ANALYSIS OF NEW LEXICAL UNITS' EMERGENCE IN PUBLICISTIC TEXTS ON THE INTERNET PLATFORM

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Abstract: The relevance of studying creative neologisms in modern publicistic texts is because they can be considered as the linguistic and discursive potential of a publicistic text. The findings suggest that the potential of using internet neologisms in publicistic texts is high though the percentage of literary creative devices is rather unstable as compared with the formal ones. The research concentrates on social media interaction as the main source of neologisms that reflect and describe digital portraits Internet users make and post on the web. Preconditions for newly invented words to continue their existence and become common are considered. Digitalization offers a wide range of opportunities for neologisms to be noticed by a wider public but neologisms are new units in language, they have not been learned so widely to decide how is their naturality.

Абстракт: Актуальность изучения творческих неологизмов в современных журналистских текстах состоит в том, что их можно считать лингвистическим и дискурсивным потенциалом журналистского текста. Результаты исследования показывают, что потенциал для использования Интернет-неологизмов в журналистских текстах высок, хотя процентная доля литературно-творческих устройств достаточно нестабильна по сравнению с формальными. Исследование посвящено взаимодействию социальных сетей как основному источнику неологизмов, которые отражают и описывают цифровые портреты, которые пользователи создают и размещают в Интернете. Рассмотрены предпосылки для продолжения существования вновь изобретенных слов и их превращения в регулярное явление. Цифровизация предоставляет широкий спектр возможностей для того, чтобы неологизмы были замечены широкой публикой, но неологизмы являются новыми единицами в языке, они не были изучены настолько широко, чтобы решить, какая их естественность.

Keywords: Neologisms, social networking service (SNS), neologic word formation, internet neologisms,

Ключевые слова: Неологизмы, служба социальных сетей(СТС), неологическое словообразование, интернет-неологизмы,

The use of neologisms in internet communication is extremely important as speakers can express many concepts in the shortest way possible. Thus, there are many examples of the neologism use observable in internet communication – a lot of examples of clip words, blend words and abbreviations/acronyms and compounds. There were many examples of neologisms found in the corpus – examples of specific

types of neologisms (clip words, blend words, compounds and abbreviations/acronyms).[1] Facebook, Twitter and Instagram results happen to be almost identical with mostly clip words and blend words being the most frequent. On the other hand, abbreviations and acronyms and compounds were more frequent in the WhatsApp corpus. As for compounds, they were the most frequent in the Instagram corpus. Due to their significant use, neologisms are proven to be widely and quickly accepted in SNS (social networking services)s boosting communication between speakers, fostering relationships and making business ventures possible all over the world. Neologisms created by different morphological processes. New words are created daily as there exists the inevitable need for fast communication. This study has also some limits since not all types of neologisms were taken for the corpus. In addition, not all existing SNSs were analyzed as well. On a positive note, the results provide readers with an overall insight into neologisms online and inventions in the English lexicon today. Further research on online neologisms is desirable and highly necessary for linguists, sociolinguists and lexicographers to ensure that new words in English are systematically recorded and tracked [2]. As regards neological word formation, most linguists provide 12 main mechanisms of word formation, namely:

1) derivation (e-waste, pre-clashed, previsualize, under tourism, slashie). 2) compounding (selfie-conscious, SelfieFever - Obsess with taking selfies of yourself. Taking selfies every day and night. Never camera shy. Never say no to taking a selfie. serial returner[3]). 3) blending or portmanteaus (selfiecide, gravatar, mockumentary). 4) clipping (celeb, perm, tux). 5) conversion (to a friend, genius). 6) abbreviations (LOTFL, FONC, cab). 7) loanwords (tycoon, taboo, flea market). 8) back-formation (edit>editor, liaise>liaison, donation>donate). 9) repurposing (gate>Watergate, deflate-gate, gamergate, Applegate). 10) eponyms (Alzheimer's, wellington, sandwich). 11) onomatopoeia (bunch, bump, cuckoo). 12) reduplication (flip-flop, picnic, hip hop).[4]

The main purpose of the abbreviation is to transmit a large amount of information (semantic content) with minimal use of the material envelope of the language (sound and graphical form), that is, in increasing the efficiency of communication. In the group of analyzed abbreviations, you can find enough emotional acronyms created by Internet users. Many are well known and used everywhere in online communication, for example, LOL (laughing out loud - laughing out loud)[5], JK (just kidding-joke), OMG (Oh my gosh! - Oh! Oh my God!)[6].

Meanwhile, new acronyms are formed, expressing the attitude of the interlocutor. So, dissatisfaction and the desire to break off communication with an interlocutor can be expressed by saying KTHXBAI (OK, thanx, bye - all for now) or, conversely, can be used to express the friendly acronym LYLAB (You like a brother) or LYLAS (Love like a sister). Among the recent and included in the dictionaries can also be noted such neologisms as FOMO (Fear of Missing Out) - the fear of missing an important or interesting event in social networks, WOMBAT - of money, beauty and good money (pacifier, not worth the cost of money, intelligence and time) Translation of many abbreviations is difficult, as they are

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[1] Makhmudovich, T. M. (2022). Techniques of Teaching Metaphors in Class. *Integration Conference on Integration of Pragmalinguistics, Functional Translation Studies and Language Teaching Processes*, 34–38. Retrieved from http://conferenceseries.info/index.php/online/article/view/37

[2] I.Šetka, J. I. Plauc Today's Usage of Neologisms in Social Media Communication. 2021.

[3] Collins Dictionary [Electronic resource]. URL: http://collinsdictionary.com/.

[4] Lehrer, 1996; McMahon, 1994; Bodle, 2016

[5] Oxford Dictionary [Electronic resource]. URL: http://oxfordlearnersdictionary.com/.

[6] Merriam-Webster Dictionary URL: http://nws.merriam-webster.com/.

created by certain by community agreement, however, many of the abbreviations everyday web-communication and became independent words.

Conclusion: In conclusion, we would like to note that the studied neologisms of the language of social networks show that it is a dynamically developing system that productively uses word-forming models within the language and does not resort to borrowing from other languages. Neologisms are synonymous with innovation in all languages and are created every day and develop rapidly within the English lexicon. With the help of the internet, mass media and social networks, any new inventions and political or social events bring new words to the English vocabulary.

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