

**THE SOCIAL CHARACTERIZATION OF NEOLOGISMS (ON THE EXAMPLE OF
INTERNET NETWORKS)**

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Abstract. The vocabulary of world languages is constantly enriched with new words. These innovations often reflect particular phenomena associated with the development of society. It should be emphasized that this process does not bypass the field of tourism. The use of Internet networks in tourism has become one of the leading and widespread means of delivering information to travelers. Consequently, this has led to the emergence of Internet discourse as a specific type of speech that reflects the current state of vocabulary. One of the areas most actively influenced by neologisms is the tourism industry, as the growing impact of Internet networks on modern society introduces new words into common usage. The newly introduced neologisms may or may not belong to a particular nation. In recent years, the use of Internet networks in tourism has proven to be an effective tool, particularly in enabling travelers to purchase tourism products without leaving their homes.

Keywords: Neologisms, Electronic technology, Internet communication, Network neologisms, Language innovation.

Introduction. The role of tourism language in the global communication system has long been a subject of active linguistic discussion. The ability of language to enrich its lexicon with new units is a vivid confirmation of its dynamic nature. English, as one of the most widely spoken languages in the world, is no exception. Entering a new stage of social development and intensifying cultural integration leads to the emergence of new features related to the formation and translation of new lexical units. Complex intercultural relations stimulate the process of neologism formation, making it an area of particular research interest.

In linguistics, the term *neologism* is used when a word emerges to designate a new object or phenomenon. Various approaches exist to its definition. Some scholars argue that the main criterion for classifying a word as a neologism is the “sense of novelty” perceived by speakers [3]. Other researchers classify as neologisms only those lexical units that describe the products of technological and scientific development—new phenomena, ideas, and objects [6]. The linguist N.Z. Kotelova defines neologisms as “words first created or borrowed from other languages, as well as words already known in the language but used in a limited sense, outside the literary standard, or in other languages. These include words actively used at the time, potentially existing in the language, and derivatives formed in recent years according to established word-formation models” [9].

In the human mind, a neologism is any newly formed word, although word-formation in general is often placed in the same category. Word combinations coined by authors for a particular speech situation—while not always spreading widely beyond their context—may also enter the category of neologisms. This drives the study of word usage in speech situations. In recent times,

neologisms have become commonplace, retaining their sense of novelty for a certain period [9]. Similarly, the Internet has become a source of new words and expressions.

Conceptual Framework. The development of network communication has led to a sharp increase in the number of new words and expressions. The creation of new vocabulary reflects profound cultural characteristics that alter the picture of the world. The Internet has become both a platform for inventing and recording neologisms and a universal medium for editing words, including in tourism discourse. The diversity of Internet genres has expanded the possibilities for ordinary users to create neologisms. Studying the emergence of new vocabulary in online spaces allows us to identify the patterns of neologism functioning in the current stage of language development.

According to scholars, “the development of electronic technologies has become one of the main drivers of language change, most clearly manifesting itself in lexical transformations” [1]. The formation of neologisms in the online environment is an effective process of lexical transformation, vividly demonstrating the adaptability of language to cultural and social innovations. The emergence of new words and expressions, as well as the semantic shifts of familiar lexemes, are closely connected with the specific features of Internet activity. The online sphere continuously transmits and reinforces new vocabulary on a global scale. Words appearing in texts both online and offline accelerate the spread of neologisms in everyday speech.

“The Internet profoundly influences modern human life, including language. Like any developing system, it rapidly adapts to new conditions. Above all, the rapid dissemination of tourism information reflects changes in vocabulary. Modern reality is saturated with words, abbreviations, and neologisms. Old words acquire new meanings, while new semantic fields emerge. The Internet is both a cause of such changes and a unique ‘archive’ that allows us to observe them. It serves as a tool for creating new words and expressions, functioning as a complex mechanism of linguistic transformation that remains intuitively comprehensible to users. The formation of oral Internet formats is simple yet technologically advanced, as communication technologies themselves give rise to new words” [8].

The very emergence of neologisms is closely linked to the expansion of electronic communication. New digital resources naturally generate new lexical items. The Internet increasingly functions as a space that employs the full range of linguistic tools for creating words and revising existing vocabulary. For instance, tourism products may be represented both visually and verbally. The process of neologism formation online is characterized by the continuity of contextual changes and the variability of usage by vocabulary creators. With the appearance of new Internet resources, new neologisms also emerge.

Network neologisms are the result of the continuous development of online communication, spreading widely among Internet users, particularly on social networks. An “Internet neologism” is defined as “a new or adapted word that emerged during the period of active Internet development, became widespread in a particular region, and was accepted by the majority of native speakers among social network users” [5]. Since network neologisms are the product of ordinary online users’ creativity, they are adopted by the collective consciousness of Internet discourse.

The linguistic functioning of neologisms in the online environment is thoroughly explored in A.E. Belkova’s monograph. The researcher emphasizes that “the language of the Internet at the beginning of the 21st century is characterized by the active production of lexical innovations.

Neologisms are traditionally viewed as the result of dynamic processes reflecting the adaptation of language to changes in political, economic, and social spheres. These changes primarily affect the lexical and grammatical systems of language” [4]. Thus, the dynamic processes of change and the formation of new words in cyberspace are among the most intriguing topics of modern linguistic research.

Methodology. Researcher T. Vinogradov links the use of neologisms in online communication to the desire to create an expressive style with vivid features of speech that conveys the author’s emotional state. “In our view, the invention of expressive neologisms is largely associated with Internet authors’ attempts to compensate for the inevitable loss of the emotional component in online communication by expanding the emotional resonance and expressive force of a new word. Previously, paragraphemic devices were mainly considered as a means of compensating for the loss of the emotional component, substituting direct emotional reactions.” [7]

The process of word formation in cyberspace is connected with the phenomenon of derivation: word-formation processes are actively unfolding in the Internet environment, driven by the communicative need for new lexical items. Neologisms are actively formed on the basis of both morphological and semantic derivation. Effective techniques of word formation include abbreviation, specification, and metaphorical transfer. Over time, linguistic forms are consolidated and replicated by the majority of online communication participants. As a result, nonverbal models take root in people’s consciousness, and in this sense, the development of online language occurs.

The growth of online communication generates new language models that are fixed in the collective consciousness of Internet users and gradually extend beyond the scope of online communication, becoming part of widespread speech behavior patterns. Such innovations complement and replace ordinary forms of speech as well as communicative strategies. Due to the inclusiveness and wide reach of electronic technologies, network language is gradually transforming into a universal means of communication—a functional style that reflects speakers’ lives and worldviews.

The constant emergence of new words is associated with the search for precise linguistic tools necessary for mutual understanding among participants in communication and with the creation of a shared foundation for perceiving ever-changing reality. Recently, the use of network neologisms has gone beyond the sphere of Internet communication itself, entering broader usage and creating increasing competition with traditional language norms. This situation indicates the rapid development of online language and its transformation into a functional style. Without studying its specific features, it is impossible to understand the process of shaping the linguistic personality.

Findings. The rapid development and implementation of information technologies has placed electronic forms of communication, which serve almost all spheres of human life, at the forefront. This tendency has also been reflected on Internet pages functioning in the sphere of tourism. From this perspective, the issue of correctly transmitting ideas and emotions among subjects of electronic communication becomes highly relevant. The Internet is emerging as one of the main sources of new word formation, where neologisms appear with stable regularity. Neologisms constitute the most distinctive part of online communication—they reflect the advancement of modern methods of interaction as well as the ever-changing reality of the new world.

Network communication transforms conventional methods of interaction and social behavior, creating a unique new language that mirrors the informal communication norms of numerous online communities. This newly formed language has become a unifying factor, leading to the development of a single online community divided into many indirectly interconnected peer groups. A vivid example of this phenomenon is found in the tourism sphere, where spontaneous tourism movements arise from information disseminated online. Ordinary participants in online communication, by virtue of their closeness to the collective identity of the Internet community, determine new linguistic norms that become common among the majority of users. This continuously enriches the results of mass word creation and grants them a universal status.

Such linguistic activity extends beyond the framework of network communication, shaping new models of linguistic behavior and reflecting itself in the style of a new interpersonal communication language. Fundamental transformations in language become the direct object of reflection for ordinary Internet participants. They create platforms for recording, distributing, and further modifying informal vocabulary. These types of resources represent the collective identity of Internet community members, who create new linguistic styles as an expression of their worldview—styles that often serve as alternatives to, or stand in opposition to, traditional cultural norms. This, in turn, leads to the development of new forms and styles of interaction, as well as the emergence of unique relationships.

As noted, “Internet etiquette and new language, along with the communities that use them, gradually transform; this modified language becomes the distinctive marker of the online community. Certain linguistic forms are consistently and repeatedly used by the majority of participants in network communication, not only in written but also in spoken form. Informal dictionaries are being created. The developing online community is unified by shared communicative goals, interests, and language. This allows us to speak of the emergence of a new subculture.” [4]

The new language thus becomes a powerful tool for expressing new forms of consciousness, with neologisms representing its most relevant and constantly expanding component. The incorporation of neologisms into Internet communication texts fulfills a number of important functions: new words and expressions refresh the language, render it more expressive, and shape it in a modern stylistic manner. They replace conventional words, which have lost their original expressiveness, with vivid contemporary units. Compared to traditional lexemes, neologisms possess greater semantic potential, as their linguistic valency increases due to their innovative stylistic dimension.

The linguistic nature underlying many neologisms, with its aesthetic possibilities, attracts potential readers and provides recipients of texts with a unique intellectual satisfaction. In using language based on neologisms, readers perceive their own linguistic and intellectual potential, gaining a sense of participation in the creative process of language innovation.

Discussion and Conclusion. When discussing the role of neologisms in modern tourism-related Internet texts, it is important to emphasize, first and foremost, that such words refresh the language, modernize texts, and provide opportunities to introduce new concepts. Another positive aspect of language neologization is that new words often possess a greater semantic capacity compared to their traditional analogues. Through innovation, they play a distinct stylistic role in the functioning of language techniques. Frequently, through word formation, the destination of a tourism text becomes intertwined with the intellectual process of solving a

linguistic puzzle, providing readers with a sense of aesthetic pleasure. Thus, practice shows that the discourse of Internet resources functions as an effective space for communication, with neologisms serving as an excellent tool for this purpose.

It is noteworthy that, at present, consumers of online texts actively participate in the process of creating neologisms. They contribute their own ironic connotations to the semantic structure of newly formed words and expressions, thereby becoming co-authors of the discourse in which they participate. This phenomenon is most clearly reflected in segments of collective network creativity such as online dictionaries, which serve as a special and highly engaging space for the creation and registration of neologisms from cognitive-pragmatic and semantic-axiological perspectives.

Modern online dictionaries are distinguished by many unique features that set them apart from traditional lexicographic sources. Ordinary participants in Internet communication now have the opportunity to shape the lexical content of online dictionaries and to compose definitions for their entries. As S.A. Manik observes: “The dictionary user strives to take part in its creation, requiring interaction, communication, and feedback. This has led to an entire trend in lexicography—voluntary lexicography.” [11]

Although neologisms in English are often presented in a fully transparent manner, such new terminology has not yet acquired established Uzbek equivalents. For example, the word *nanobreak*—defined as “a trip lasting only one day and including one overnight stay in a hotel” [2]—is currently encountered only in online information spaces. Once generalized within internationally recognized dictionaries, such items are incorporated into the lexicon. It should also be noted that the vocabulary of world languages continues to expand in line with new developments. In Uzbek linguistics, such dictionaries are associated with the development of the lexicography of “Internet language.”

Modern technologies enable the rapid registration of new words and expressions that naturally emerge in the course of language development. They allow dictionaries to be enriched with large categories of data, hyper textual links to primary sources, and definitions at varying levels of detail. Consequently, new relationships are established between the dictionary and its users: the Internet space provides opportunities for independently observing language change, participating in the creation of new expressions, and suggesting fresh lexical innovations.

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