English Neologisms in Social Media Communication: A Case of the Language of Social Life Streaming Services *

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ABSTRACT

The present research investigates the use of English neologisms in social media communication particularly in social live streaming services. The study focuses on the factors that lead to the production and usage of the social media neologisms. Moreover, the study is focused on the effectiveness of social media neologisms in communication. To conclude, speed of communication, brevity time-sensitivity, ease of interpretation and exposure were amongst the elements used to affirm that social media neologisms are effective in communication.

Keywords: communication; social media; social live streaming services; neologisms.

1. Introduction

Lexical system of a language is a unique linguistic field for research, thanks to which we can understand both the state of society and the state of awareness and philosophy of its members. Top up, updating of the word stock is carried out owing to the appearance of new words or new meanings of a word, the creation of which is due to changes in objective reality. Society strives to find assets to nominate new realities. Language always responds to the changes of the society [1].

The ways of top up the lexicon can be divided into external and internal. External includes borrowings; internal – the formation of new lexical units based on the native language with the help of existing methods of word formation.

Borrowings are a result of growing connections between countries, cultures and people. They play an important role in development and enrichment of lexical system of a language [1].

The appearance of a new word is a result of the opposition of tendencies to change the language on the one hand, and tendencies to preserve it on the other. Due to the need to adequately express new ideas, changes in society, language is forced to generate new terms. Neologisms are words and phrases created to denote new phenomena of reality, new objects or concepts.

In our research, we found out that the problem of studying neologisms does not lose its relevance. The continuous development of different areas of human activity acts as a constant “customer” of new terms necessary to name new objects. Studies of neologisms remain relevant for two main reasons: extralinguistic and intralinguistic. The essence of the first one is that in a socially and technologically rapidly changing society, members of the linguistic community have a continuous need to create new designations for themselves in new social roles and professional functions. The intralinguistic reason consists in the constant need to systematize the productive ways of forming new units, to establish synchronous segments of the greatest activity of certain word-derived models, and to note the opposite tendencies towards the loss of productivity.
The objective of the study is to identify the formation and usage of English neologisms from the texts of social live streaming services.

This study is based on the dynamic technological advancements in internet based on communication and its effects on the English language vocabulary.

D. Crystal stated that in the 21st century use of social media applications have greatly shaped the way we communicate. Language is a dynamic repository of words, when it comes to technology, it’s not just the way things are done that is changing but also the words being used and the lingo that is morphing at an accelerating speed [2].

According to Ewing, social media used “pull technology” that connects people and actively engages them in the creation and management of online content allowing individuals to freely contribute to information publication and sharing, facilitated by the introduction of user-friendly sites, tools, platforms and applications such as Facebook, YouTube, twitter, blogs, MySpace, Instagram [3].

Recently there appeared some works devoted to neologisms in mass media and social networking services. A.A. Kuznetsova, O.A. Bezuglova investigated the functioning and role of neologisms in the English language texts of the mass media [4]. R. Mworia studied the use of English language in technology, especially a case of neologisms in social media [5]. L. Mcdonald tried to explain the meaning of e-: neologisms as markers of culture and technology [6]. K. Scheibe, K. J. Fietkiewicz, W. G. Stock analyzed information production behavior (i.e., broadcasting) as well as information reception behavior (watching streams and commenting on them) [7].

Media and social network texts are of significant importance for linguists, since they contain the most recent borrowings and reflect the cultural, political and economic processes happening in society.

2. Findings
A. English Neologism and the Social Media

The core problem is the definition of neologism. In the center of terminological nomination there are terminological word combinations, which can be interpreted by a more complex structure of terms of a certain professional sphere and concepts in the intellectual activity of professionals. Terminological word combinations allow clarifying the available concept. Terminological word combinations appear at later periods of development of terminological systems. Terms – word combinations are considered to be the most productive way of nominating concepts that undergo changes over time and can be simultaneously used as abbreviations [8].

A literature review shows that, depending on the theory and approach adopted, the understanding of neologisms differs. There are 5 basic theories which define neologisms from different perspectives. Stylistic theory defines neologisms as words which are stylistically marked by the novelty of their usage in the language: a case example can be metalanguage or jargon which gain momentum in everyday English (e.g. tech. eye candy “visually entertaining but intellectually undemanding”). Denotation theory defines neologisms as words which stand for new things and ideas and thus have new denotative meanings (e.g. smartphone, selfie, e-book). Structural theory defines neologisms as words with a completely new form and structure or unique acoustic pattern: a case example can be authorisms or words invented by writers. Etymological theory defines neologisms as words which already exist in a language but developed a new meaning over the recent years: e.g. umbrella 1) “device used as protection against rain”; 2) “a protecting force or influence”. Lexicographic theory defines neologisms as words which are not yet registered in dictionaries. For example, neologism cinematherapy “using films therapeutic tools” has almost 70000 citations on Google search engine but is not yet registered in standard dictionaries [9].

The linguistic term “neologism” means a new word that has a note of novelty in comparison with other words in a particular language. Neologism is a word or a phrase created to indicate a new subject or expression of a new concept. I.V. Arnold notes that “neologism is any word or a collocation created in accordance with the productive language models of a given language or borrowed from another language and perceived by the native speakers of this language as something new”. Such new words and phrases may appear regardless of their meaning. Neologism can be as relevant as possible and reflect significant changes in society. At the same time, some of them linger in the language for a short period of time [10].

Neologisms go through three stages, namely: the stage of formation; the stage of socialization; the stage of lexicalization. The first stage involves the creation of neologisms according to the word-formation models existing in the language. The second stage (socialization) has three phases: 1) the process of synonymization, that is, new terms begin to compete with words that already exist in the lexicon of the language; 2) the spread of neologisms; 3) the disappearance of neologisms that have not gone through the stage of socialization. The third stage (lexicalization) is carried out in two directions: 1) old terms pass into the passive vocabulary; 2) new terms (neologisms) are fixed in the language system. The stages of socialization and lexicalization are carried out through intermediaries who disseminate it in society: teachers, educators, youth, media workers, etc.

The media can also influence the borrowing of neologisms into other languages by tracking or transcribing / transliterating, especially such neologisms which refer to economics, politics, technology and social networks. The main reasons for the use of new terms in modern media may possibly be: 1) strengthening the information content;
2) a necessity to differentiate different highly specialized concepts; 3) existence of international use of sustainable terminology; 4) following the language fashion, it is understood that foreign borrowings are used to convey elitism and prestige to the text, adding a new effect to it.

The socio-cultural significance of neologisms proves that they are rather products of our conceptual system, and not just significant linguistic signs. They codify a new cultural experience of society and provide evidence of current trends in its development. For this reason, by studying the neologisms of a particular language, we can learn about contemporary cultural values, the way of thinking and life of the community that speaks that language.

B. Social Networking Services

One kind of social media are social networking services, which are platforms for self-presentation and communication with other members of the community (SNSs). SNSs are either asynchronous (as for instance Facebook) or synchronous (as the social live streaming services). The main feature of social live streaming SNSs is the simultaneity of the communication, as all happens in real time.

In the last few years, a new type of SNSs have been emerged – social live streaming services (SLSSs). Reviewing SLSSs is a new and exciting research field in information science.

SLSSs function on the principle of transferring content from a provider to a user. All of the content has already been downloaded on a third-party server, the end user does not need to download anything to view or listen. Watching the content online has been a great substitute for downloading files. Popular services legalize browsing; you just pay for a subscription for a certain time. It turns out the same television (or radio), but with more advanced functionality and the absence of a planned program guide with mandatory commercial breaks.

Modern SLSSs allow you to watch from live news to classic films and the latest serial novelties anytime from any device. The most popular streaming video services are: NETFLIX, Hulu, Amazon, Playstation Vue, Twitch, Vevo. The choice of service largely depends on what exactly you want to watch. If Netflix is chosen for the simplicity of movies and TV shows (in particular, shot by the service itself), then the Twitch service is intended primarily for gamers who broadcast online gameplay on the entire network. Furthermore, online streaming functions are launched today by other popular platforms, such opportunities are available on YouTube, Twitter and Instagram. Almost no one downloads music today in albums or buys on disks, if only for adding to their personal collection. Popular streaming music services are: Spotify, Google Play Music, Apple Music, Napster, Amazon Music Unlimited.

K. Scheibe, K. J. Fietkiewicz, W. G. Stock differentiate between two kinds of social live streaming services [7]: general live streaming services (without any thematic limitation), e.g. YouNow, Twitter’s Periscope, Meerkat Streams, YouTube live, or IBM’s Ustream, and topic-specific live streaming services, e.g. Twitch (games), or Picarto (art).

SLSSs are social media platforms which have the following characteristics [7]: they are synchronous; they allow users to broadcast their own program in real-time; users employ their own mobile devices (e.g., smartphones, tablets) or their PCs and webcams for broadcasting; the audience is able to interact with the broadcasting users via chats, and the audience may reward the performers with, e.g., points, badges, or money.

YouNow’s mission statement highlights the convergence of social media and television as well as user interactions through real-time videos. This information service broadcasts about 150,000 unique live streams daily [7].

Twitch.tv is one of the world’s most visited websites for live broadcasting of video games; the unusual conditions under which the website’s users engage in discussions and express themselves gave birth to a language variety which only very remotely resembles any other internet-specific way of communication. The most fascinating aspect of the site from the linguistic point of view is the possibility for all its users to write on the chat. The huge interlingual gaming community (aged 16-26 on average) developed a very peculiar way to comment on the broadcasts and discuss the games being played. The language used on Twitch.tv chats is abundant in neologisms and meaningful site-specific emoticons [11].

The Internet is a gateway to connect and access the digital world where global information such as research, photography, and video, etc., can be accessed, downloaded and stored. The Internet is an integral part of our daily life, it is a constantly evolving tool that not only contains a variety of information, but also provides new ways to access, interact and connect with people and content.

3. Discussion

The establishment of a neologism is carried out according to the word-formation models existing in the language. In English, these are the following ways: morphological, semantic, borrowing, phonological, syntagmatic. social media neologisms, just like Standard English words undergo the same processes: derivation, compounding, semantic transfer, abbreviations and acronyms to produce new neologisms that are used for communication in social media.

We can provide the following examples of neologisms used in SLSSs.
“Omegalul” is used in a comic or funny situation, expressing laughter or ridicule in this situation, has an older analogue of “LUL”.

“Wutface” means disgust, fear, protest. Usually this is written on the streaming services in the chat when the streamer did something scary on the camera or in the game, also used in conversations.

“Kreygasm” is a form of expressing admiration for someone / something. It is also used to any situation, if, for example, you saw a beautiful moment in the game, go to a movie that gave you a wild delight in this situation, you can also write Craigaism (kreygasm).

“PogChamp” means and symbolizes surprise or shock.

“FailFish” is an analogue of the Faispalm meme in Twitch.tv chat. Used as a reaction to a stupid move, failure, bad decision.

“Jebaited” is an emoticon that is used as a mockery in situations when a person comes across a "byte" - a trick, a hoax.

“4Head” is a smile means joyful laughter, happiness. Sometimes interpreted as a mockery.

“LUL” means joy, laughter, positive.

“Monka$” means excitement in a difficult situation, anxiety, tension.

“PJSalt” is used to demotivate a player or team in case of failure.

“CoolStoryBob” is an analogue of a meme (joke) showing distrust of the interlocutor, an awareness of his lies. Use when they want to show how obvious deception by words or by any actions, in other words when the interlocutor is visible through and through.

“SMOrc” is used to express resentment, discontent and even rage. This is done, for example, when the streamer ignores the requests of the audience.

“BibleThump” is most often used to express sadness, grief or sympathy, as well as during especially touching moments on the stream.

Emojis and emoticons are highly used in communication; streamers use them to express feeling, emotions that are demonstrated by the icons instead of using words.

It is worthwhile mentioning that trolling as a type of communicative behavior during Internet discourse. L.R. Abdullina, A.V. Ageeva, E.V. Artamonova define “trolling as a purposeful and motivated communicative behavior, aimed to the media scene destabilization” [12].

4. Conclusion
The evolution of a language is believed to be dialectical, with two dominant features characterizing it. The first one is kinematic, which serves as a stimulus for changing the language. The second one is static, aimed at maintaining the stability of the language system, without which it will not be able to perform its functions. That is why, on the one hand, the language reflects communication needs to maintain consistency and stability, but, on the other hand, the reflection of reality and the use of the language in various areas of human activity expands its capabilities and undergoes constant changes. External factors such as scientific progress or the expansion of intercultural interaction play an important role in the development of neologisms, they are not the only factors involved in this process. Neologisms form an important part of everyday speech of native speakers, as well as of the media and public discourse.

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