12-21-2019

NEOLOGISMS IN SOCIAL NETWORKS

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ANNOTATION

The article focuses on the neologisms in social networks. The object of the research is the lexical system of modern English in social networks, types of neologisms, methods of their formation and distribution. Studying the mechanisms of neologisms formation in connection with conceptual changes in human consciousness in line with the constant development of technologies and scientific progress, it is possible to extract more informative use of neologisms in everyday life in the Internet world. The relevance of this topic is that neologisms are very important in our life, especially now, because we have the development of science and technology, new directions in the field of literature, art and music, etc. Moreover, there are many new words created in different areas of peoples' activities. Given the above, it means that the topicality of this theme is very important.

Key words: neologism, social networks, Internet, media, communication, hashtag, "follow", twitter, linkedIn, Youtube, tweet, technology.

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ИЖТИМОИЙ ТАРМОҚЛАРДАГИ НЕОЛОГИЗМЛАР

АННОТАЦИЯ

Мақолада ижтимоий тармоқлардаги неологизмлар муҳокама қилинади. Тадқиқот объекти ижтимоий тармоқларнинг замонавий инглиз тилининг лексик тизими, неологизм турлари, уларни шакллантириш ва оммалаштириш усуллари хисобланади. Технологиялар ва илмий ютуқларнинг узлуксиз ривожланиши, инсон онгидаги концептуал ўзгаришлар билан боғлиқ неологизмларни ўрганиш орқали интернетда неологизмлардан фойдаланишнинг муҳимлигини тушуниш мумкин. Ушбу мавзунинг долзарблиги шундаки, неологизмлар ҳаётимизда жуда муҳим, чунки фан ва технологияларнинг жадал ривожланишига, адабиёт, санъат ва мусиқа соҳасидаги янгиланишларга гувоҳ бўлмоқдамиз. Шунга кўра, инсон фаолиятининг турли соҳаларида жуда кўп янги сўзлар яратилмоқда. Буларнинг барчаси ушбу мавзуни ўрганиш долзарблигини белгилайди.

Калит сўзлар: неологизм, ижтимоий тармоқлар, интернет, ОАВ, алоқа, хештег, "follow", twitter, linkedIn, Youtube, tweet, технология.

INTRODUCTION

The language used in social networks is unique, as people interact, they form new words in their social groups so that they can communicate effectively. Social media, being part of the technology, means that they evolve as well as the language used. Neologisms are produced every day to name new objects, things and ideas. This study focuses on the use of English neologisms in social networks, so understanding the concept of social networks is crucial. Social media provide a social channel for the virtual interaction of their users, namely those who often use social networks for communication.

Social networks turn into a personal tool, which people use talking with family and friends. But they were subsequently adopted by enterprises that wanted to use the popular new method of communication to attract customers: inform them about sales and offer them special sales and, in fact, collection reviews of their products and services. D. Eisenberg ("Add to Cart. Key Principles for Increasing Website Conversion") (2006), however, stated that the biggest problem with the term "social media" is that it is not media in the traditional sense. Twitter, Facebook, LinkedIn, YouTube, Instagram are platforms for interaction and communication. All the traditional media: publishing, television and radio, search the web provide platforms for delivering advertisements along with relevant content. Social networks evolve over time, they affect how people do things, communicate, and people find new ways to use social networks to meet their needs. Social networks that are part of technology change every day, as does the language used. Since people use social networks for the purposes mentioned above, they need a special language. This language is sometimes adapted to meet the needs of users in effective communication.

MAIN PART

Our study is aimed at examining the language of social networks and identifying English neologisms that are used to communicate on social networking sites. Since the study focuses on English neologisms in social networks, it is necessary to consider how the word formation process occurs in standard English, and to establish a connection with how neologisms are formed in social networks. The formation of neologisms includes a whole range of word-formation processes available for a language of a speaker: word-formation is the way in which new complex words are built on the basis of other words or morphemes (Plag, 2013: 13). Neologism can also be introduced by the inadequacy of languages to provide a word that is effective for an object or idea. Interests in word formation went hand in hand with an interest in the language as a whole. When discussing the concept of neologisms as a type of word-formation processes, two terms are important: motivation and productivity. Neologisms on social networking sites can be derived from other words that already exist in this particular language, on social networks, affixes can be added to English words to form neologisms with a specific meaning. Neologisms of social networks, as a rule, are productive, so users can easily generate new words. On social networks, users can generate countless new words to enable them to express new and old ideas that

have adopted a new cultural context. The language of social networks also consists of phrases that form their own special meaning, sometimes derived from root words or a completely new meaning. Therefore, a compound word can be considered as a combination of two free words that exist independently.

Ego + surfer → Ego-surfer – One who raises his ego by searching his name on the Internet.
Tweet + up → Tweetup – personal gathering for people who use twitter

In social networks, there are combinations of words that are cut off together with words that are whole to form a meaning that is completely different from the original words. This compilation takes place using abbreviated words.

*Slanguage –***slang + Language** – a language that uses a lot of slang
Twicide – twitter + suicide – a person becomes unpopular on Twitter because of what he did: a terrible message or an insult to someone or a group of people.

There are several derivatives created using affixation, since the most common among users of social networks are prefixes and suffixes; these two are considered as part of the derivatives.

Re-tweet **re + tweet** – post someone else's tweet
Un-follow **un + follow** – stop being friends with someone on twitter
Selfie **self + ie –** self-made photograph

Users of social networks can create an unlimited number of words that are constantly used on social networking sites of complex nature.

Troll – means grotesque humanoid, and on Twitter it means someone who posts unpleasant comments or someone who undergoes a negative attack through tweets.

Ancestor – among online youth users, this word refers to elderly spouses in monetary terms equivalent to sugar moms/dads.

The formation of an abbreviation is a process that entails the abbreviation of words: this is done using the initial letters of some words in the phrase. On most social networking sites, these two are often used to speed up writing, and especially on Twitter, they are very useful due to the limitation of the 140-character message that users must adhere to when communicating. As for other word-building processes, they are most useful in terms of frequency of use, and also because they are not only effective, but also productive. Abbreviations form a word using the initial letters of words in a title or phrase.

BAE → before anyone else
AMA→ ask me anything

In this case, the abbreviations are an abbreviated form of the word or initial letters of words in the names or phrases.

Adorbs → **adorable**
Fab → **fabulous**
MT→ **modified tweet**
RT → **re tweet**
Ikr → **I know right**
SMH → **shaking my head**
LMAO→ **laughing my ass off**

In social networks, compilation is used when the thought or idea that you want to convey can only be conveyed using a combination of two words to form a single idea.

Cookie + face – **cookie-face – one with acnes on the face**
Photo bomber – **one who invades someone else's photo and spoils it**

The word may lose or gain a new meaning; however, these words do not always have to lose their former meaning in order to find a new one. In this case, users of social networks do not produce new words, they use the available resource of the language without changing the shape of the word, giving the old words a new meaning.

Follow (verb) – perform in accordance with something (among other things); on Twitter, it simply means accepting a user's request or voluntarily becoming his friend. In this case, the word "follow" has just expanded.

Favorite (verb) – liked or preferred; this word on Twitter takes on a new meaning: post updates that you like one so that they can easily access them in the future. Then the preference value is expanded.

Young people predominate on social networking sites, who prefer keyboard shortcuts wherever possible, and language is no exception, most words are shortened to facilitate communication, as well as to transmit certain messages. On Twitter, acronyms and abbreviations allow users to easily adhere to the short message rule and be able to communicate effectively. There are several neologisms in social networks in the form of clippings and abbreviations, they directly take the meaning of complete phrases before the reduction occurs. Interpretation of the meaning of abbreviated words and acronyms is not difficult for users, especially if they have access to the full version of words.

FOMO – **fear of missing out**
WOMBAT – **waste of money, beauty and brains**
WCW – **woman crush Wednesday**
FBF – **flash back Friday**
DM – **direct message**
BRB – **be right back**

Social networks use a language that is unique to social networking sites and differs from standard English. By understanding the concept of social networks, the language used in one site of a social network can affect the language of other social sites depending on the relationship of these sites. There is a mutual understanding of neologisms — those that are created on one site can be used and understood on another. Social media provides a social platform for people to communicate; it is almost inevitable that people show interest in social networking sites, although for various reasons. In social networks, punctuation marks are not considered with all seriousness and importance, as in print media and documentation. Few users of social networks use them correctly or use them at all, and when they are used, they carry more weight than the functions that are provided to them.

????? **–** for example, instead of the word "why", you can use only question marks: online users can simply post them in someone else's comment, and they will understand that they are asked why.

My computer crashed!!! – and, for example, exclamation points can be used to indicate that someone is screaming for help or expressing extreme emotions of frustration or anger, paying attention to their updates. The text context here helps other users understand that using exclamation marks here means that the user needs help or is trying to express feelings of despair, other users automatically reply with messages with decisions or express how they relate to the situation, or regret the situation.

Consider the word *hashtag*. According to the dictionary, a *hashtag* is a word or phrase preceded by a hash sign (#) used in the message to identify a keyword or topic of interest and to facilitate searching on it. Using hashtag messages on Twitter is very popular among users. The Twitter application introduced a hashtag-type message that allows users to track updated hashtag messages, as well as leave comments and respond to them. After creating a hashtag, the message seems to be colored, i.e. turns blue, like a link, which is clearly visible in contrast to other entries that are usually black – this attracts users.

#WeareoneKenya **–** This hashtag was originally created during a terrorist attack on Westgate Shopping Center on September 21, 2013, killing 67 people. The hashtag was created in order to send messages of comfort and condolences in connection with events in a sign of unity. This hashtag is often used, especially when dealing with issues that affect Kenya as a country.

Morphological abnormalities on Twitter can occur when users violate morphological rules by inventing completely new morphemes that are not standard English. These words are used again and again until users become familiar with them and can not effectively understand and communicate using these words.

Tweep – twitter people (users)

Among users of social networks, people on Twitter are called twips to identify them using this particular social networking platform.

Dweeps – drunk tweets.

Social media users tend to participate in online events while they drink and sometimes update their locations and activities in which they participate. When

messages seem stupid or do not make sense, they are then called Dweeps.

Tweepup – meeting for tweeps.

This term is used when people on Twitter (tweep) hold a physical or virtual meeting.

On social networks, the use of a semantically diverging language can be intentional or accidental. Users can update messages that seem too exaggerated or fragmentary for other users to try to figure out the meaning that they want to convey. Elements of semantic rejection make users look for hidden meaning in communication. Some expressions used on social networks are semantically incompatible, but serve to identify a certain meaning, which may or may not be obvious to all users. Figurative language is mainly used to identify semantic deviations, such as comparisons and metaphors. In social networks, the use of figurative language can lead to semantic rejection, since in some cases words are used to mean a different or opposite meaning. Semantic strangeness, pleonasm, periphrase, tautology, oxymoron, paradox, transfer of meaning, synecdoha, metonymy, metaphor, hyperbole, litot, irony are used for this purpose.

Over time, when neologisms are often used on social networks, some neologisms in English and their meaning are accepted in standard English and become part of the language. Social media neologisms are part of the social language that is used in communication. When users come across new neologisms in social networks through the frequency of interactive interaction, the meaning becomes very easy to understand. Social networks access the most personal parts of users' lives and connect them to the world outside their personal circumstances; as a result, the media as a whole is the main force in society. Social networks attract a wide variety of people for different purposes. There are various social networking sites for different purposes. The choice of a particular social platform depends on how it meets the needs of the user. Many people have online profiles on more than one social site, if the user likes to take photos and publish them, Instagram will be useful for them, if the user likes more news related to keeping abreast of current events, Facebook and Twitter are better suited for them.

Users of social networks can be aware of new neologisms as they appear and can effectively use them in communication. Users of social networks interact with other users with whom, in their opinion, have something in common, and develop relationships on the Internet that physically could not be possible. On social networking sites, people can display their identity through their posts, entertaining other users. To perform any action on social networks, the language must be used. But language serves not only to express and exchange ideas and thoughts with other people, but also allows users to convey their emotions and relieve stress. The language of social networks serves not only for the production, transmission and exchange of neologisms, but also for the transfer of the meaning embedded in neologisms, users acquire the significance of new neologisms, and also share the value for the personal neologisms they create with other users on the Internet. Neologisms in social networks are created for the purpose of communication among online users. In order for communication to be

effective, there must be understanding between the participants in the communication process.

Neologisms in social networks are created using various word-formation processes, and also deviate from the use of standard English. Social media facilitates a very quick way to send messages and replies among participants, and using neologisms of social networks even the art of composing a message has also become fast. Abbreviations and acronyms, which are very popular, save time. Users do not have to write complete words or sentences in order to be understandable. Twitter especially ensures that the user masters the art of brevity thanks to the 140-character rule, which forces users to trim their words to communicate. The use of hashtags also contributes to speed, since the user does not need to worry about the words being separated during communication. Social media neologisms do not adhere to most of the rules, but they can be effective. Neologism in social networks deviates from the standard formation of the English word, and the change is noticeable in spelling and pronunciation. Thanks to neologism, even users who are not familiar with grammar rules do not stand aside, since they are not limited to grammar rules. This attracts many online users to participate in conversations and other online events, without fear of criticism, as well as the introduction of their own neologisms.

Fossils – really an old man in a relationship with a girl who suits him as a granddaughter.

Sponsors – an elderly man who supports a girl's generous lifestyle, regardless of age

Beast – powerful and expensive car

Neologisms in social networks are sometimes created and used to supplement standard English, especially when users feel that the meaning conveyed by standard English words does not have the expected impact in terms of meaning, so they come up with an alternative word that will effectively convey the point of view. In other cases, neologisms are used in social networks as euphemisms for alternative standard English words, which may be inconvenient for users, since they are considered impolite, so they use neologism out of politeness. There are some topics on social networks that make many users feel uncomfortable, but using the right neologisms allows the online user to conduct the same discussions. Neologisms can also be used to exclude a user group, the younger generation may use neologisms to discuss topics, and the older generation may not have a clue what they are talking about.

Fleek – stunning or fabulous

Nasty – incredibly mean

Conclusion

Neologisms in social networks are fascinating to read on social networking sites. Standard English is normal and looks monotonous, users of social networks choose neologisms so that their posts and messages can attract a large audience. Social networking neologisms help users of social networking sites keep abreast of an evolving language. Some people are left behind due to the neologisms used every day, while other users despair about how using this informal environment can

lead to an equally random attitude towards grammar. Social networks provide a rich platform for experimentation, development and undermining of the language. This is a great way to keep up with the changes, paying attention to discussions on social networks, and you can notice the appearance of new words, the new use of words. However, using neologisms in social networks, it's easy to get the exact meaning of the word, social networking sites are accessible via the Internet, and if the word is difficult to understand, the user can find the exact meaning online through the Internet in a urban dictionary that is easily accessible and up to date with all the old and modern neologisms on social networks ever created. One way or another, everyone decides whether to include the neologisms of the Internet and social networks in his vocabulary, but to keep up with the times you need to understand the vocabulary of all developing areas.

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