definition, in our opinion, most widely reflects the specifics of the phenomenon under study and allows us to identify the functional conditionality of the appearance of neologism both in the source language and in the borrowing language. Based on the accepted definition of the concept of "neologism", it is clear that, firstly, neologisms perform a nominative function, denoting new realities in the language: *blog, webology*; secondly, they are the result of the action of language economy, replacing a whole group of words with one-word names: *webmaster* - someone who is in charge of a website. In addition, the generally accepted opinion of linguists is true that "neologisms perform not only a nominative, but also a connotative function, especially at the time of their formation, resulting in a stylistically marked vocabulary" [3, p. 8], which, in turn, is characterized by a differentiating function: *webhead* (informal) someone who uses the Internet a lot, especially in a skilful way.

To create new lexical units, the modern English language uses mainly its own resources of word creation. Thus, English lexical neoplasms are created using various word-building models, the productivity of which is not the same and has certain features. The language has many ways of forming new lexical units: word production (affixation), word formation, blending (telescopic formation), abbreviation, conversion, substantivation, adjectivation, reverse word formation, lexical-semantic method, alternation of sounds, stress transfer in a word. ON THE. Knyazev points out that currently the most productive in the English language of computer communication are such word-formation mechanisms as word formation (*portal site, audioblog, smartphone*), compression (*phrases: netizen, truncations: e-company, abbreviations and acronyms*), (*DVD, BD-ROM, USB, SLI*) and word production (moreover, the prefix way is more productive than the suffix way: (*cyberbusiness, cyberculture, cyberworld, cyberspace; software, spyware*); other affixal formations are represented by single examples (*anti-spam, microbrowser, blogger*). Conversion (the converted formation of the verb google from a noun - the name of the well-known search engine Google) and the lexical-semantic method (based on metaphorical, less often on metonymic transfer of meaning: flame, spam) are less productive, and the alternation of sounds and transfer of stress in the word are almost never used, passing into the category of historical methods of word formation.

Being formed under the direct influence of the English language, Russian computer jargon absorbs a significant part of English terminology in the form of transcriptions and transliterations: *online* (from English online) - in synchronous time mode (formed by transcription); *offtopic* (from English off topic) - a message off topic, for example, *a conference or forum* (formed by transliteration). In borrowing, the sign of another language system is reproduced, in connection with this, more or less significant changes in the foreign language prototype often become inevitable. The most general trends in the study of the development of borrowings in a new language environment are reduced to the study of the mechanisms of their formal, semantic and word-formation adaptation. A special place in a number of aspects of the adaptation of borrowings is given to word-formation adaptation. New lexical material is involved in word-formation processes, which is shaped by means of the native language. As a rule, each derivational nest is based on the borrowing or tracing of an English-language root morpheme. Not only morphemes are borrowed, but also abbreviations, which then take the place of root morphemes. Further, the word-formation process proceeds in accordance with the rules of the Russian word-formation system.

Thus, neologisms of English origin in Russian computer discourse perform not only a nominative and differentiating function, forming both an elevated and scientific (terminological) vocabulary, and colloquial, but also serve as linguistic and speech manifestations of connotation. English-language borrowings, passing from occasional use in their original form through graphic and phonetic stabilization to widespread use, are assimilated into the host language. However, more and more often, on public forums on the Internet, users are faced with little-known English names used without reference to a foreign language prototype, which to a certain extent complicates the process of communication in general.

To a person unfamiliar with a computer, the meaning of these messages is not entirely clear. In such cases, the use of a non-translatable method of introducing a new borrowing on the part of the speaker should be dictated by the confidence that the addressee either has a proper command of the English language, or is ready to independently search for a foreign prototype in order to produce a semantic interpretation of an unknown word necessary to understand the entire text or its fragment. This approach allows us to consider English borrowings as a linguistic method of speech influence, the choice and use of which is strictly motivated by the addresser and aimed at achieving a certain communicative goal, that is, strategically justified.

Results and Some Observations

A predictably greater number of neologisms are words that are completely borrowed from other languages, but it is curious that almost all of them, except for Gallicism decoupage, are words of English origin. In addition, there are also seven words containing foreign roots, of which eight words are composed of foreign roots and are of mixed origin, that is, they contain both foreign and Russian morphemes. The rest of the words are native Russian or tracing from other languages with the help of Russian roots. The most actively replenished semantic field, according to our data, is the "Internet" field, represented almost exclusively by anglicisms and words formed from them. The second place is occupied by the "evaluation" field, since this semantic field is, apparently, one of the most popular,

especially with the advent of social networks and the ability to comment on the material posted in them. It is also worth noting that exactly half of the original Russian neologisms from our list belong to this field.

Conclusion

Thus, at the present stage of the development of the Russian language on the Internet, borrowed neologisms are superior to the original ones. The English influence covers virtually all aspects of the situation that arises in the process of the user's work with electronic resources. At the initial stage of development, the Russian language began to be actively replenished with English terms, which are gradually transformed into jargons that have a certain emotionally expressive coloring, most often of an ironic nature. To date, there is a need to standardize new lexical and grammatical units that have come into the language along with the Internet. In this regard, the researchers propose to limit the scope of use or stop the excessive spread of jargon outside the group of network professional vocabulary. Only in exceptional cases, when the literary language lacks the means to accurately express specific Internet content, is it permissible to resort to neologization using productive word-formation paradigms or borrowings [2].

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