PORTMANTEAUS OF COMPUTER LEXIS

ТЕЛЕСКОПІЗМИ АНГЛОМОВНОГО КОМП'ЮТЕРНОГО ЛЕКСИКОНУ

Chyrvonyi O. S.
Candidate of Philological Sciences,
Associate Professor at the Department of
Germanic Philology
Borys Grinchenko Kyiv University
Kyiv, Ukraine

Чирвоний О. С.
кандидат філологічних наук,
доцент кафедри германської філології
Київський університет імені Бориса
Грінченка
м. Київ, Україна

Blending stands as one of the most productive irregular methods of word formation. It is a vital contributor to expanding a language's vocabulary through innovative combinations of existing functional and structural elements [1, p. 12; 2, p. 16].

In the context of enriching the computer lexis of the English language, blending plays a significant role, resulting in 185 units in our study, constituting 10% of all "computer-marked" neologisms. This prominence can be attributed to the efficiency of lexical units formed from multiple bases, which succinctly convey intricate ideas. It can also be driven by a desire to infuse speech with emotional nuance and engage users in language play, resulting in heightened emotionality, language diversification, and an enriched stylistic palette.

The creation of portmanteaus in computer lexis adheres to one of three patterns:

1) A combination of two words resulting in interword overlap (haplology): ab + cd → ab/cd. In our research, it is represented by five units: javant-garde (Java + avant-garde), dot-commuter (dot-com + commuter), wapplet (WAP + applet), WAPathy (WAP + apathy) and splinternet (splinter + internet). The spelling and pronunciation of the two words at the base of the neologism are preserved. A small number of such portmanteaus can be explained by the presence of few words similar in form, which can remain unchanged within the portmanteau. The words are "inserted" into each other as far as possible, the end of the first word is superimposed on the beginning of the second:

Vladimir Putin's invasion of Ukraine is accelerating a technological isolation in Russia that doesn't inflict the immediate pain of frozen bank accounts or skyrocketing prices, but could fundamentally change the way that Russians get their information and connect – or fail to connect – with the rest

of the world. It's bringing Putin's Russia many steps closer to a so-called **splinternet** *in which the West and Russia operate in different online spheres. (Emily Birnbaum, "The Russian '***splinternet'*** *is here", Politico, Mar 4, 2022).*

2) Merging complete words with fragments of others yielding "partial" portmanteaus:

a) ab + cd → abd (combining the entire first word with the final fragment of the second word);

b) ab + cd → acd (combining the initial fragment of the first word with the entire second word).

"Partial" portmanteaus, accompanied by haplology, make up, according to our calculations, 26%. In 9 analyzed examples, the first word remains intact, followed by the final fragment of the second word, for example: directronic (direct + electronic), hacktivist (hack + activist), webisode (web + episode), geeksploitation (geek + exploitation), sexting (sex + texting), while in the 8 portmanteaus an unchanged second word is added to the initial fragment of the first word: entreprenerd (entrepreneur + nerd), tradigital (traditional + digital), cyburban (cyber + urban), glocal (global + local), internest (Internet + nest), and others.

"Partial" portmanteaus without the interword overlap constitute the largest group – 35%, and the ab + cd → abd model is represented by 28 examples, including: petfluencer (pet + influencer), friendsumé (friend + resumé), gamevertizing (game + advertizing), sharent (share + parent), sleepcast (sleep + podcast), cleanstagrammer (clean + instagrammer), textavism (text + activism), predictalytics (predict + analytics), textalyzer (text (message) + analyzer), shoefie (shoe + selfie), shelfie (shelf + selfie), ringxiety (ring + anxiety), slowmad (slow + (digital) nomad), and fitstagrammer (fit + Instagrammer). That said, model ab + cd → acd is represented by ten examples, including fexting (fighting + texting), finfluencer (financial + influencer), zumping (Zoom + dumping), infobesity (informational + obesity), finsta (fake + Insta(gram page)), etc.

3) Combining a fragment of one word with a fragment of another base word; such mergers are called "full" portmanteaus, formed by the following models:

a) ab + cd → ad (combination of the initial fragment of the first word with the final fragment of the second word);

b) ab + cd → ac (combination of the initial fragment of the first word with the initial fragment of the second word).

"Full" portmanteaus make up around 20%. They are represented by the basic model ab + cd → ad: techlash (technology + backlash), phygital (physical + digital), smishing (SMS + phishing), splog (spam + blog), flog (fake + blog), outfluencer (outdoor + influencer), phast (phone + fast), cryptojacking (cryptocurrency + hijacking), commjacking (communication

(channel) + hijacking), smombie (SMS + zombie), plandid (planned + candid (photo)). Typically, such blending involves as many syllables as one of the core words. The central part of the portmanteau serves as a word's focal point, around which the components of the base words converge.

Interestingly, the neologism "splog" is essentially a secondary portmanteau, as it appeared by combining the words "spam" and "blog", the latter of which, in turn, is the result of the blending of the words "web" and "log". Secondary portmanteaus include such words as celeblog (celebrity + blog), flog (fake + blog), moblog (mobile + blog), plog (personalized + blog), vlog (video + blog), and blogebrity (blog + celebrity).

The ab + cd → ac model is represented by only two examples – "hackint" (hacking + intelligence – secret information of a political or military nature, obtained by hacking into a computer system), built by analogy with already existing units: humint (human + intelligence), comint (communications + intelligence), rumint (rumor + intelligence), and imint (image + intelligence), and "ubicomp" (ubiquitous + computing – introduction of technologies into everyday life).

Sometimes there are cases of moving one word or its part inside another word ab + cd → a(d)b, for example, ambimouseterous (ambidexterous + mouse), retalirator (retaliator + rate), intexticated (intoxicated + text). In this respect, of particular interest is the neologism "to sofalise", created from the words "sofa" and "to socialize" and meaning communication with relatives and acquaintances exclusively via electronic devices without leaving home. Considering the fact that this portmanteau is largely based on the consonance of words ("sofa" and "socialize"), and thus uses a pun to achieve a language play effect, we consider it appropriate to use the formula ab + cd = a(c)bd to describe it.

In certain instances ("cleanstagrammer", "shelfie", "ringxiety"), there is a noticeable element of intentionality in the selection of portmanteau components. They are designed to be phonetically analogous, aiding in their memorization and popularization. Similarly, with "outfluencer" we also observe a clear example of language play, where substituting "in" with "out" results in the birth of a new word.

Finally, some portmanteaus are formed with the help of abbreviations, such as the exclamation *RTFAQ* (R(ead) T(he) F(ucking) M(annual) + F(requently) A(sked) Q(uestions)) – "read answers to frequently asked questions", the noun *crog* (c(arefully) r(esearched) + blog) – "a blog maintained by a specialist in a certain field whose judgment can be trusted", the verb *to spim* (spam + i(nstant) m(essaging)) – "to send unsolicited correspondence via instant messaging", and the noun *AIgiarism* (AI + plagiarism) – "practice of using AI tools to write essays or answer exam questions and pretending that it is your own work":

With fears in academia growing about a new AI chatbot that can write convincing essays – even if some facts it uses aren't strictly true – the Silicon Valley firm behind a chatbot released last month are racing to "fingerprint" its output to head off a wave of "AIgiarism" – or AI-assisted plagiarism. (Alex Hern, "AI-assisted plagiarism? ChatGPT bot says it has an answer for that", The Guardian, Dec 31, 2022).

The examined data underscores the active role of blending mechanisms within the computer lexis, with a particular emphasis on noun creation. The formation of new portmanteaus in this realm adheres to three patterns: fusion of two complete words, characterized by interword overlap (haplology); merging an entire word with a fragment of another yields partial portmanteaus, and blending of fragments of two distinct base words, resulting in "full" portmanteaus. Furthermore, instances of relocating one word or its component within another lexeme are documented. Additionally, the formation of "secondary" portmanteaus is observed, where one of the words involved in the blending process itself is a portmanteau.

In addition, there are cases when "an entire phrase can turn into a fragment that becomes a component of a portmanteau" [3, p. 23], for example, mechanical engineering + electronics = mechatronics, communication channel + hijacking = commjacking, planned + candid photo = plandid, text message + analyzer = textalyzer. The productivity and widespread integration of these neologisms underscore the significance and promise of delving deeper into this subject for further comprehensive exploration.

Bibliography:

1. Омельченко Л. Ф. *Прагматичні характеристики англійських телескопізмів.* Вісник Житомирського державного університету ім. Івана Франка. 2010. № 51. С. 12–16.

2. Бездітко А. Р. *Явище телескопії як новітній метод словотворення в англомовному середовищі.* Вчені записки ТНУ імені В. І. Вернадського. Том 31 (70) № 2. Ч. 2. 2020. С. 16–21.

3. Зацний Ю.А. Розвиток словникового складу сучасної англійської мови в 80-ті–90-ті роки ХХ століття: дис... д-ра філол. наук: 10.02.04. – Київ, 1999. 409 с.