УДК 81'33

Е.В. МАРТЫНОВА,
преподаватель
Казанский федеральный университет
Н.А. МИХЕЕВ,
студент
Казанский федеральный университет
П. ПИТТАКАРАС,
преподаватель
Университет Никосии

THE INFLUENCE OF INFORMATION TECHNOLOGIES ON WORD FORMATION IN THE ENGLISH LANGUAGE

Аннотация. Статья посвящена проблеме образования новых слов в Английском языке в условиях, созданных современными информационными технологиями. Неологизмы являются неотъемлемой частью любого современного языка, однако, наибольшее их количество приходится именно на Английский язык, в виду его распространённости. В статье описываются причины появления неологизмов, влияние современных технологий на темпы их появления и быстроту их распространения.

Ключевые слова: неологизм, информационные технологии, словообразование, общение, медиа, социальные медиа, английский язык.

Abstract. This article is devoted to the problem of word coinage in English language in the current environment, dictated by modern information technologies. Neologisms represent an essential part of any modern language and the greatest number of them tends to originate in the English language environments, due to the spread of the latter. The article highlights reasons of word coinage and an influence of modern technologies on their emergence rates and the pace of their spread.

Key words: neologism, information technologies, word formation, communication, media, social media, the English language.

No matter the language, human beings use it in the same essential way – to communicate and pass information. As the time passes, the more and more functions, objects and phenomena are discovered and all of them do need to be described verbally, in order to keep communication as informative and efficient as it is possible. That is where neologisms come into play.

The word "neologisms" mainly refers to recently coined or isolated terms, words and phrases that have not yet made it to mainstream language, although are in the process of entering common use. The word derives from two Greek words νέο- *néo-,* "new" *and* λόγος*lógos*,"speech". Neologisms tend to tobe created by combining already existing words together, or by giving words new and unique suffixes or prefixes. New meanings, given to already established words are also considered to be neologisms [5].

Neologisms are an essential and inevitable part of any language's development process as they keep the language relevant and up to date. The English language alone is constantly picking up neologisms at the rate of around 5,400 new words a year, 1,000 of which makes it to the print [3]. Development and implementation of various computer and, particularly, web technologies have played a major role in this process. In the recent years, technological development has become one of the two main neologism drivers, culture being the other one [4]. Along with the development of information technologies grows the coverage and influence of media and, most importantly, social media which is responsible for the emergence of computer-mediated communication (CMC), which is named Netspeak. In the environment of such an open internet access as we may observe in the modern days, the language changes so quick that if a netizen falls out of this environment or just fails to follow new emergencies, one experiences difficulties in understanding new information. It would also affect one's online and offline communication, since newly coined words are often preferred by others, being more descriptive and precise. Netspeak neologisms often find their way into mainstream language and thus one must put effort into keeping their vocabulary relevant and non-obsolete.

Throughout the day an average person may encounter neologisms whilst reading a newspaper or listening to a broadcast and, due to neologisms' timeliness, dictionaries tend to be of no use and thus one ends up seeking for the meaning of the word online, which is where the word has, most likely, originated.

The current most popular source of definitions for words that originate and live within the web is a multilingual website called "Urban dictionary", which currently is the 476th most popular website worldwide, according to a respected statistics service "Alexa" [7]. An article posted by "The New York Times" in January 2014 claims that at that time the website has already had more than 7 million definitions of words, acronyms and phrases listed on it, and more than new 2,000 definitions were added on a daily ba-

sis. Ever since its creation in 1999, it has become an archive of all the new words and phrases of the still-forming culture of social media. Its usefulness and significance are vividly highlighted by the numerous known cases of when it has been used for reference not only within media sphere, but also by judges in court to figure out and define the latest slang [1; 2].To estimate an amount of new words which have originated online, refer solely to information technologies and have made it to the mainstream language, we will solicit statistics from a website called "Word Spy" [8] and concentrate our attention on the number of tags and words, marked with those tags, devoted to "Computer" category.

The "Computer" category of the mentioned website consists of the following tags:
• blogging
• communications
• computers
• data
• email
• games
• hacking
• hardware
• internet
• jargon
• networking
• privacy
• programming and software
• security
• social networking
• spam
• wireless

With a total of 17 tags it is the second most tagged category of the website, with the top tagged category being Culture", which has almost twice as many (32) (as of 30.10.2017) in total. The "Computer" category has 970 registered words with the *'internet'* tag being the most popular (228 words). This number also makes it the second most contributed category of the website. It is necessary to point out that other categories were also affected by information technologies and thus contain words which have a direct connection to them as well. To name a few, the word *"we-broom"* is tagged as *"retail"* in "Business" category and has the following definition: *"to use the web to research a product and to then purchase the*

product in an offline store" and it does clearly represent the way information technologies changed the way some people choose to do their shopping. Under the *"jobs"* tag in the same category there is a phrase *"gig economy"* defined as: *"the economic sector consisting of freelancers who take on a series of small jobs, particularly when those jobs are contracted online using a website or app"*, which describes a whole vast market of jobs, made possible by the convenience and interconnectivity that the Internet has brought to masses.

In order to stop being considered a neologism, a word must become familiar to a significant portion of the language's users and be accepted and seen as if it has always been valid. Such process may take up to fifteen or twenty years, although it must be mentioned that currently there is no universally accepted measure and the period varies from word to word [6].

To conclude, it is necessary to point out the significance of neologisms in the modern society. Each day the world changes in a thousand of unpredictable ways. And in order to keep up with the world, to describe it thoroughly, the language must also change. With the world being as connected as it is today, those changes go rapidly and, thanks to the information technologies, we have the means to progress with it.

References

1. A Lexicon of Instant Argot. – URL: https://www.nytimes.com/2014/01/04/technology/a-lexicon-of-the-internet-updated-by-its users.html?ref= technology (accessed October 31, 2017).
2. For the Word on the Street, Courts Call Up an Online Witness. –URL: http://www.nytimes.com/2013/05/21/business/media/urban-dictionary-finds-a-place-in-the-courtroom.html (accessed October 30, 2017).
3. How new words are born. –URL: https://www.theguardian.com/media/mind-your-language/2016/feb/04/english-neologisms-new-words (accessed October 27, 2017).
4. McDonald, L. J. (2005). The meaning of e-: neologisms as markers of culture and technology.
5. Neologism. – URL: https://en.wikipedia.org/wiki/Neologism (accessed 27.10.2017).
6. Neologism. – URL: http://www.yourdictionary.com/neologism (accessed October 31, 2017).
7. Urbandictionary.com. Traffic Statistics. – URL: https://www.alexa.com/siteinfo/urbandictionary.com (accessed October 31, 2017).
8. Word Spy. – URL: www.wordspy.com (accessed October 29, 2017).