THE FEATURES OF LANGUAGE REPRESENTATIONS OF NEOLOGISMS IN THE FIELD OF COMPUTER SCIENCES

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Summary. The article focuses on the problem of language representations of neologisms. The author tries to analyze the theoretical frameworks for the study of neologisms. Special attention is given to the language representations on neologisms in the field of Internet and Computer Sciences. The ways of creating, translating and existing in a language are examined in the article. The author represents different ways of formation the neologisms in the sphere of computer sciences.

Keywords: neologism, language, linguistic, vocabulary, computer sciences.

We live in rapidly changing world. Every sphere of our society reflects everything has happened in our changing life. These changes affects the language as well. Newly appeared words, inventions and notions should be named and therefore the new vocabulary appears in the language. New words (or neologisms) come to exist in our life and everyday use of language.

So, what are “neologisms”? We know that neologisms are words for expressing the new notions that appear while language developing. Actually, there is no one general agreement on this question.

From the point of view of etymology “neologisms” (from Greek νέο- néo-, "new" and λόγος lógos, "speech, utterance") is a relatively recent or isolated term, word, or phrase that may be in the process of entering common use, but that has not yet been fully accepted into mainstream language [7].

Many scientists and linguists have devoted their research to the study of neologisms: I.Arnold, I.Galperin, M.Mostovy, M.Janssen, A.Koonin and manu others. They tried to explore, explain and give the definition of neologisms. Mostovy M.I. considered that “there are no clear criteria of defining neologisms as a linguistic phenomenon” [ 4, p.174]. Another linguist M.Janssen studies the neologisms and distinguishes that “Neologisms form a highly relevant linguistic category for many reasons – they are the elements that make a language living and dynamic rather than dead, they are indicative of language change...”[5]. The „Dictionary of Linguistic Terms“ by O. Akhmanova gives a more detailed definition: 1) “Neologism is a word or phrase created for defining a new (unknown before) object or expressing a new notion”; 2)“New word or expression that has not received the right for citizenship in the national language and thus is perceived as belonging to a specific, often substandard style of speech” [3, p. 263].
Neologisms are widely represented in all spheres of life. In our paper we focus on one sphere of using neologisms – the Internet and computer science. New notions, laws and patterns are constantly emerging and therefore reflect the language. Computer science and relation sciences have added a great number of new words to the language recently. Such words as “webinar”, “netroots”, and “blog” are just the few words that are part of the language now.

We may state that such new words of course do expand and enrich any language. These words may generate a lot of difficulties and confusing situations for the translators. They face with the problem of finding out the correct suitable equivalents, so they often use transformations to convey the correct meaning of each word.

Dictionaries are not keeping pace with the changes taking place in the language. Any language itself is vivid and very dynamic, it changes much faster than dictionaries can register the new words.

The efficient and helpful tools for translators are to find out the meaning based on the context (it may be a sentence, a paragraph or a page) and to use the analyses of such words and their morphemes. New words are usually formed from the words that already exist in the language but take on another meaning or form a new concept.

Surely, there is no one universal rule for translating neologisms in general and the computer neologisms in particular. But some general principles may be distinguished to make translation more correct and accurate. The first thing, the translator should consider neologisms as the key term. The second, the translator should find out the explanation of the basic neologisms to clarify their meanings and note the recognized translations of the words and after that present his own version. Finally, he should be aware of the target and the context. Of course, the other aspects also could appear in the translation process, but we choose these ones as the most important and helpful.

Obviously, those who translate the neologisms in certain area should work in close cooperation with those who are specialists in the area.

Neologisms illustrate some common features the practical using of such peculiarities and typical features. Thus, we can see that the most common feature used in such neologisms is compounding. There is the most frequently found peculiarity. We think that it is because of the language aspiration for reduction (or shortening).

These are some examples:

- Unstrung – Describes a person or technology that uses wireless communications to access the Internet
- Ungoogleable – A person for whom no information appears in an Internet search engine, particularly Google
- Bytewad – a tightwad with bytes
- Bitcom – a short, sitcom-style video available over the internet
- Cyberpark – A large area of land where computer and technology companies are concentrated, or that has been constructed with a high-tech communications infrastructure
Cybersquatting - The practice of obtaining and holding an Internet domain name that uses a company's registered trademark name. Also: cyber-squatting.

Cyberpiracy - The purchase of an Internet domain name that includes a company's registered trademark name, with the intention of selling the domain name to the company. Also: cyber-piracy or cyber piracy. — cyberpirate, n. Also: cyber-pirate or cyber pirate.

Facial technology - The technology required to identify and track a person using face recognition techniques.

Fakester - A person who posts up a profile on a social networking website such as Friendster or MySpace that contains false or misleading information, or that is dedicated to another person or to an object.

Hot spot - A Web site that experiences a massive surge in traffic, usually in response to an event or promotion.

Hyperscript - A hypertextual manuscript.

Lifecasting - Using a portable camera to broadcast one's activities over the Internet 24 hours a day.

Link rot - The gradual obsolescence of the link on a Web page as the sites they point to become unavailable.

Metamail - An e-mail that is referring to other e-mails

Mobisode - A short program, or the edited highlights from a longer program, designed to be watched on a small, mobile screen such as a digital media player or a mobile phone

Smexting - sending text messages while standing outside on a smoking break (Smoke + text)

Silvercasting - delivering video programming aimed at an extremely small audience.

Besides these peculiarities we may distinguish new meanings, borrowings, special word formation. Among word formation the most common methods of word formation are: affixation, prefixation, suffixation, compounding, conversion, abbreviations and acronyms, word combinations and blending.

Speaking about word formation in generally and prefixation in particular we would like to pay attention to prefix ‘cyber’. The prefix ‘cyber-’ appears with astounding frequency on the Internet in ever-new combinations.

The neologisms concerning the Internet are at least in context easy to understand comparing with the other neologisms. I speculate that this is mainly due to the number, educational level and target group of the people who come up with these neologisms. The Internet is at least in theory accessible to everyone. Similarly, everyone can post something in an Internet forum or put something up on their homepage. If it is a really good idea or if a new term is a somehow really catchy the term might be picked up by others, spread on the internet and finally find its way into an entry in language and dictionaries. Therefore, the neologisms are created on an average intellectual base and are understandable by everyone who has at least some knowledge about the Internet.

We may come to the conclusion that neologisms are essential part of any language because of its vividness and inclusiveness. The sphere of computer
sciences is particularly susceptible to appearing neologisms. New words started up and eventually become acceptable by many users and even are included in the dictionaries.

References:
[7]. https://en.wikipedia.org/wiki/Neologism