

The Onset of Neologisms in the Sphere of Computer Technologies

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Abstract.

This article foregrounds the peculiarities of neologisms as a part of lexicology. The first part involves different approaches of scholars and scientists about neologisms, their appearance in the language and etc whilst the second part includes the analysis of neologisms in the means of computer technology.

Key words: neologisms, webinar, malware, netroots, blogosphere

Any language is a dynamic system, which constantly develops, transforms and changes. The processes in social, cultural, education and mass media, the contemporary level of technology development and intercultural communication implies constant language evolution. Both linguistic and extralinguistic factors play a significant role in appearing new units in the language (neologisms). These new units help us to understand and cope with change by creating mental bridges between the old and the new. The language vocabulary is changing, renewing the words and phrases. The vocabulary of a language is in a state of almost continuous change and neologisms play a very important role in this process. Scientific and technical revolution as one of the major phenomena of the present makes essential changes to the linguistic model of the world. In particular, the rapid development of new computer technologies and methods for processing information inevitably influences the formation of new words and lexical meanings. In the recent years, for example, computer technology has added a significant

number of new terms to the language. "Webinar," "malware," "netroots", and "blogosphere" are just a few examples of modern-day neologisms that have been integrated into the modern computer technology language.

"Webinar" – is an educational informative or instructional presentation that is ads available online, usually as either video or audio with slide. A webinar take the from an academic lecture or some other type of presentation, such as a business conference. Because webinar attendees connect online, they can use internet-based technologies to enhance, for example, communicating through instant messaging, file sharing, using a whiteboard collaboratively and interacting through social media sites. The term webinar was first used in 1998 and this word made from two other words or parts of words of "web" and "seminar"[1;193]

"Malware" – or malicious software is any program or file that is harmful to a computer user. Malware includes computer viruses, worms, trojan horses and spyware. There malicious programs can perform a

variety of functions, including stealing, encrypting or deleting sensitive data, altering or hijacking core computing functions and monitoring users' computer activity without their permission.

"Netroot" – is a term coined in 2002 by Jerome Armstrong to describe political activism organized through blogs and other online media, including wikis and social network services. The word is a portmanteau of internet and grassroots, reflecting the technological innovations that set netroots techniques apart from other forms of political participation. In the United States, the term is used mainly in left-leaning circles .[2;116]

"Blogsphere" was coined on September 10, 1999 by Brad L.Graham, as a joke. It was recoined in 2002 by William Quick and was quickly adopted and propagated by the warblog community. The term resembles the older word logosphere (from greek "logos" meaning word and "sphere" interpreted as world), "the world of words".[3;98]

Many linguists are particularly interested in neologisms and especially in computer neologisms. It is worth noting that they consider them to be a new object of investigation and some research papers suggest that these are foreign borrowings and describe their ways of formation. Computer neologisms as special terms in the field of computers or take up the problems of their translation. Nowadays there are many scientific sources of computer neologisms including the Internet. Scientists all over the world investigate the adaptation of computer neologisms by the basic word stock of a language and voice new ideas on this problem. Neologism is referred to as a language unit formed to designate a new concept. In every language there appear

different ways of producing, neologisms. Some of them are the result of the appearance of new scientific words, personal names, trade and industrial designations, different abbreviations and borrowings.

Obviously, there is no such thing as an absolute rule for dealing with technical neologism. However, there are some strategies that should be taken into consideration to make the translation more and more effective. Firstly, the translator should give special treatment to neologisms that are key terms in the text. Secondly, he should find out the definition of the primary neologisms to understand their meanings and pay attention to recognized translations of the terms before producing his own one. Finally, he should acknowledge for whom his translation is, that is who the target reader is. There may be other factors that also determine the appropriate translation of a technical neologism, but the three enumerated above are among the most important ones.

List of used literatures

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