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THE ROLE OF CYBER NEOLOGISMS IN MODERN ENGLISH-LANGUAGE INTERNET DISCOURSE

РОЛЬ КІБЕРНЕОЛОГІЗМІВ У СУЧАСНОМУ АНГЛОМОВНОМУ ІНТЕРНЕТ-ДИСКУРСІ

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The article considers the role of cyber neologisms in the modern English Internet discourse, identifies their main functions, structure and influence on language communication. The article analyses the doctrine of scientists regarding the concept of "cyber neologisms" and explains the term as a new lexical unit created on the basis of various types of morphological word formation in order to describe phenomena, processes and objects related to the development of cybernetics, the Internet, digital and computer technologies and the information sphere, while forming an up-to-date linguistic picture of the world. Particular attention is paid to the functions of cyber neologisms, in particular, to simplify the transfer of information, designate new phenomena and strengthen the identity of online communities.

The types of morphological word formation of cyber neologisms are distinguished: affixation (including the use of prefixes, suffixes or their combinations to form new words); word compounding (combining two or more bases to create a compound word); conversion (transferring a word from one part of speech to another without changing its form); reversion (forming a new word by truncating endings or suffixes); contamination (combining elements of different words to form a new one); abbreviation (forming new words through truncation, abbreviation, acronym).

The study examines examples of cyber neologisms based on the material of the BBC online newspaper for 2024 and their role in enriching the lexical composition of the English language. Taking into account the quantitative data obtained, it is worth presenting statistical data on the use of the main types of morphological word formation of cyber neologisms, based on the selected corpus: word formation (45%), affixation (19%), conversion (15%), contraction (15%), contamination (4%), reversion (2%) (Figure 2). The article also highlights the cultural and social aspects of the use of cyber neologisms, in particular their impact on the formation of digital culture.

Thus, cyber neologisms are not only a means of communication, but also a reflection of the dynamic processes of transformation of modern society and language. The conclusions of the study give better understanding of the interaction of language, culture and innovation in the age of new technologies.

Key words: cyber neologisms, linguistic mechanisms, modern English-language Internet discourse, transformation, lexical composition, morphological word formation.

У статті розглянуто роль кібернеологізмів у сучасному англійському Інтернет-дискурсі, виокремлено основні функції, структуру і вплив на мовну комунікацію. Проаналізовано вчення науковців щодо поняття «кібернеологізми» та розтлумачено термін як нову лексичну одиницю, створену на основі різних видів морфологічного словотвору, з метою опису явищ, процесів і об'єктів, які пов'язані із розвитком кібернетики, Інтернету, цифрових, комп'ютерних технологій й інформаційної сфери, формуючи при цьому актуальну мовну картину світу. Особлива увага приділяється функціям кібернеологізмів, зокрема спрощенню передачі інформації, позначенню нових явищ та зміцненню ідентичності інтернет-спільнот. Виокремлено види морфологічного словотвору кібернеологізмів: афіксація (включає використання префіксів, суфіксів або їх комбінацій для утворення нових слів); словоскладання (об'єднання двох або більше основ для створення складного слова); конверсія (перехід слова з однієї частини мови в іншу без зміни його форми); реверсія (утворення нового слова шляхом усічення закінчень чи суфіксів); контамінація (комбінування елементів різних слів для утворення нового); скорочення (утворення нових слів через усічення, абревіацію, акронімію).

У дослідженні розглянуто приклади кібернеологізмів на матеріалі Інтернет-газети BBC за 2024 рік та їхню роль у збагаченні лексичного складу англійської мови. Враховуючи отримані дані кількісних даних, варто презентувати статистичні дані використання основних видів морфологічного словотвору кібернеологізмів, на основі відібраного корпусу: словоскладання (45%), афіксація (19%), конверсія (15%), скорочення (15%), контамінація (4%), реверсія (2%) (рисунок 2). Також висвітлено культурні та соціальні аспекти використання кібернеологізмів, зокрема їхній вплив на формування цифрової культури.

Отже, кібернеологізми є не лише засобом комунікації, а й відображенням динамічних процесів трансформації сучасного суспільства та мови. Висновки дослідження дозволяють якісніше зрозуміти взаємодію мови, культури й інновацій у час новітніх технологій.

Ключові слова: кібернеологізми, мовні механізми, сучасний англомовний Інтернет-дискурс, трансформація, лексичний склад, морфологічний словотвір.

Statement of the problem. The modern English-language Internet discourse is rapidly changing under the influence of digital technologies, which leads to the active development of the language and the emergence of new lexical units – cyber neologisms. These new words reflect current social, cultural, and technological changes. However, despite the proliferation of cyber neologisms, their role in the structure of Internet discourse is not sufficiently studied.

It is important to analyse the mechanisms of formation of cyber neologisms and the factors that influence their spread in different languages, including English. Therefore, the relevance of the study is determined by the need to determine the role of cyber neologisms in modern English-language Internet discourse, their functions, structural characteristics and impact on digital communication.

Literature review. The concept of cyber neologism has been studied in the works of scholars: O. Artysh [1], Y. Zatsnyi [4], M. Quinion [9], M. Kizil [5], H. Levun [1], S. Petrova [1], O. Yasinska [7] and others. The ways of forming English computer vocabulary are considered by the following authors: O. Vasylenko [2], S. Yenikieieva [3], Y. Zatsnyi [4], O. Nikolenko [6] and others.

Goal of the article. The aim of the article is to determine the role of cyber neologisms in modern English-language Internet discourse, to analyse their functions, mechanisms of formation and influence on the lexical fund in the digital environment.

To achieve this goal, the following tasks have been identified:

– to study the concept of "cyber neologisms";

– to identify the main functions of cyber neologisms in the Internet discourse;

– to analyse the linguistic mechanisms of cyber neologisms formation;

– to identify the influence of cyber neologisms on changes in the lexical vocabulary of the English language;

– to determine the prospects for further development of cyber neologisms in the context of Internet globalisation.

Base material. As knowledge about the world around us expands, the language is constantly changing, especially at the level of changes in lexical composition. The main source of new words in the modern English language is scientific achievements, especially in the field of computer technology. Rapid progress in this field and the widespread use of personal computers in various aspects of human life have enriched the English language with specific terminology and new expressions. This phenomenon emphasises the importance of studying the processes of formation and organisation of information technology-related vocabulary, making this topic extremely relevant.

According to O. Vasylenko, the widespread introduction of personal computers and the emergence of the Internet have led to the enrichment of computer terminology by various social groups. The relatively young age of professionals working in the field of IT technologies and the popularity of computer technologies among young people are shaping trends in the use of new lexical items among users [2].

A similar opinion is shared by O. Artysh [1], G. Levun [1], S. Petrova [1], noting that the lexical composition of the language is constantly changing, which is due to the new cognitive and communicative needs of speakers. Rapid progress in the field of technology and information systems stimulates the emergence of new concepts, on the basis of which specific terms for different fields of activity are formed.

According to O. Vasylenko's research, computer vocabulary, depending on the sphere of its use, can be divided into several categories: commonly used computer vocabulary, terms used by Internet users, professional language of programmers, vocabulary of software users, terms related to computer games, etc. The lexical content of texts related to computer discourse is characterised by the richness of speech with specialised terms. Among them are the following:

– highly specialised computer vocabulary used mainly by specialists;

– words borrowed from other fields and reinterpreted in the context of the computer environment;

– common words that have acquired a specific meaning in computer communication [2].

The peculiarity of computer discourse is the selective combination of seemingly incompatible elements, the creation of neologisms, which sometimes gives the message an ironic or humorous colouring, which is often characteristic of the youth audience.

The British linguist M. Quinion calls the widespread use of neologisms a "*cyber plague*" [9]. Yu. Zatsnyi notes that cyber neologisms began to actively penetrate the English language only in the 1990s, which was due to the growing importance of the Internet. The term *cyberplague* became particularly popular. In addition to the dominant element *cyber–* in English, other productive components for the formation of computer vocabulary, such as *techno–* and *tele-,* are also actively used at the present stage [4].

According to O. Yasinska, cybernetics is a science that studies the control of complex dynamic systems, as well as the processes of collecting, processing and transmitting information in living organisms and

technical systems. It serves as a source of new words known as cyber neologisms, which the author understands as a lexical unit that denotes new objects, phenomena and processes related to the development of cybernetics, the Internet and human computer activity. Cyber neologisms influence the formation of a linguistic picture of the world in the human mind, enriching the mental vocabulary of an individual [7].

M. Kizil, studying the concept of cyber neologisms, defines it as a term derived from the concept of "cyberspace", which contains computer-labelled vocabulary [5].

Guided by the definitions of scientists, we interpret cyber neologisms as a new lexical unit created on the basis of various types of morphological word formation in order to describe phenomena, processes and objects related to the development of cybernetics, the Internet, digital, computer technologies and the information sphere, forming an up-to-date linguistic picture of the world.

O. Vasylenko examined in more detail the ways of forming English computer vocabulary. According to the scientist, six main types of morphological and lexical-semantic types of word formation are currently the most productive:

– use of affixes;

– formation of compound words (word compounding);

– changing the part of speech without changing the form of the word (conversion);

– reverse formation (reversion);

– combining parts of different words (contamination or blending);

– formation of shortened word forms [2].

O. Vasylenko notes that affixation is one of the most productive ways of forming computer vocabulary, which includes the use of suffixes, prefixes and their combined use. At the present stage of development of computer terminology, the suffix method of word formation is considered to be the most active. Accordingly, the author notes that the most common prefixes are those of Latin origin, such as *inter-, mini-, super, micro, non-, hyper-, re-, un-,* та інші. The most common prefixes also include: *anti-*, *co-*, *de-*, *post-*, *pre-*, *sub-*, *in-*. The presence of computer-specific prefixes, such as: *e-, cyber-.* The most commonly used suffixes in English computer terminology are *-er*, *-or, -ware.* It is worth noting a purely slang suix *-o* [2].

Word formation is a way of forming new words by combining two or more stems. There are several types of this process: simple stemming, merging, and combined stemming using affixes. Compound words often have additional emotional and expressive meanings or elements of metaphor. Some terms are created by telescoping, i.e. combining parts of the stems of several words. One of the most popular word formation methods is compression, which helps to avoid excessive information when using complex concepts. This approach is especially important in creating terminology. Compression is manifested through the use of stem truncation, stem shortening, abbreviations, acronyms [2].

Abbreviations are quite common. They are divided into two types: the abbreviation itself and truncated words, or a compound abbreviation. A modern abbreviation is often characterised by the use of initialisms, which may include not only initial letters but also other parts of words [2].

S. Yenikieieva notes that the process of forming new affixes in English occurs through the transformation of full-sense words into formants or by disassociating words with their subsequent transformation into affixes. Word formalisation consists in the transformation of an independent, syntactically independent lexeme into a related morpheme that loses its communicative autonomy. Word formation by analogy plays an important role in this process, when new words are created on the basis of existing neologisms [3].

Analysing English neologisms, Yu. Zatsnyi distinguishes the following types of word formation:

– lexical items formed with the use of new affixes or semi-affixes, such as: *nano-*, *mega-*, *hyper-*, *multi-*, *cyber-*, *eco-*, *e-*, *i-*, *mini-*, *-ist*, *-holic*, *-gate;*

– the following suffixes are used, especially when it is necessary to characterise a person: *er / -or, -ist, -man, -ee, -eer, -ster, -ite, -an / -ian, -ant / -ent, -arian, -ard, -ician, -ess, -ie / -y, -nik*; new terms with a suffix are being actively formed for people related to the IT sector *-er*;

– combining the bases of two words or their parts to form new names [4].

O. Nikolenko identifies the main ways of neologism formation: suffixation, prefixation, telescoping, abbreviation, acronymisation [6].

Morphological word formation is one of the main ways of forming neologisms in English. Based on the research of scientists, we propose to distinguish the following types:

– affixation (includes the use of prefixes, suffixes or combinations of these to form new words);

– word compounding (combining two or more bases to create a compound word);

– conversion (transfer of a word from one part of speech to another without changing its form);

– reversion (formation of a new word by truncating endings or suffixes);

– contamination (combining elements of different words to form a new one);

– shortening (formation of new words by truncation, abbreviation, acronym).

These methods allow the language system to effectively adapt to changes and form lexical items that meet the modern needs of communication.

Here are examples of the use of cyber neologisms in the BBC online newspaper for 2024.

Affixation is most often represented by the use of the prefix *cyber-*, for example, *cyber attack, cyber-security knowledge, cyber criminals' devices, cyber and digital centre, cyber security hub, cyber issue, cyber security reasons, cyber war, cyber schemes* and others [8].

Word formation is presented through the word formation of several words: *username, honeytrap, lifeline, network, shareholders, blacksmithing* and others [8].

However, word formation with affixation is quite common: *cyber criminals' devices, the cyber capital, cyber and digital centre, cyber security hub, cyber issue, cyber security reasons, cyber war, cyber schemes* and others [8].

Conversion in cyber neologisms allows for the economical use of language resources and quick adaptation of language to new technological realities: *microsoft faces, cloud computing, data processing and streaming, data corrupted, robust speeding report, pinching, blacksmithing* and others [8].

Reversal in cyber neologisms helps to simplify the language and adapt it to the rapid pace of technological development, in particular in the field of digital communication: *to net* and others [8].

Contamination enables to create short, expressive words that are easy to remember and reflect current trends in cyberspace. It is especially popular in tech and youth vocabulary due to its conciseness and creative approach. For example, *in the blogosphere, online webinar* and others [8].

Abbreviations in cyber-linguistics are an extremely common way of forming new terms and words in the digital and technological spheres. It aims to reduce the length of words or phrases to save space and time, which is especially important in the context of rapid information exchange on the Internet, in chats, and on social media. For example, *IT consultants, the Information Commissioner's Office (ICO), POLIT, IT systems, NDA Group CEO, IT threats, artificial intelligence (AI) applications* and others [8].

To calculate the statistical data, the study used Voyant Tools [10], a digital text analysis and data visualisation tool used to study text corpora. This tool helps to determine the frequency of words in the corpus, ignores uninformative words, such as articles in English, breaks the text into separate tokens, creates graphs, word clouds, charts, has a quick search function for keywords or expressions, and supports texts in different languages, making it useful for global digital corpus research.

Given the effectiveness of the tool for processing digital data, we have analysed a corpus of texts based on selected words from the BBC online newspaper for 2024 and formed a word circle that reflects the most frequently used words by the authors of articles (Fig. 1).

Fig. 1. Word cirrus

According to the frequency of use of words, quantitative data on the use of words in the formed corpus were generated: *cyber (9); data (4); security (2); blacksmithing (2); attack (2); webinar (1); war (1); username (1); threats (1); systems (1); streaming (1); speeding (1); shareholders (1); schemes (1); robust (1); report (1); reasons (1); processing (1); polit (1); pinching (1); phone (1); online (1); office (1); network (1); net (1); nda (1); mobile (1); microsoft (1); media (1); manipulation (1); lifeline (1); knowledge (1); issue (1); investigations (1); intelligence (1); information (1); ico (1); hub (1); honeytrap (1); home (1); hammer (1); group (1); faces (1); dormant (1); digital (1); devices (1); cybersecurity (1); criminals (1); criminal (1); corrupted (1); consultants (1); computing (1); commissioner's (1); cloud (1); ceo (1); centres (1); centre (1); capital (1); blogosphere (1)* [8].

Taking into account the quantitative data obtained, it is worth presenting statistical data on the use of the main types of morphological word formation of cyber neologisms, based on the selected corpus: word formation (45%), affixation (19%), conversion (15%), contraction (15%), contamination (4%), reversion (2%) (Figure 2).

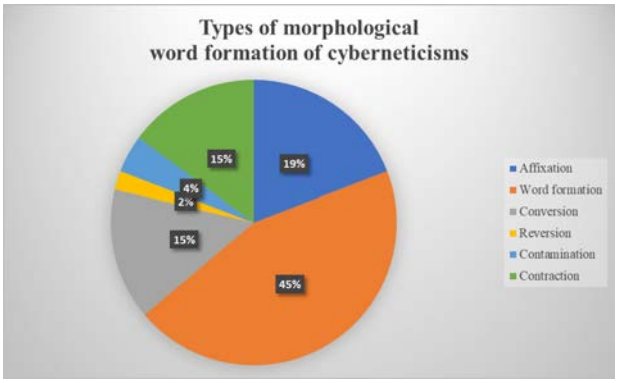

Fig. 2. Types of morphological word formation of cyber neologisms

Thus, according to our observations, the key factor of lexical and semantic changes is the rapid progress of information technologies. These technologies not only contribute to the emergence of new designations, but also influence qualitative transformations in the development of the modern English language, in particular through the formation of new words and changes in the meaning of existing vocabulary. Thus, the Internet and social media are playing an important role in shaping language practice, enabling social media users to choose their own language of communication, using newly formed cyber neologisms, which significantly affects linguistic identity in the context of global integration.

The study has found out that the use of cyber neologisms has a significant impact on cultural and social aspects of life.

Cultural aspects include:

– formation of digital culture (cyber-linguistics reflect new phenomena that arise in the digital environment and help to adapt the language to the needs of cyber culture, making it more relevant);

– cultural identity (the use of cyber-linguistics is a sign of belonging to certain social groups that actively interact in the digital environment);

– linguistic diversity (cyber neologisms demonstrate the flexibility and adaptability of the language and the ability to develop creatively);

– popularisation of Internet culture (cyber neologisms are spreading rapidly and becoming part of global culture).

Among the social aspects, it is worth focusing on the following:

– changes in communication (thanks to new words, communication in the digital environment is more convenient, as simplified, short expressions are used);

– intergenerational language (the use of cyber-linguistics can become a barrier between generations, as young people learn and use new words faster than older generations);

– impact on education (the emergence of new terms stimulates the development of educational programmes to adapt to digital reality);

– globalisation (cyber-linguisms often originate in English and spread rapidly, contributing to globalisation).

Conclusions. Thus, cyber neologisms are not only a reflection of technological progress, but also a tool that transforms the ways of communication, thinking and cultural identity.

English, as a leader in global communication, is particularly active in integrating new terms, adapting them to the needs of different social and cultural groups. Due to their flexibility and ability to respond quickly to changes, cyber neologisms enrich the language, increasing its expressiveness and functionality in the digital age.

The development of cyber vocabulary demonstrates not only linguistic but also social significance: terms become identity markers, tools of creative expression, and means of global interaction. In the future, cyber neologisms will continue to influence English-language online discourse, shaping new models of communication and contributing to the evolution of modern language in the context of digitalisation.

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