

UDC 811.115

DOI <https://doi.org/10.32447/2663-340X-2024-16.4>

## NEOLOGISMS IN INTERNET DISCOURSE: DYNAMICS OF LINGUISTIC INNOVATION IN DIGITAL COMMUNICATION

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*The research explores the dynamic development of neology, focusing on the emergence, formation, and socialisation of neologisms in contemporary linguistic discourse, particularly emphasising the transformative role of Internet communication. As language continuously adapts to technological and social changes, this study investigates the intricate mechanisms of lexical innovation and the factors driving linguistic evolution. Neology emerges as a critical field of linguistic research, examining the complex processes of new word creation and integration. The study reveals that neologisms are not mere linguistic curiosities but significant societal and technological transformation markers. By analysing various word-formation models, including word compounding, blending, abbreviation, and semantic extension, the research provides a comprehensive understanding of how new vocabulary emerges and gains acceptance. Internet discourse stands out as a primary catalyst for linguistic innovation. The research demonstrates that digital communication platforms have fundamentally altered language production, introducing unique communicative strategies characterised by linguistic compression, graphic expressiveness, and emotional intensity. The study identifies multiple formation mechanisms, highlighting how technological advancements stimulate linguistic creativity. Methodologically, the research employs a multifaceted approach, examining neologisms through linguistic, sociolinguistic, and pragmatic lenses. Key findings underscore the dynamic nature of language as a living system constantly negotiating meaning and relevance. The research identifies five critical stages of neologism socialisation: awareness, interest, assessment, trial, and ultimate acceptance or rejection. This process illuminates how language communities integrate and validate new linguistic forms. Theoretically, the study contributes to a broader understanding of language as a responsive, adaptive mechanism for meaning-making. It challenges traditional linguistic paradigms by demonstrating how digital communication fundamentally reshapes vocabulary creation and usage. The study comprehensively explores contemporary linguistic dynamics by mapping the intricate landscape of neologism formation, revealing language as a vibrant, continuously evolving human communication system.*

**Key words:** *neologisms, Internet discourse, linguistic innovation, digital communication, lexical creativity, morphological transformation, language evolution, cognitive linguistics.*

**The statement of the problem.** Language, as a self-regulating system, is constantly evolving and improving. Due to its dynamic nature, it can enrich the vocabulary with new lexical items. Neologisms are a type of innovative language elements. They cannot be quantified, as many balance on the edge between their introduction into the language and disappearance. In addition, some are short-lived, created to denote a particular phenomenon for a short time, and cannot exist outside the context.

The relevance of researching neologisms in Internet discourse emerges from the profound transformative dynamics of contemporary linguistic development, where digital communication platforms fundamentally reshape language evolution. Modern linguistic scholarship confronts an unprecedented challenge: comprehending the intricate mechanisms of lexical innovation within rapidly changing technological ecosystems. The

exponential growth of digital communication necessitates a nuanced academic exploration of how emerging technological phenomena generate linguistic expressions. Internet discourse represents a complex linguistic laboratory where novel lexical units are continuously created, tested, and either integrated into broader language practices or discarded. This dynamic process reflects linguistic creativity and broader sociocultural and technological transformations.

Researchers can illuminate critical interconnections between technological advancement, communication strategies, and linguistic adaptation by systematically investigating neologism formation. The study transcends traditional linguistic boundaries, offering interdisciplinary insights into how language responds to digital revolution, how communication technologies influence lexical

innovation, and how semantic structures evolve in response to emerging conceptual landscapes. Understanding neological processes provides substantial methodological value for multiple domains, including computational linguistics, communication studies, language education, and semantic research. The research contributes essential theoretical frameworks for analysing linguistic creativity, demonstrating how Internet discourse functions as a sophisticated, self-regulating system of continuous linguistic renewal. The scholarly significance lies in documenting linguistic changes and comprehending the underlying cognitive and technological mechanisms that drive these transformations, positioning neologism research at the intersection of linguistic theory, technological innovation, and social communication.

**The aim of the research** is to analyse the formation, classification, and socialisation of neologisms within Internet discourse, examining their linguistic mechanisms, functional characteristics, and role in contemporary language evolution.

**Research Objectives:** to investigate the theoretical foundations of neologisms, clarifying conceptual boundaries and classification principles; to analyse the mechanisms of neologism creation in Internet discourse, including morphological transformations, semantic innovations, borrowing processes, abbreviation strategies; to examine the socialisation stages of neological units across different Internet discourse genres; to identify patterns of neologism emergence, functionality, and potential integration into broader linguistic practices; to explore the relationship between technological development and linguistic creativity in digital communication environments; to develop a systematic methodological approach for tracking and analysing neological processes in Internet discourse.

The study contributes fundamental insights into language dynamics, demonstrating how digital communication platforms continuously reshape linguistic expression and conceptual representation through innovative lexical practices.

**Literature review.** Research on neologisms in foreign academic circles has a rich and evolving history that spans several decades of linguistic exploration. The journey began in the early 20th century with pioneering works that laid the groundwork for understanding new words and their significance in language. In 1902, Leon Mead made an early breakthrough with his publication "A Brief Study of Literary Style, Slang, and Provincialisms". While not a dedicated dictionary of new words, the book was a significant first step in collecting and examining emerging linguistic

phenomena. A few years later, in 1919, C. Alphonso Smith further advanced the field with "New Words Self-Defined", a more comprehensive work that meticulously catalogued over 420 words. Each entry was accompanied by multiple example sentences, providing context and clarity about the words' meanings and usage.

The 1930s marked a particularly exciting period for neologism research. During this time, numerous specialised dictionaries emerged, capturing the imagination of linguists and language enthusiasts alike. Publications like the Oxford Essential Dictionary of New Words, The Barnhart Dictionary Companion, and the Dictionary of New Words became valuable resources. These works documented new words and sparked widespread public interest in linguistic innovation. Researchers began to delve more profoundly during this period, examining new words from multiple perspectives. They explored the sources of these words, analysed their content, and investigated their structural characteristics. Morphological studies gained prominence, with linguists scrutinising new words through lexical, semantic, and syntactic lenses.

Dwight Bolinger made notable contributions in 1940 by creating a newspaper column called "The Living Language". From 1937 to 1940, he collected and studied emerging words, helping to popularise the study of neologisms among a broader audience. A significant paradigm shift occurred in the 1980s with the emergence of cognitive linguistics. Prominent scholars like George Lakoff, Mark Johnson, Ronald Langacker, and John R. Taylor began approaching new words from a cognitive perspective. Their groundbreaking works offered fresh insights into how language reflects human thought and understanding. Landmark publications during this period included Lakoff and Johnson's "Metaphors We Live by" (1980), which explored metaphor as a crucial theory in cognitive science, and Lakoff's "Women, Fire and Dangerous Things" (1987), which introduced conceptual integration theory. Gilles Fauconnier's "Mental Spaces" (1997) detailed mental space theory analyses, while Fauconnier and Turner's "The Way We Think" (2002) elaborated on conceptual blending theory.

These cognitive linguistic approaches revolutionised the study of neologisms. They demonstrated that new words are linguistic curiosities and complex reflections of human cognitive processes. Metaphors, categorisation, and conceptual blending emerged as key mechanisms through which people express ideas and understand new concepts. The cumulative effect of these studies was profound. Western scholars were

encouraged to approach new words with greater depth and nuance, recognising them as windows into human thought and cultural evolution. What began as simple word collection in the early 1900s had transformed into a sophisticated linguistic and cognitive research field by the turn of the 21st century.

**Presentation of the main material.** Developing the lexico-semantic system has contributed to the emergence of a special field of theoretical and applied research, a new linguistic science – neology. Studying the problems of neology as a science, the following main issues of neology research in terms of its functioning were identified: establishing the ways of the emergence of new words and meanings, identifying the reasons for the emergence of new words (meanings), outlining the pragmatic context of the use of new vocabulary.

Neology also includes studying the models of neologisms creation and the limitations of their use, studying the principles of attitudes towards new words (their acceptance) in different social, professional, age and other groups, lexicographic processing of new words with indication of pragmatic restrictions on their use in different speech situations, taking into account the social differentiation of the language (Zatsnyi, 2000).

Thus, having analysed their works, we have gained a general understanding of the main tasks that neology is working on. Nevertheless, since this science is relatively new compared to others, most of these issues are still unresolved and cause controversy among scholars in this field. The concept of the term neologism is a central problem of modern neology. This is because this term has appeared relatively late at the centre of linguistic discussion. The starting point for the definition of a neologism is that its form and meaning, or its meaning in a specific communication situation for a certain period, is perceived as something new and unknown.

When studying neologisms, linguists analyse the time of their emergence, spread and implementation in the language. Peter Newmark refers to the etymology of neologism, arguing that in Greek, this term is interpreted as 'néo', meaning 'new' and 'logos', meaning 'word, concept' (Algeo, 1980; Fisher, 1998). French linguist Alain Ray defines this term by considering its linguistic features. Therefore, for a scientist, a neologism is a lexical unit represented by a word or phrase that has not been previously mentioned in the language.

Depending on the sphere of use, a neologism can be a common word or a term. John Algeo shares the opinion of the French researcher, explaining that neologisms are new words or existing words

with a new meaning constantly introduced into the language, often denoting a new concept (Algeo, 1980).

Therefore, there is a need for a systematic analysis of the factors that contribute to the appearance of new words in the lexical system of a language. Any language's development occurs under linguistic and extra-linguistic factors (sociolinguistic or functional-pragmatic). Nevertheless, it cannot be argued that changes occur because of only one of the factors, as they are often interrelated and intertwined. This is because '...language in its evolution shows a twofold dependence – on the environment in which it exists, on the one hand, and the internal mechanism and structure, on the other' (Fisher, 1998).

In the process of socialisation, i.e. the collective acceptance of a new word in society, a neologism goes through five consecutive stages: awareness, the first acquaintance with the innovation; interest in the innovation, the desire to understand it; positive or negative assessment of the innovation; trial period; acceptance/rejection of the innovation.

Thus, it can be argued that the dynamic processes of language development show its close connection with social realities and social needs. After all, the emergence of new phenomena in society implies the emergence of new lexical items. Scholars try to classify these new words depending on how they appear and function in the language, but the debate on this topic is still open. Principles of neologisms classification. Classification is one of the methods of studying any linguistic phenomenon. An important point is that researchers consider different aspects of neologisms when classifying them.

One of the classifications of neologisms takes into account their semantics and structure, so this classification can be called the structural-semantic classification of neologisms, which distinguishes the following types of new vocabulary: lexical (new words), phraseological (new stable word combinations), semantic (new lexical and semantic variants of words or new variants of stable phrases) (Zatsnyi, 2000).

The French linguist Louis Gilbert shared the same opinion, so he identified the following groups of neologisms taking into account the productivity of word formation methods:

1) Phonological neologisms are created from individual sounds or peculiar configurations of sounds. This group also includes new words formed from interjections. Onomatopoeia (sound imitation) is the primary way of creating phonological neologisms.

2) Borrowings. Neologisms of this group belong to the strong neologisms. The general tendency for

them is that they have a phonetic distribution that is not typical for English.

3) Morphological neologisms created from existing morphemes, i.e., those already existing in the language system. The following subtypes of neologisms can be distinguished according to their formation: affixed neologisms, neologisms formed by word compounding, neologisms formed by conversion, and abbreviations.

Borrowing foreign language vocabulary has also played an essential role in replenishing the vocabulary. I.M. Crane, analysing the novelty of the aspect in the recipient language, distinguishes dictionary borrowing, calquing, and semantic borrowing.

The affixal method prevails in the creation of neologisms. Unlike a simple word, a derived word is characterised by semantic dismemberment and internal predication. The key elements of affixal word formation are suffixes and prefixes. The difference between the suffix and prefix methods of word formation is that a prefix usually changes only the meaning of a word, while a suffix, creating a new word, makes it a specific part of speech.

Word compounding is one of the most productive ways of forming neologisms. In forming a compound word, the lexical meanings of both components merge to create a new lexical unit with a new meaning that prevails over the individual meanings of the bases and is characterised by an additional semantic component that none of the bases has. A lexical unit can be formed by combining two or more words.

Conversion is one of the ways of word formation, in which a new word is formed without changing the form of the word and without using word formation tools by transferring one part of speech to another paradigm. One of the prerequisites for the emergence of conversion as a new way of word formation was the grammatical homonymy of many English verbs and nouns due to the collapse of the inflectional system. The productivity of this method of word formation is explained by the analytical structure of the English language, the simplicity of the paradigms of parts of speech and the large number of monosyllabic words (Nikolenko, 2007, p. 68). The tendency to simplify and save linguistic effort is manifested in using short words and abbreviations of lexical items. Abbreviations are a method of word formation that involves cutting off a part of the stem that either coincides with a word or is a phrase united by an ordinary meaning.

**Results and Discussions.** The most dynamic type of contemporary discourse is the Internet discourse, which is developing intensively, using the

potential of all the latest information technologies and, in fact, the Internet communication network. The term 'Internet' is considered broadly (with a small letter) as a set of networks that work as a whole; in a narrow sense (with a capital letter) as the 'World Wide Web' connected by IP and similar protocols.

Thus, from the point of view of the cognitive-semiological paradigm, discourse reflects the specifics of communication activity. Discourse studies have expanded significantly with the advent of Internet discourse. In addition, the emergence of information technologies has created a cognitive situation requiring a differentiated scientific consideration of the peculiarities of this type of discourse. The rapid development of electronic communication has played an essential role in changing the analysis of discourse features. This innovative Internet discourse has its unique characteristics (Gudz, 2015).

Each discourse is divided into various speech genres, depending on the communicative function and the subject matter of the information presented. 'Genre' is defined as a minimal unit of speech because it has the following characteristics: fullness of semantic meaning, completeness, and stability of genre forms. However, the rapid development of innovative technologies is partially changing traditional ideas about the definition of discourse and the stratification of genres.

The linguistic design of each genre and speech in Internet discourse has unique characteristics that linguists have also studied since the advent of networked communication. Since this form of communication is not exclusively related to written or spoken language, scholars worldwide use a variety of terminology to describe this phenomenon. In his attempts to distinguish between oral, written and networked speech, linguist D. Crystal concluded that networked speech has electronically mediated features of oral and written speech, which allows us to consider it not as a hybrid but as a new type of speech (Crystal, 2006, pp. 47-48).

The terms 'Internet language', 'electronic communication' and 'virtual Internet communication' are widely used in the East Slavic languages. At the same time, in the works of foreign scholars, a wider range of terminology can be traced, including the following 'Netlish', 'Weblish', 'Internet language', 'cyberspeak', 'netling', 'cyberlanguage', 'geekspeak', 'netspeak', and 'virtual language'.

The organisation of communication on the Internet is conditionally influenced by the following factors: technical conditions, mode of communication, type of communication, purpose

of communication and educational level of users. These factors provoke maximum compression of information and increase the emotional intensity and expressiveness of the message (Macfadyen et al., 2004).

The next factor that influenced the formation of the Internet language is the widespread use of graphic means to convey the emotional component of the text. Since facial expressions, gestures and intonation are lost during written communication, graphic symbols such as 'emoticons' formed in text mode on a regular keyboard act as compensatory mechanisms that contribute to understanding the psychological aspect of the situation. However, in addition to emoticons, texts are full of paralinguistic means. In the design of an electronic text, they are subject to the following classification: iconic (graphic): photographs, drawings, tables, formulas, symbols; audio (sound): music, speech fragments; multimedia (integration of graphics, sound, dynamics) (Thurlock, 2001).

It is worth noting that graphic means are becoming increasingly widespread, along with verbal means of communication. They are becoming an integral part of electronic media. Internet discourse is the most productive source of neologisms among all the spheres of social communication in society. It can even be argued that they are inextricably linked. After all, it is the development of information technologies that provoke, and even more so requires, the emergence of new vocabulary to denote new technologies or rethink existing ones (Devis, Brewer, 1997; Anderson et al., 2012).

At the same time, neologisms created in the phatic genre, which includes chats, forums, and information groups, are often included in everyday speech, sometimes even losing the status of a neologism. Most of them are abbreviations and acronyms. This is because users try to shorten and simplify their correspondence. The difficulty in using and interpreting such neologisms is that they can be incomprehensible and have no meaning without context. The concept of Internet discourse as its unique form of discourse opens up new areas for research. Increasingly, the Internet is used on portable devices that have become an integral part of life. As more and more communication occurs on the Internet, it becomes increasingly important to understand the functioning of Internet discourse and its impact on creating new vocabulary (Stubbs, 1983).

In the 21st century, any language of the world is actively evolving against the backdrop of the rapid development of information technology. One of the key factors that provokes the emergence of

new vocabulary is Internet communication, which introduces trends in textual economy, simplification of syntactic structures, frequent non-compliance with literary norms and the use of uncodified units. Another characteristic feature of the language of Internet communication is the daily emergence of countless neologisms (Gurz, 2015).

Word-formation neologisms are prominent among the new words caused by intralinguistic factors that actively replenish the English vocabulary. New words are formed based on source words already present in the language and productive word-formation models. Among the main types of word-formation models of neologisms used in IT texts are the following: word compounding, telescoping, abbreviations (abbreviations, acronyms, apocopies), and affixation (prefixation and suffixation).

**Compound or composition** can be regarded as a process in which two or more elements are put together to form a new unit that functions as one word, and those elements can have the same or different word class. Compound words' meaning is not limited to word meanings overlapping but includes producing new meanings: *thumbstopper*, *rebound guy/girl*, *Facepalm*, and *Binge-watch*.

For example, neologism *screenshot* is made with the help of the combination of words *screen* 'екран' та *shot* 'знімок'.

*But first you take a screenshot and then you draw something that is related to it.* (MSOC, URL)

The word *photolurkers* is the result of the blending of the words *photo* 'фото' та *lurkers* 'підглядч'.

*Web users known as "photolurkers" are flocking to picture album sites to snoop on complete strangers, according to researchers.* (FSO, URL)

The merging of two nouns, *photo* 'фото' and *sharing* 'обмін', provoked the emergence of the new word *photo-sharing*.

*The photo-sharing social network has announced it is adding view counters to video posts – showing how many people watched the clip.* (ILU, URL)

The peculiarity of the above examples is that they represent the novelty of the form, while the total value of both components represents their concept. Usually, they do not present any difficulties for the recipients of the language in their perception and understanding.

**Blending/ telescoping** is the way to blend two words into one new word, and the most typical method is to blend the front of one word and the behind of another word into a new word. For example, *light* + *radar* = *lidar*, *Amazing*+*awesome*= *Amazome*, *psychological*+*war*= *psywar*, and so on.

Since the language of Internet communication has been singled out as a separate form of communication, regulating it is necessary. The telescopic neologism *netiquette* was coined to denote these rules and norms, meaning “the correct or acceptable way of using the Internet”. In forming this word, the shortened form *net-* from the word internet and the word etiquette merged.

*The country is even planning a national test for digital competence in five areas, including the appropriate use of netiquette.* (WWYF, URL)

Another revolutionary discovery in information technology was the phenomenon called podcasts. From the point of view of morphology, this neologism combines the shortened bases of the words *iPod* (a trademark of portable media players) and *broadcast* (radio). The new term *podcast* means “a digital media file distributed over the Internet for playback on portable media players.” The peculiarity of this neologism is that its appearance is associated with the journalist Ben Gummerysley, while most other neologisms remain unattributed.

*Plus, this guy had a podcast, I have a podcast, first case study, we can talk about our podcasts.* (HSWF, URL)

**Semantic change** refers to a word that does not need any changes to become another new word and owns new meanings and functions. So it is also called “zero derivation”. In English, semantic extension often occurs on simple words, and partial compound words can be converted, but derivation words cannot because derivation words have distinct word suffixes.

For example, “*whip*” is originally a verb, but with its usage in daily communication, it gradually converts into a noun, which refers to the rules in a party. Another example is “*maker*”, which initially refers to people who make things. Gradually, it has become a term for computers, referring to someone striving to make one thing into reality, innovation, and creation. The way is an excellent tool for producing many new words, using limited words to create unlimited new words.

Morphologically speaking, English can be regarded as a polysynthetic language. In this way, using affixes is a typical feature of it. **Affixation** or derivation refers to joining a prefix with a root or root with a suffix to build a new word. In English, affixes are very abundant. According to English Wikipedia, there are 359 roots and 288 affixes (107 prefixes and 181 suffixes) in English. Insignificant numbers can be combined in various ways, producing new words with new meanings.

Generally speaking, a so-called affix should have three features: first, it should be a de-lexicalization

of a word meaning, and it can only express abstract grammar meaning; second, its position should be fixed, often ahead of a word or behind a word; third, it should have strong ability to create a new word. The number of pure affixes in English is enormous; moreover, prefixes' meanings have been completely de-lexicalised. However, the de-lexicalization of just a few suffixes is incomplete, so their meanings have many connections with their original meanings.

According to the above-mentioned, the author classifies the Internet neologisms created by affixation into two kinds: prefixes and suffixes: *errorist*, *motherism*, *granpreneurs*, and *gelivable*. Some Internet neologisms are created by traditional affixes, such as the prefix *de-*, which means to change to the opposite; by adding it to a shopper, create “*deshopper*”. As we know, a shopper is a person who buys things from stores. With the help of *de-*, the meaning becomes the opposite. *Deshopper* refers to persons who buy things due to specific intentions after using them for a short time. They will return them to the shop and ask for a full refund. Another example is the suffix – *preneur*, a new and unconventional suffix. This suffix comes from the word – *entrepreneur* and gradually becomes a suffix. Adding to the grand creates a *granpreneur*, namely “*silver ceiling*”, which refers to a generation of spirited, vivacious, entrepreneurial grannies. The same is true of the word “*mumpreneurs*”, which refers to mothers who quit their jobs to care for their babies but will take the leisure to do business; they are also mothers of a new generation.

#### **Conclusions and prospects of the research.**

The research reveals the intricate dynamics of linguistic evolution in the digital age. Neology emerges as a critical field of linguistic inquiry, focusing on understanding the complex processes of vocabulary expansion and linguistic innovation. At its core, the study illuminates the fundamental nature of neologisms as linguistic phenomena that reflect the continuous adaptation of language to social and technological changes. The investigation demonstrates that language development is not a linear process but a multifaceted interaction between internal linguistic mechanisms and external sociocultural factors. Internet discourse has emerged as a potent catalyst for linguistic transformation, fundamentally reshaping how new words are created, disseminated, and integrated into everyday communication. A significant finding is the pivotal role of digital communication in driving lexical innovation. The research uncovers multiple mechanisms of neologism formation, including word compounding, blending, abbreviation, and semantic extension. These processes are not merely

technical linguistic operations but reflect deeper societal trends toward communication efficiency, creativity, and technological adaptation. The socialisation of neologisms is a nuanced journey involving stages of awareness, assessment, and eventual acceptance or rejection by language users. This process highlights the dynamic nature of language as a living, breathing system that constantly negotiates meaning and relevance. The study's exploration of Internet language as a unique communicative domain is particularly compelling. The research reveals how digital platforms have introduced new communicative strategies characterised by graphic expressiveness, emotional intensity, and a tendency toward linguistic compression. These characteristics challenge traditional understandings of language formation and use, suggesting a more fluid and adaptive linguistic landscape.

The findings underscore the intimate relationship between technological innovation and

linguistic creativity. Neologisms are not merely new words but complex cultural artefacts that capture technological, social, and communicative transformation moments. They serve as linguistic markers of societal change, reflecting how communities adapt their communicative tools to emerging realities. The research contributes to a broader understanding of language as a dynamic system continuously shaped by human creativity, technological advancement, and social interaction. The proliferation of neologisms in Internet discourse demonstrates that language is far from static; it is a vibrant, responsive mechanism for meaning-making that evolves in real-time. The study offers valuable insights into contemporary linguistic dynamics by examining neologism creation and integration processes. It invites further exploration of how language adapts to technological and social transformations, presenting a nuanced view of linguistic innovation beyond traditional structural analyses.

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## НЕОЛОГІЗМИ В ІНТЕРНЕТ-ДИСКУРСІ: ДИНАМІКА МОВНИХ ІННОВАЦІЙ У ЦИФРОВІЙ КОМУНІКАЦІЇ

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*У статті досліджується динамічний розвиток неології з акцентом на виникненні, формуванні та соціалізації неологізмів у сучасному лінгвістичному дискурсі, з особливою увагою на трансформаційній ролі інтернет-комунікації. Оскільки мова постійно адаптується до технологічних і соціальних змін, це дослідження вивчає складні механізми лексичних інновацій та чинники, що зумовлюють мовну еволюцію. Неологія постає як найважливіша галузь лінгвістичних досліджень, що вивчає складні процеси творення та інтеграції нових слів. Дослідження показує, що неологізми є не просто лінгвістичними курйозами, а важливими маркерами суспільних і технологічних трансформацій. Аналізуючи різні словотвірні моделі, зокрема складання слів, змішування, аббревіацію та семантичне розширення, дослідження дає комплексне розуміння того, як нова лексика з'являється та набуває визнання. Інтернет-дискурс виділяється як основний каталізатор мовних інновацій. Дослідження демонструє, що цифрові комунікаційні платформи докорінно змінили мовне творення, запровадивши унікальні комунікативні стратегії, що характеризуються лінгвістичною компресією, графічною виразністю та емоційною інтенсивністю. Дослідження виявляє численні механізми формування, підкреслюючи, як технологічний прогрес стимулює лінгвістичну творчість. Методологічно дослідження використовує багатогранний підхід, розглядаючи неологізми крізь лінгвістичний, соціолінгвістичний та прагматичний ракурси. Висновки підкреслюють динамічну природу мови як живої системи, фокусуючи значення та його релевантність. Дослідження виокремлює п'ять критичних етапів соціалізації неологізмів: усвідомлення, зацікавленість, оцінка, випробування та остаточне прийняття або відторгнення. Цей процес висвітлює, як мовні спільноти інтегрують і затверджують нові мовні форми. Теоретично дослідження сприяє ширшому розумінню мови як чутливого, адаптивного механізму творення смислів. Воно кидає виклик традиційним лінгвістичним парадигмам, демонструючи, як цифрова комунікація докорінно змінює створення та використання вокабуляру. Дослідження всебічно досліджує сучасну лінгвістичну динаміку, мапуючи складний ландшафт утворення неологізмів, розкриваючи мову як живу, постійно еволюціонуючу систему людської комунікації.*

**Ключові слова:** неологізми, інтернет-дискурс, мовні інновації, цифрова комунікація, лексична творчість, морфологічні трансформації, еволюція мови, когнітивна лінгвістика.