

THE FUNCTIONING OF SEMANTIC NEOLOGISMS IN THE LANGUAGE OF SOCIAL NETWORKS

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ANNOTATION

This article discusses the process of formation of semantic neologisms as one of the ways to replenish the vocabulary of the modern Russian language. In the article, the world Wide Web is considered as a special medium for communication, a special place for the implementation of language, a means of communication and information exchange among the younger generation, as a result of which the semantics of lexical units used in it undergoes changes, sometimes very significant. Neologisms actively used in social networks in recent decades were considered as the object of study.

Keywords: *neologisms, semantics, metaphor, lexical neologisms, affixation, borrowing, Americanisms, nomination, productivity.*

The Russian language in its current state is a changeable, rapidly developing phenomenon. As M. Krongauz wrote in the preface to the Dictionary of the Internet Language: "Any language, including Russian, inevitably changes. In the early 2000s, this caused either outrage or laughter. It soon became clear that a unique experiment on Language and languages was unfolding before our eyes, which should be described immediately and seriously, because this is exactly the cutting edge of linguistic science, where the object of research has to be caught up all the time."

It is impossible not to agree with the fact that in recent decades the Russian language has undergone great changes. This applies primarily to the lexical composition of the language. A huge number of new borrowed neologisms have appeared in the Russian language, and most of them are came from American and British English language. These borrowings, penetrating into the language, become commonly used, while replacing the simple words known to everyone. Of course, it should be noted that these neologisms are mainly used by the younger generation. Now young people, having gone to a concert, do not say that there was a full house (аншлаг), they say a sold-out, instead of the word fake (фальшивый) they say fake, car rental (аренда автомобиля) –car sharing, appearance (внешний вид) -look, old, out of fashion (старый) - old, etc. It is quite difficult to understand what is being said in such a sentence: "I was riding my **longboard** to my **coworkers** in my **old sweatshirt** and **apple watch**, suddenly I was hit by some guy with a **cupcake** on his **segway**." «Еду я на **лонгборде** в **коворкинг** в своём **олдовом свитшоте** и **эпл воч**, вдруг меня сбил какой-то чел с **канкейком** на своём **сигвее**». It is also interesting how new words and expressions enter the Russian language. Now everything is developing so fast, and it is happened not thanks to television as to the Internet and social networks. In a second, hundreds of people read, made reposts, and put hundreds of likes. Thanks to modern technical means, the entire life cycle of a buzzword or meme can be traced [3,221].

It should be noted that the term "neologism" in the linguistic literature is not defined with due clarity. Some linguists consider neologisms to be words or stable combinations of words that have arisen to denote a new reality or to express a new concept. Proponents of this point of view do not take into account the intra-linguistic processes that lead to the formation of new words that do not denote new realities, but reflect the need to improve the means of linguistic expression.

E.V.Rosen consider that "neologism" includes only those lexical units that represent linguistic innovations both from the side of the signifier and from the side of the signified (i.e. the appearance of a new word with a new meaning): "the new vocabulary must be absolutely unknown in the language" [2,31]. At the same time, semantic reinterpretations of old words remain outside of linguistic innovations. But, as you know, new realities and concepts are often denoted by already known words and combinations of words.

Traditionally, there are three main ways of the appearance of neologisms in the language: 1) the use of affixal means at the disposal of this language; 2) semantic reinterpretation of words already existing in the language; 3) borrowing of foreign words, as well as elements of non-literary vernacular, territorial dialects, professional and social jargon, etc.

Such an understanding of neologisms and the ways of their occurrence underlies the selection of linguistic material in the compilation of local lexicographic publications on neology.

A huge role in filling the lexical composition of the language is play social network. After all, the World Wide Web is a special world, a platform where you can post information about yourself and exchange information, photos, messages, and various files with other users.

We consider new meanings of commonly used words that have received semantic reinterpretation due to functioning on the Internet. We offer interpretations of new meanings of words, since they are absent in the explanatory dictionaries of the modern Russian language. New meanings in the networked language, according to our observations, mostly appear in two ways: metaphor and phonetic similarity with the generating word.

Ozhegov's Explanatory Dictionary	The dictionary of the Internet language.ru
БАЯН (button accordion) kind of large harmonic with a complex system of frets. / adj. bayan, aya, oe. Russian bayan school. прил. баянный, ая, oe. Русская баянная школа.	Bayan -is an outdated joke or information repeated many times. One of the popular, but not entirely reliable hypotheses about the origin of this meaning elevates it to a replicated anecdote about the funeral of a mother-in-law, at which two bayans were torn. The anecdote was quoted so often that the key word bayan became a symbol of repetition. Close to the expression bearded joke. As a rule, it is used as a replica to a message of known information.

The word can be replaced by a picture of a musical instrument or a smiley face :|||||||: - the more vertical dashes, the more banal the information received is considered. From noun bayan (button accordion) can be formed another noun bayanishche, the adjective bayanisty, the verb to bayan: laughing into the eyes, bayan!

Ozhegov's Explanatory Dictionary	The dictionary of the Internet language.ru
Дно (Bottom) - 1. The soil under the water of a reservoir, river, sea. river. ocean. Go to the bottom (also translated: die). 2. The lower part of the recess, recess. 3. (plural form. donya,-ьев). The bottom, the base of the vessel, which- receptacles, as well as boats. At the very bottom of the suitcase. With a double	Дно Bottom- noun. - a strong negative assessment. In relation to a person, it testifies to his complete worthlessness. Gradually it became common to the jargon of gamers, and then went beyond it. It is often used for the purpose of insulting a person, pointing out in a rude form to his insolvency. It can

bottom (also translated: about a two-faced person capable of playing a double game). 4. The upper part of a solid headdress. 5. figurative. The environment of declassed, degraded people. society. M. Gorky's play "At the bottom": * To the bottom — to the end, completely. Take a sip of grief to the bottom. The fundus (spec.) is a part of the inner surface of the posterior wall of the eyeball. Upside down that (colloquial.) - in complete disarray. The house is a mess, everything is upside down.

also be used to assess the situation as a whole. To enhance the effect, the word bottom is sometimes used .

A tambourine (Бубен) (shamanic tambourine) is a fictional administrator's working tool; see shamanism, a ritual dance with a tambourine.

To deliver (Доставлять) is a verb (1 person, singular, Present Simple (доставляю)) – to bring pleasure or cause any strong emotion. There are several versions of the occurrence of the word in network communication. According to one, it came from the jargon of drug addicts and is close to the verb to insert known in youth slang: this song inserts / delivers (enjoy). According to another, the word in this meaning is a translation of the English verb deliver "to deliver", which also means "to rise to the occasion; to justify hopes, expectations".

Tin (Жесть)- noun – a very strong assessment of an impressive or frightening event, object, phenomenon, etc., as well as this event itself. It belongs to youth slang and is not exclusively online. It has become widespread on the Internet as a comment under texts, photos, videos, etc.

Lamp (Ламповый) is an adjective. Real, authentic and soulful. It goes back to the expression tube sound, common among music lovers back in the 1970s. Gradually, the scope of use expanded, so they began to talk not only about sound: lamp photos, lamp conversation, lamp gatherings.

Rays (Лучи) - noun, plural form - a stream of positive or negative feelings, energy or substance directed at people. It is often used to express gratitude (rays of kindness, rays of love) or, on the contrary, curses (rays of hatred). In addition to the above-mentioned most common "substances", the occasional composition of the rays can be anything: rays of support, solidarity, etc.

Spent (Потрачено) – used as a predicate - indicates a failure or a grand failure, the loss of something. This phrase became one of the reasons why the Russian translation of computer games received the ironic label of a superbrain. It is used as a predicate as an independent phrase. It can also be used as a hashtag. The idea of failure connects spent with the words fail and epic fail.

Crab (Пак) is a noun - a network insult, a sharply negative assessment of the interlocutor as incompetent or low-grade. The word cancer has many single-root words in Russia language: *рачьё, рачина, ракал, ракообразное*, the second meaning of the word is- cancer. From the word Crab (пак) can be create adjectives *раковый* (about a place that contains a large number of crabs), *рачий* (belonging to cancer), as well as the verb *раковать* (behave like crab) are formed.

Hamster (Хомячок) – noun, is a person who is easily manipulated on the Internet, a fanatical thoughtless fan of an idea or a famous personality. The word is included in a number of recently appeared

"animal" metaphors implying the indistinguishability and voicelessness, and sometimes the meaninglessness of the human mass: office plankton, ferrets, anchovies, banderlogs.

Comment (Комментарий) is a message that follows the main text (an article or an entry in a blog or social network) and is meaningfully directly or indirectly related to it. The more colloquial variants comment (*коммент*), comment (*комент*), kament (*камент*) (with stress fluctuations) . Options include expressions to shit in comments, to gather in comments, to rub comments, etc. It became one of the main genres in the Internet space, because it created the opportunity for dialogue and discussion. Together with the main text, comments also constitute a special genre of written dialogue, the value of which increases due to the participation of the author of the text in it.

Opera (Опера) - 1. Operating computer system. 2) computer RAM.

The cart(Телера)- is a Telegram social network.

A feed (Лента) (news feed, friends feed) is a list of messages from friends (friends) of a social network user or blog owner, usually arranged in chronological order from newer to older. Sometimes, for example, Facebook uses a more complex ranking of messages.

Pie (Пирожок) is a quatrain without capital letters, punctuation marks and rhyme, written in iambic tetrameter with alternating feminine and masculine endings (9-8-9-8 syllables). The pie should have a complete content and culmination in the last line. Heroes of pies usually have names, Oleg is especially common. The creators of the pies insist that their texts cannot be quoted without attribution.

Example of Pie quatrain:

there is no chocolate in chocolate
for a long time there is no meat in sausage
it becomes a little bit anxious
and suddenly there are no people in people (Nika Werner).

Powder (Порошок) is a quatrain without capital letters, punctuation marks and rhyme, written in a four-stop iambic with alternating feminine and masculine endings (9-8-9-2 syllables). Is a development of the genre of pies. Like a pie, it should have a complete content and a culmination in the last line. It differs from the pie by the length of the last line, which enhances its role, and by the fact that the last line rhymes with the second. The name appeared as a result of the selection of a word similar to a pie.

Example of powders quatrain:

let Karl and Clara have aged,
but having carried passion through the years,
everyone looks at each other steal

Registration (Регистрация) is the data base about the user of a computer system or a website. As a result of registration, the user becomes the owner of a login and password that allow him to identify himself when visiting the site.

The verb register is associated with this word (colloquial to register(зарегиться), to register(зарегаться)). A popular expression without SMS and registration, which is used on various sites.

Status(Статус) - 1. A short text describing the user, his state or mood at a certain point in time. It is placed in social networks and messengers with the user's name (and image). As a status, mottos, slogans and quotes are often found. This term was proposed on Facebook as the main title of the message, but it did not

catch on: users still prefer the more familiar term post. 2. Designation of the marital status of the user. - And what is your status on the page? - Married.

Wall (Стена) is a public page of a social network user on which he and other users can post messages.

A page (Страница) is a separate document of the site that can be viewed on the screen. The document address includes the website address and additional elements. A diminutive version of the page is also used. Stable combinations: (for) home page, home page. A page in a narrower sense can be called a user's profile or wall in social networks.

Profile (Профиль) – the main page of a user, for example, a social network, containing basic information about him. A profile in social networks is like a characteristic that reflects user data and is a set of specific features that distinguishes one user from another. - My profile has been blocked.

In the language of social networks, there is the appearance of a large number of new meanings for words that already exist in the language, otherwise semantic neologisms. The emergence of a new meaning for an existing word in the language is associated with a large number of linguistic and extralinguistic factors, such as metaphorization, the development of semantic and stylistic belonging of words to a particular sphere of life, the relevance of the concept and phenomenon, the frequency of use of these words, their social nature. It can be said that the semantic scope of the words existing in the language is expanding due to the appearance of a figurative meaning in these words. This is one of the most productive ways for new meanings to appear in any language.

LITERATURE

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