Linguophilosophic Parameters of English Innovations in Technosphere

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By

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Language is the armory of the human mind
and at once contains the trophies of its past
and the weapons of its future conquests.
—S.T. Coleridge

Howfar can we plunge into cyberspace
to still remain human?
—M. Heim

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INTRODUCTION

The world surrounding a human being is endless in multiple varieties of its forms. In the course of centuries the mankind has been fulfilling the attempts to represent the objective (as well as subjective) reality through language to the utmost. However, at the dawn of the XXIst century the human mind has progressed quality-wise in the ways and methods of reality perception.

Cyberspace stands an integral ontological entity, a unique environment demanding new cognition and perception ways via complex philosophic, cultural, social, linguistic approaches, providing unlimited opportunities for human intellect and language development and research.

The current study primary *objective* is the investigation of the innovative linguophilosophic aspects of the English vocabulary development processes in the sphere of new computer technologies. Over 3000 cyberspace and computer technology related lexical innovations of the English language served as *research material.*

Linguophilosophic approach to the study of English lexical innovations in the new computer technologies sphere allows to efficiently investigate lingual manifestation of cyberspace ontology (namely space and time dimensions), to closely study the generic categories and dimensions of cyberanthroposphere, to denote its existential anthropocentric character.

It ought to be pointed out that the research centres upon the synthetic definition of the '*phylosophic*' notion which incorporates ontological, gnoseological and anthropological parametres.

Research *methodology* is based upon the supposition of the cyberspace-related word-stock terminological nature. The dual systematization character of terminology determined the analysis of both

linguistic and external (ontological, anthropological, social) paradigmatic parameters of English cybervocabulary. due to its polydimensional nature the term acquires the unique, supralingual status (the entity of Being and Language respectively).

The cyber-term as a specific intralingual and extralingual phenomenon due to its complex nature turns out to be both the means of perception and comprehension to a degree as well as the metaphysic actualization and categorization source of the modern cyberspace and technosphere.

"As the world is increasingly coming to appreciate, physical space and ***cyberspace*** *operate according to different rules."*

(The New York Times, 2004)

The ability to reach out and touch customers both in and out of ***cyberspace****, the theory goes, will make or break future retailers."*

(Washington Post, 2000)

"In a conceptual leap that goes even beyond the idea of ***virtual worlds****, the Human Interface Technology Laboratory of the University of Washington will be showing Technology in Bloom. This is an example of augmented reality."*

(The Boston Globe, April 12, 2003)

The introduced approach to defining the cyberterm might pose as

a key to comprehending the hidden mechanisms of linguistic actualization of cyber-reality.

Modern cyberspace apparently presents a functional ontological model of Being, the linguo-semiotic presentation of which takes place currently and prospectively within cognition and research grasp, as opposed to non-cyber-reality, linguo-ontogenesis of which could be retrospectively constructed on mostly hypothetical principles.

The volume is intended to appeal to a broad spectrum of academicians in the humanities sphere (namely Linguistics, Philosophy, Anthropology, Sociology, Cyberstudies) as well as to a wider scope of readers, interested in various aspects of modern cyberspace and English development.

CHAPTER ONE

ENGLISH CYBERTERMINILOGY PARADIGMATICS.

Notes on methodology

Word-building sysrematization within cyberterminology

Semantic-functional transorientation

"False morpheme" typology

Word-building heterogenious equivalents

Notes on methodology

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Word-building systematization within cyberterminology

Linguistically the development of English computer terminology acquires an ambivalent character.

Primarily, the sources of English computer vocabulary root in the conventional word-formation types, such as affixation, abbreviation and acronymy, telescopy, etc. and semantic derivation.

However, according to our research results, the enrichment process of the computer terminology of English incorporates the emergence of the word-formation ways and means, quite authentic to the given lexical sub-system, such as: *semantic-functional transorientation*, *motivationally heterogeneous reduplication of linguistic units*, *false morphemization*.

Semantic-functional transorientation

Semantic-functional transorientation – is a transformational process comprising of 2 stages. Throughout the *initial stage* a lexical unit semantics acquires a "technogenic component" (seme rendered as "of or referred to modern computer technology").

The *ultimate transformational stage* involves the attribution of a new functional status to the semantically modified unit which proceeds through computer terminological paradigm as a structural component.

Up to date within the English cyberterminology the given pattern is rendered via such elements of unlimited productivity as *cyber-, web-, electronic-, virtual, techno-*, etc:

*"Sony plans to roll out a national chain of high-tech **cyberparks** in at least four cities across the United States: San Francisco, Los Angeles, Chicago and Washington, according to sources familiar with the project."*

(The San Francisco Examiner, October 10, 2003).

*„The personalization features of the Internet provided by various filters and customization tools have the potential to lead to the **cyberbalkanization** of the on-line public sphere into increasingly insulated groups..."*

(Newsweek, June 14, 2002).

*"If the **technorealists**' ideas are so obvious, I wonder why we continue to hear so much breathy drivel about how the Internet is remaking reality?"*

(Washington Post, April 2000)

*"...a transaction should be accounted for the same, whether it's an **e-business** or a brick-and-mortar business."*

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*"Georgia is implementing statewide **e-voting** at a time when voter confidence is still recovering from the 2000 presidential election disaster."*

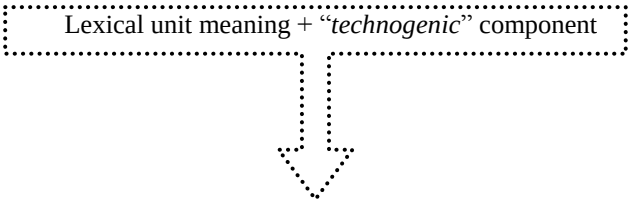
(Atlanta Journal and Constitution, Sept. 2002)

*"That was one day after BarnesandNoble.com chief executive Jonathan Bulkeley championed the clicks-and-mortar philosophy that has become the mantra of **electronic retailing**."*

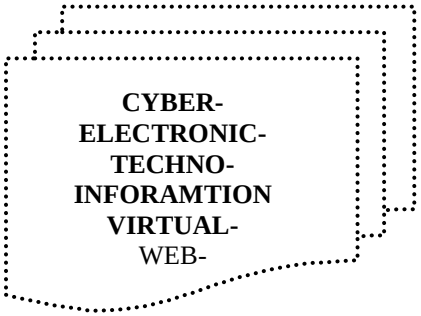
(Washington Post, May, 1999)

Table 1-1 **SEMANTIC – FUNCTIONAL TRANSORIENTATION SCHEME**

Stage I
Semantic transorientation



Stage II
Functional transorientation:



“False morpheme” typology

Moreover, the progress of terminological system in cyberspace determines the new conceptual approach to the “word-formation element” notion. Our research results actualize the possibility to derive a unique element of word structure, designated as a *false morpheme*, the chief distinctive feature of the given unit being its freelance motivation.

False morpheme – is a part of an inherently monomorphemeic lexeme, arbitrarily singled out to productively function in further word-building, retaining the original meaning of the parent word.

The empirical linguistic material allows to position as false morphemes an array of:

1) monographemic abbreviations

2) polygraphemic abbreviations

3) verbalized form of an electronic address unit.

Table 1-2. FALSE MORPHEMES TYPOLOGY

TYPE	DESIGNATION	REPRESENTATION	EXAMPLES
I	"mono-graphemic" abbreviation	a) initial MGA *e-, i-, v-*	*e-money, e-wallet,* *i-dea,* *i-way, i-biolog,* *v-commerce*
		b) terminal MGA *-b*	*blog, blogger, blog-master*
II	"poly-graphemic" abbreviation	*-zine* *-jack*	*Webzine, cyberzine, zinester, page-jack,* *blue-jack*
III	secondary designation	*dot-com* *dot-*	*dot-commie,* *dot-com business, dot-snot*

Type 1) monographemic abbreviations

*"The **i-biology** approach represents the consolidation of the many diverse data in life science research into refined information."*

(Medical Industry Today, June 25, 2003).

*"…the online journals known as **Web logs,** or **blogs,** have morphed from a cultish craze into a mainstream phenomenon…"*

(Aus. Am-St., Sept. 5, 2003)

*"**Bloggers** add their own foraging notes to links discovered on other weblogs. As a result, some estimate, anything new on the Web will filter through the **blog-system** in some form in about 30 days."*

(Dallas Morning News, Apr. 15, 2000)

Type 2) polygraphemic abbreviations

*"The Federal Trade Commission in Washington characterized the scheme as the **page-jacking** of as many as 25 million of the roughly 1 billion pages on the World Wide Web."*

(Reuters, September 22, 2001),

*„In this jockeying for position, some sites prefer to **search-jack**."*

(Globe and Mail, Feb., 2004),

*"The latest challenge to that guarantee is **Webjacking** - the nasty business of hackers".*

(InfoWorld, November 1, 2000).

*„In addition to excerpts from dozens of **zines**, the authors offer how-tos for would-be **zinesters** on raising money, distribution, the pros and cons ofcollaboration and more."*

(The Los Angeles Times, November 3, 2002)

*"...Until two years ago, I had no idea what a **zine** was."*

(Dallas Morning News, Oct. 28, 2004)

*„In the US, **dot-coms** infiltrated every market sector from groceries to electronics even to cars".*

(Business Wire, Jan. 7, 2000)

Type 3) verbalized form of an electronic address unit.

*"But if **dot-com rage** turns out to be a factor in last week's attacks or others, I believe it should be seen not as a Robin Hood strategy to undermine the wealth of the e-commerce barons, but as a political statement akin to the protests in December in Seattle."*

(The New York Times, Feb. 14, 2001).

*„The results of that obsession are a lot of interesting ideas and a lot of excessively rich kids — referred to locally as **dot snots** — who wander around town as if they own the place."*

(PC Magazine, May 9, 2000).

Word-building heterogeneous equivalents

Heterogeneous reduplication in its turn – is word-building model based upon parallel simultaneous functioning within cyberterminology of authentic and borrowed (semiotically heterogeneous), semantically equivalent or identical formants.

It should be noted that not only affixes are (super- / über- / arch-) "heterogeneously cloned" but conceptually relevant stem morphemes as well (way / Bahn, city / polis / stan, etc.).

This serves as an apparent manifestation of cyber lexical units terminological nature through the transparency of the ontological connection between the lingual sign and notion / concept.

Table

NOTION	WORD-BUILDING COMPONENT		EXAMPLES
	AUTHENTIC	BORROWED	
"virtual space with prominent dynamic component"	- *way* - *[highway]*	- *Bahn*	*I-way* *I-Bahn* *Information highway*
„ontological state of being wired to the Internet"	*- line*	- *kai*	*online* *onkai* *off-line* *off-kai*
"segment of space , techno-society locale"	- *city* - *garden*	- *polis* - *stan* - *ville*	*cybercity, cybergarden, technopolis, nerdistan, cyberville*
"unsurpassed computer sphere professional"	- *super-*	- *über-* - *arch(a)*	*superhacker, supergeek, überhacker, archanerd*
"computer entrepreneur, representative of computer– industrial complex"	–	- *mogul* - *czar*	*cybermogul, technomogul,* *cyberczar*

"idiosyncrasy to technical innovations"	- *fear* - *terror*	- *angst* - *phobia*	*technofear*, *cyberterror*, *cyberphobia*, *technoangst*

"South Orange County is a classic ***nerdistan*** *- largely newly built, almost entirely upscale office parks, connected by a network of toll roads and superhighways to planned, often gated communities inhabited almost entirely by college educated professionals and technicians"*

(Los Angeles Business Journal, Aug. 20, 2001)

"Cities need a people climate more than they need a business climate," [John] Florida says. They need technology, but they also need talent and tolerance. In his book [The Rise of the Creative Class], he describes three kinds of high-tech communities: the ***nerdistans*** *of the Silicon Valley; "latte towns" like Boulder, "with plentiful outdoor amenities"; and older urban areas whose rebirth is "fueled by a combination of creativity and lifestyle amenities."*

(Denver Westword, June 19, 2003).

CHAPTER TWO

LINGUO-ONTOLOGICAL PARAMETRES OF CYBERSPHERE.

Linguo-ontological aspects of cybersphere categorization

Paradigmatic parameters of English computer terminology are also featured from the following perspectives: perception of basic dimensions of cyber-reality ("space" and "time") and anthropologic categorization of cyber-reality, thus both the anthropocentric and the sociocentric paradigmatics of English cybervocabulary being reflected.

Cyber-reality emergence resulted in some significant alternations within perceptive sphere, that being, above all, the rethinking and reshaping of the corner-stone ontological and existential categories: Space, Time, Reality and Knowledge. The objective reality is exposed in the dialectical philosofic unity of real and virtual parameters, the latter being an indispensable implicit component of the lingual actualization of modern Being.

Moreover there could be identified the lexically fixed platonic binary division of the spacial dimension of the technosphere, namely the differentiation of cyberspace into ideal and material planes accordingly.

The leading conceptual and notional dominant of cyber temporal innovations lies within the plain of Past vs. Future opposition – that is periods of *before* and *after* cyberspace elaboration. Linguistic elements of computer related temporal paradigm incorporate the apocalyptic semantics, terminal chronological parameters which serves as apparent validation of cyberspace existential nature.

Linguo-existential issues of cybersphere structuring

The world surrounding a human being is endless in multiple varieties of its forms. In the course of centuries the mankind has been fulfilling the attempts to represent the objective (as well as subjective) reality in the language as fully as possible. Adding up to the lexicon the words denoting newly appearing realia and concepts has always been one of the most optimal ways for such "self reflection".

This way two significant dominants can be observed in defining culture – the generalized reality representation in the form of *Knowledge* and its alternation methods on the one hand and the direct negotiation of the Man with the World, socially and historically determined reflection of such cooperation in the human inner world, beliefs, principles, tastes, behavior, habits – on the other.

However, in the late XXth – the early XXIst centuries the human mind has progressed quality-wise in the ways and methods of reality perception. There is no doubt that one of the greatest achievements of the turn-of-the-century period is the so called *virtual reality* creation – the world parallel to the common one still intercepting with it in hundreds of thousand ways, driving the "material" reality more and more dependent on itself.

The thing is that ***virtual reality*** development determined the necessity of cultivating special ways of its phenomena treatment, which naturally drew to the new linguistic units emersion, since its been specified that the language is the sphere of the most urgent reaction of the human mind to the outer world changes.

As the famous German philologist and philosopher Wilhelm von Humboldt put it the Language is not merely the communication and

socialization means, but is original to the human nature and necessary for spiritual development as well as for viewpoint formation. To his mind the Language should be treated not in terms of a static substance but in terms of a creative process. Moreover, the main emphasis should be laid on the language and mental activity correlation.

As we can judge *VIRTUAL REALITY* progress is closely connected with the fundamental changes in the sphere of the human mind. The so-called *virtual boom* (the constant emersion of the new computer-related lexical units) observed through the last decades might be explained from the evolutionary viewpoint. The period between the "Big Boom" in the universe up to the point when languages were created on the Earth, which took by rough calculations over hundreds of billions years, in the case of *VIRTUAL REALITY* creation was reduced to some ten years.

... Another mixed reality *work on display will be New York artist Camille Utterback's Text Rain, where viewers catch falling* ***virtual letters*** *that appear in a mirror image of themselves."*

(The Boston Globe, April 12, 2001)

"Writers, who can go for three or four days at a time without talking to people in ***meatspace****, are particularly attracted to this form of friendship."*

(New Statesman, Dec. 4, 2001)

"Dyson ignores the sinister temptations of ***virtual reality****, ..., temptations bound to grow as* ***real reality*** *gets ever scarier and more complex."*

(The New York Times, June 5, 2001)

"As the world is increasingly coming to appreciate, ***physical***

space *and* ***cyberspace*** *operate according to different rules."*

(The New York Times, May 27, 2003)

"In a conceptual leap that goes even beyond the idea of ***virtual worlds****, the Human Interface Technology Laboratory of the University of Washington will be showing Technology in Bloom. This is an example of* ***augment reality****."* (The Boston Globe, April 12, 2001)

"…such information overlays are called ***annotated reality****."*

(Wired News, October 19, 2003)

Onto-semiotic aspect of cyberreality linguistic manifestation

So, as far as language is concerned, the "virtual mind" is still bouncing between the system of what is considered to be non-verbal sings on the one hand and the system of extended sings, commonly known as myths, on the other.

Some scientists consider "the sign" to be central to the language conception. This way B. Russell defines the essence of the language to be not just using some communication means but applying fixed associations. In these terms the tangible is the Sign and the idea is the Meaning .

Another scholar, V. V. Martynov considers the language to be a complex system of symbols each one of the denoting some definite outer reality phenomenon, while taken together they form the schematic picture of the environment, the given language speakers live in.

From the other perspective a linguistic sign is being interpreted as a myth. Roland Bart treats the myth as a secondary semiotic system, based on the preexistent sequence of signs. The myth structure according to Bart is of double character: the language system, which is the myth basis on the one hand and the Myth proper, which is the metalanguage.

The human language is the language of words along with being the language of signs. The Word overmatches all the other linguistic signs by its functions volume and character. The Word is the thinking processes basis and words hierarchy is the human cognition results storage.

As it has been specified so far the word, precisely the terminological neologism, is the *VIRTUAL REALITY* exploration, description and which is more understanding corner-stone, that making us consider the *VIRTUAL REALITY* as a linguistic phenomenon in terms of the signs theory (semiotics).

Here at once we deal with a paradox. The sign is supposed to be an ideal substitute for an object or notion. However, nothing is concrete as far as the *VIRTUAL REALITY* goes.

Moreover, most of its phenomena are conventional (consider: *e-money, virtual love,* even the very *virtual reality*), thus abstract but still perceived in terms of the language.

This way, the *VIRTUAL REALITY* happens to be an ideal (in platonic sense) environment, in which concepts have been alienated from realia and embodied by means of symbolic representation:

"The site is run by Adam Hiltebeitel, Hossein Noshirvani, and Mare Jacobson, friends who — like most twentysomethings — yearned to join the ***get-rich-click*** *set."*

(Star Tribune, February 8, 2000)

"That was one day after BarnesandNoble.com chief executive Jonathan Bulkeley championed the ***clicks-and-mortar*** *philosophy that has become the mantra of electronic retailing."*

(Washington Post, August, 2002)

"...I see it somewhere between a digital sit-in and ***cybotage****..."*

(The New York Times, May 31, 2004)

"Identity theft, possibly the most perfect ***Internet-crime*** *has reached epidemic proportions ..."*

(Time, Sept. 15, 2003.)

*"**Webucation** will be big, but will it be profitable? After all, the public has grown accustomed to getting information for free on the Web - it has on network TV.*

(Forbes Magazine, May 2000)

*"In what they describe as a new science of **Webology** computer scientists at the Xerox Palo Alto Research Center in Silicon Valley recently funneled a large portion of the Web, about 55 million pages (leaving out the pictures), onto 400 billion bytes of disk space."*

(The New York Times, Jan. 11, 2003)

*"If the **technorealists**' ideas are so obvious, I wonder why we continue to hear so much breathy drivel about how the Internet is remaking reality?"*

(Washington Post, April 2000)

*"That was one day after BarnesandNoble.com chief executive Jonathan Bulkeley championed the clicks-and-mortar philosophy that has become the mantra of **electronic retailing**."*

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*"...a transaction should be accounted for the same, whether it's an **e-business** or a brick-and-mortar business."*

(The New York Times, March 29, 2000)

*"Georgia is implementing statewide **e-voting** at a time when voter confidence is still recovering from the 2000 presidential election disaster."*

(Atlanta Journal and Constitution, Sept. 2002)

Cyburban myth: the linguistic aspect

We may note that many of the newly appearing "virtual concepts" have undergone certain myhtologization, having been classed by collective "virtual" mind as *cyburban myths* (this word combination was formed by blending the preexistent notion "urban myth" with the productive "virtual" affix *cyber-*, which fact denotes the interdependence of the *VIRTUAL REALITY* existence and the urban, end-of-the-century civilization).

"A quick ping out to the router and our Internet connection will be restored ***automagically****"*

(The National Journal, June 23, 2001)

"Many Web designers aren't coders, so they enhance their pages with ***voodoo programming****..."*

(The San Francisco Chronicle, Jan. 24, 2003)

"Tim had no idea why the computer wouldn't boot, so he decided a ***rain dance*** *would be in order."*

(The Washington Post, April 22, 2002)

"They are trying to generate ***word-of-mouse****, but I am skeptical."*

(Los Angeles Times, Sept. 18, 2001).

*„...It's enough to turn a diehard football fan into a **mouse potato**...."*

*"The site is run by Adam Hiltebeitel, Hossein Noshirvani, and Mare Jacobson, friends who — like most twentysomethings — yearned to join the **get-rich-click** set."*

(Star Tribune, February 8, 2000)

*The ability to reach out and touch customers both in and out of cyberspace – the **clicks-and-mortar** concept – will make or break future retailers."*

(Inside Media, June, 2002)

'They are trying to crash Web pages and servers. Cybotage is aggressive.' "

(Washington Post, Nov. 4, 2003)

*"With **fritterware**, you can spend all day changing the color scheme, the fonts, the icons, the look and feel of your screen..."*

(The Los Angeles Times, October, 2000),

*"A computer with an always-on connection has a permanent IP address, which makes it especially vulnerable to hackers, 'Trojan horses' or **spyware** attacks."*

(Business Wire, January 26, 2001),

*"…This is a nicely featured program and is it **careware**."*

(Newsweek, April 7, 2003)

*"…Jaffe found refuge and eventual salvation with On-Line Gamers Anonymous … one of several online self-help groups that have sprung up to deal with the fallout from electronic entertainment they call **heroinware**".*

(The Guardian, April 3, 2003),

*„The only way to compete with **treeware** is with an electronic counterpart that provides many of paper's attributes."*

(Electronic Publishing, January 1, 2001)

This way the *VIRTUAL REALITY* equivalence to the concept of the "real" universe is manifested in the neologism *deep Web*, acquiring in this context the features of a mythologeme.

The World Wide Web has become so big that search engines can't index all; in fact, they find only a small proportion. There's also lots of info out there - mostly in databases - that can't be accessed at all by the conventional search technologies in use since the Web began, the same as the far off galaxies earthly techniques are still unable to reach.

The firm Bright Planet has estimated that this *deep Web* (a term it seems to have invented) contains 7,500 terabytes of data, compared with about 19 terabytes of data on what it calls the *surface Web*, numbers impossible to visualize in other than the vaguest way.

Even if these figures are overestimates, it still suggests that there is a lot of material out there that would be useful if only one could find it. The firm also points out that the deep data is usually of excellent quality, and that most of it is publicly accessible without charge.

Bright Planet estimates that this so-called 'deep Web' could be 500 times larger than the surface Web that most search engines try to cover.

[NewsScan Daily, Jan. 2001]

The FAA database is part of the invisible Web, sometimes called the "deep Web" – a vast repository of information hidden in databases that general-purpose search engines don't reach.

[The Industry Standard, Sep. 2000]

Moreover, the *VIRTUAL REALITY* cosmogonic character is proclaimed in denoting the so-to-say "primodial" processes, which take place in cyberspace independent from the human will.

They are presented in the following abbreviations: *PEBCAK* (*Problem Exists Between Chair and Keyboard*) or *JOOTT* (*Just One of Those Things* – an inexplicable Net collapse). Besides that a new notion *automagically* describes a process that occurs automatically and with a certain level of mystery so that it seems somewhat magical.

Information as a mythical premise of cyber-reality through vocabulary development

To add up to the mythological virtual world picture we shall have to consider Information as the generic, "chthonic" (in a way) force for the *Internet community* members, resembling the Earth in the ancient mythology. The statement acquires validity taking into account that the given phenomenon is the attraction center of a substantial number of new lexemes denoting the latest information realias.

For e.g. the *World Wide Web* has been referred to as *infostructure* (note the analogy with "infrastructure"). The "battle" for information ownership – and, as a result, *Information superiority* – usually leads to the so-called *information warfare*. Moreover, the necessity to deal with huge amounts of information on the daily basis turns us (the *cybergeneration* representatives) from ordinary species into *informavores.* This word is always applied to human beings.

*"Building the **infostructure**: Monumental investments are being made to develop and enhance the information superhighways."*

(The Futurist, Aug. 19, 2001)

*"Col. Charles J. Dunlap, staff judge advocate at the U.S. Strategic Command, doubts whether **information superiority** is possible, given the proliferation of sources for all sides."*

(Milwaukee Journal, June 5, 2002)

*"The **information rich** have good access to information—especially online, but also through more traditional media such as newspapers, radio, television, and books—and can plan their lives and react to changes in circumstances on the basis of what they know or can find out. The **information poor** don't have such access and are vulnerable to all kinds of pressures."*

(PC and Home, 2003)

*"Although information has been a key component of waging war since humanity's earliest days, the modern military concept of **information warfare** is so new that it was classified until about five years ago."*

(Milwaukee Journal, June 5, 2003)

By analogy with terms herbivore and carnivore, it seeks to suggest that we are a species that lives by processing and communicating information. It's not a particularly appropriate linguistic analogy as a matter of fact, as the only thing all these words have in common is the suffix -ivore. That's a close kin of "voracious", and comes from the Latin vorare "to devour". So it properly refers to consumption rather than manipulation.

Though it's sometimes said that we humans devour information, we actually process it, not consume it. Cognitive scientists usually take *informavore* to refer to our ability to manipulate representations of the outside world inside our heads and to transmit information to each other through language. These are regarded by many as the crucial abilities that distinguish modern humans from all other species.

The word is sometimes used in connection with the huge growth in information media in the developed countries in the latter part of this

century. Its coinage is usually attributed to the psychologist George Miller in the 1980s, but it has achieved wider circulation in the 1990s through popular works by Daniel Dennett and Steven Pinker.

*"The user is an adaptive **informavore** who makes use of extensive resources, interleaving planned and opportunistic episodes and using both automatic and intentional processes.*

(People and Computers, 2000)

The user is an adaptive informavore who makes use of extensive resources, interleaving planned and opportunistic episodes and using both automatic and intentional processes.

[Lisa Tweedie, "Interactive Visualization Artifacts", in People and Computers X, Proceedings of the HCI'95 Conference (1996)]

We would expect organisms, especially informavores such as humans, to have evolved acute intuitions about probability.

[Steven Pinker, How the Mind Works (1997)]

As we can see such way of info-reflection is also the Information personification means, which is achieved through language. This fact apparently testifies to the information mythological nature in terms of *VIRTUAL REALITY* discourse.

Myth to ideology through language in cyberspace

Taking into account the *VIRTUAL REALITY* strictly organized, digital nature, it turns out to be a rather eclectic phenomenon as far as its mental perception goes. The collective “virtual” mind has synthesized different perspectives in terms of the generally mythological overview.

This way originally chthonic *VIRTUAL REALITY* interpretation, common to the polytheistic outlook, has been amended by the Heaven and Hell concepts, peculiar to Christian world-picture.

Linguistically the mentioned phenomenon has been presented in two new notions: *Data Heaven* and *Grey-bar Land*. As for *Data Heaven*, this phrase has been around for at least 15 years, but only in a speciifc way.

One meaning is that of a place of safety and security electronic information, for example where encrypted copies of crucial data can be stored as a backup away from one's place of business.

But it can also mean a site in which data can be stored outside the jurisdiction of regulatory authorities. This sense has come to wider public notice recently as a result of Neal Stephenson's book Cryptonomicon, in which the establishment of such a haven in South East Asia is part of the plot (Word Spy).

The Privacy Act doesn't protect information from being transferred from New Zealand to data heavens - countries that don't have adequate privacy protection.

[Computerworld, May 1999]

The government last night poured cold water on a plan by a group of entrepreneurs to establish a "data heaven" on a rusting iron fortress in the North Sea in an attempt to circumvent new anti-cryptography laws.

[Guardian, June 2000]

So, it becomes obvious that in such interpretation the heaven notion becomes close to that of Paradise or the Garden of Eden, where one can be happy while still alive.

The word combination *Grey-bar Land* in its turn serves as a turn-of-phrase definition of a special state a computer undergoes while hung up. This way the given notion correlates closely with the Christian oblivion and afterlife concept.

As far as we can assess, the "virtual" outlook emersion determined the necessity of the new, revolutionary cognition means, which would satisfy the newly established *VIRTUAL REALITY* circumstances, this leading to the peculiar *techgnosis* development.

This word was invented by Erik Davis in an article in 1994 and used as title of his 1998 book, subtitled Myth, Magic and Mysticism in the Age of Information. His is not the easiest book to read or summarize – Publisher's Weekly called it a "deluge of information and theory" – because he ranges very widely over spirituality and its interaction with technology.

He argues that for many Net users there's a spiritual component to their links with it, and that valid comparisons can be made with earlier technological developments that also became metaphors for our view of the world. He cites the example of the Extropians, a Californian sect which believes it may one day be possible to download the essence of the human mind into a computer and so achieve immortality, and suggests this has elements in common with the Christian belief in the afterlife.

He argues this spiritual feeling is a high-tech update of gnosis, an early Christian belief, hence his title and the word *techgnosis* for its modern equivalent. The topic is *techgnostics* and someone who studies the subject is a *techgnostic*.

The moment you have that notion that we are really information instead of bodies or souls, then you have that possibility of techgnosis.

[Erik Davis, Techgnosis, 1998]

Davis suggests that 'techgnosis' is a kind of information age update of gnosticism, a Christian heresy in which believers rejected the world of matter and yearned for gnosis, a flash of transcendent illumination in which individuals cast off the body and ascended to the real world of the spirit.

[Guardian, Dec. 1998]

In this part we have speculated upon the possible ways of the virtual environment mythological nature interpretation in terms of the linguistic sign theory. However, it is necessary to emphasize that the *cyberspace* is a dynamic system, undergoing the rapid development, so that multi-oriented forecasts could be made as to what outlook perspective the “virtual” collective mind will acquire in the upcoming period of time.

Anyhow, the given analysis drives us to the conclusion that the *VIRTUAL REALITY* represents in itself a complex metaphysical entity, a unique environment demanding quality-wise new ways of cognition and perception, providing alongside wide opportunities for human intellect and language development, as well as for their research.

SPACE as a fundamental papameter of cyber-reality

The prominent paradigmatic parameters of English cyberterminology are featured from the following perspective: the terminological (lexico-semantic) perception of basic ontological dimensions of cyberreality (that being "space" and "time").

Virtual reality emergence resulted in some significant alternations within the perceptive sphere as well, that being, above all, the rethinking and reshaping of the corner-stone ontological and existential categories: Space, Time, Reality and Knowledge.

Here at once we deal with a linguistic (or rather philosophical) paradox. From the metaphysical point of view "reality" is an environment given to our perception and observation. Herefore, there seems to be no need to attach an attribute "virtual" to it, which bears its initial meaning as something "true" (or "real").

On the other hand, the space the World Wide Web opened access to forms in itself some sort of a "fourth dimension" which cannot be sensually perceived nor recorded to the utmost and thus cannot be logically defined as "reality". But it does exist. There are no doubts of it. The cyberspace is in current being and moreover, functions in the ways resembling greatly those of "natural" reality.

Linguistically the paradox proper has been solved in a peculiar way. The "virtual" notion has changed its meaning to a complete opposite, denoting now something non-existent, imperceptible or WWW-related[11].

Besides that a peculiar tendency is observed lately, to conceptualize and denote the natural environment in terms of its opposition to cyberspace. In the recent years such retronymic neologisms have been recorded as *real reality* (note the deliberate tautology for opposition sake) and *meat space* (contrary to cyberspace).

"Writers, who can go for three or four days at a time without talking to people in ***meatspace****, are particularly attracted to this form of friendship."*

(New Statesman, Dec. 4, 2001)

"Dyson ignores the sinister temptations of ***virtual reality****, ..., temptations bound to grow as* ***real reality*** *gets ever scarier and more complex."*

(The New York Times, June 5, 2001)

"As the world is increasingly coming to appreciate, ***physical space*** *and* ***cyberspace*** *operate according to different rules."*

(The New York Times, May 27, 2003)

Apparently, the objective reality is exposed in the dialectical philosofic unity of real and virtual parameters, the latter being an indispensable implicit component of the lingual actualization of modern Being.

The ordinary, non-cyber world is rendered recently as *Outernet* as opposed to the Internet. Thus we may reach a conclusion that with

impending extrapolation of computer assisted technology and cyberspace spread the concept of the Net acquires the peculiar ontological status.

As long as it has been assumed that cyberspace exists as some special sort of material entity the question arises of how it should fit into the necessary matter parameters – namely those of Time and Space.

As for the Space, cyberspace is apparently endless (or at least its boundaries have not been distinguished up to now – hence the emergence of such concepts as *deep Web*, *Internet 2*, *black hole*, *forking*), therefore this very characteristics may not be defined numerically but only descriptively (thus through vocabulary means).

*"The FAA database is part of the invisible Web, sometimes called the "**deep Web**" - a vast repository of information hidden in databases that general-purpose search engines don't reach."*

(The Industry Standard, Sept. 2000)

*"BrightPlanet estimates that this **deep Web** could be 500 times larger than the surface Web that most search engines try to cover."*

(NewsScan Daily, Jan. 19, 2001)

*„Especially controversial is the use of **deep links**, which point directly to Web pages or other content within another site."*

(The New York Times, Aug. 10, 2002)

*"The kind of fragmentation that crippled Unix also haunts Linux. Minor examples of **forking** already exist."*

(Washington Internet Daily, Nov. 25, 2002)

*„An extension of **blogging** is to collect, display and store all types of digital information about one's life in a single place for one's family and friends to access. Such a collection has been called a **lifelog**."*

(Computers, 2004)

*"Many **blogs** are online diaries chronicling activities and events as they happen to the writer, often with no reference to the Web at all."*

(Washington Internet Daily, June 2004)

*I'm not an expert on **blogging**, but I am a fan. As a regular visitor to a dozen or so news and opinion **blogs**, I'm riveted by the implications for my profession. **Bloggers** are making life interesting for reluctant mainstreamers like myself and for the public, whose access to information until now has been relatively controlled by traditional media".*

(Orlando Sentinel, July 13, 2003)

*„The practice, known as **'cybersquatting**,' is not only legal, it can be highly lucrative."*

(The Washington Post, The Washington Post, Jan 19, 2000)

*"Sony plans to roll out a national chain of high-tech **cyberparks** in at least four cities across the United States: San Francisco, Los Angeles, Chicago and Washington, according to sources familiar with the project."*

(The San Francisco Examiner, October 10, 2003).

*„The personalization features of the Internet provided by various filters and customization tools have the potential to lead to the **cyberbalkanization** of the on-line public sphere into increasingly insulated groups..."*

(Newsweek, June 14, 2002).

*"South Orange County is a classic **nerdistan** - largely newly built, almost entirely upscale office parks, connected by a network of toll roads and superhighways to planned, often gated communities inhabited almost entirely by college educated professionals and technicians"*

(Los Angeles Business Journal, Aug. 20, 2001)

*"Cities need a people climate more than they need a business climate," [John] Florida says. They need technology, but they also need talent and tolerance. In his book [The Rise of the Creative Class], he describes three kinds of high-tech communities: the **nerdistans** of the Silicon Valley; "latte towns" like Boulder, "with plentiful outdoor amenities"; and older urban areas whose rebirth is "fueled by a combination of creativity and lifestyle amenities."*

(Denver Westword, June 19, 2003).

*"The Federal Trade Commission in Washington characterized the scheme as the **page-jacking** of as many as 25 million of the roughly 1 billion pages on the World Wide Web."*

(Reuters, September 22, 2001),

*"The latest challenge to that guarantee is **Webjacking** - the nasty business of hackers".*

(InfoWorld, November 1, 2000).

What is extremely peculiar is that the main emphasis is made again on the real reality connection.

Cyberspace, still being treated as Reality, may be referred to as *augment reality* or *annotated reality* revealing thus the notion being somewhat supplementary. However, metaphorically it is also defined as *a greybar land*, this very notion signifying the ideal space beyond certain perception limits.

*"In a conceptual leap that goes even beyond the idea of **virtual worlds**, the Human Interface Technology Laboratory of the University of Washington will be showing Technology in Bloom. This is an example of **augment reality**."*

(The Boston Globe, April 12, 2001)

*"...such information overlays are called **annotated reality**."*

(Wired News, October 19, 2003)

Moreover there could be identified the lexically fixed platonic binary division of the special dimension of the technosphere, namely the differentiation of cyberspace into ideal and material planes accordingly (*technopolis, nerdistan*).

TIME as a fundamental papametre of technosphere

Before long Time has existed in cyberspace “virtually” (in the newest meaning of the notion). This implied that every member of the Internet community used the time convenient for him/her according to his on-the-spot location.

In other words Time was “fragmental”, distinguished in direct correspondence with the non-virtual one. In other words Time was “fragmental”, distinguished in direct correspondence with the non-virtual one.

But, however, a proposition has been made throughout the Web to provide a single uniform Internet time, measured not in terms of minutes and seconds, but in terms of information units (1000 per day). (Note yet another linguo-ontological cornerstone of cyber-reality - information).

"So it was that at @786, or about one hour after the sun was overhead in New York City, or 1752 Greenwich Mean Time, Mr. Carreno, 29, a computer consultant, explained his enthusiasm for the ***Internet time****.”*

(The New York Times, March 16, 2001)

„*You come back next week, you partake in the next* ***webisode****."*

(Wired News, Oct. 12, 2002)

It ought to be pointed out that the leading conceptual and notional dominant of cyber temporal innovations lies within the plain of Past vs. Future opposition – that is periods of *before* and *after* cyberspace elaboration (*yestertech / retroware* - yesterday technology, and *new chip* - newly introduced technology).

Moreover, the lingual elements of computer related temporal paradigm incorporate the apocalyptic semantics, terminal chronological parameters (*doomsdate, Y2K paradigm, TEOTWAWKI - The End Of The World As We Know It, Y2K leap year bug, Y2,38K problem*), which serves as the apparent validation of cyberspace existential nature.

TEOTWAWKI – The End Of The World As We Know It:*"There is, however, a class of people who not only believe* ***TEOTWAWKI*** *is upon us, but are positively looking forward to it…"*

(The Daily Telegraph, September 22, 2002).

„By now, you've heard that many of the world's computers will roll the date clock forward from '99' to '00' with potentially disastrous consequences.... But that isn't the only computer ***doomsdate*** *looming."*

(Star Tribune, September 18, 1999)

"Some firms worry that Y2K glitches might force unprepared clients, customers, and suppliers out of business, and to guard against such unpleasantsurprises many are now creating ***leper lists*** *to protect themselves from potential plague victims".*

(Wired News, Jan. 11, 1999)

"First it was ***Y2K****. Then the Euro conversion."*

(MSDN Online Buzz, 2004).

*"You're ready for Y2K, but are you ready for **W2K**?"*

(Home Office Computing, Nov., 1999).

*"Starting in this town, in this place, at this hour, we will fight back, Mr. Quayle said forcefully, prompting cheers of **Q2K**!"*

(The New York Times, Feb., 2000)

*„...some programs with the **Y2K leap year bug** will assign erroneous dates every day after Feb. 28, 2000."*

(The New York Times, July 21, 1999)

*„GUI got a letter from Mahmoud Saleh alerting him (reminding him, actually) of a similar problem that will face C and C++ programmers in coming years: we can call it the **Y2.038K bug**."*

(MSDN Online Buzz, 2001).

*„...the first time the market indicator would be expressed in five digits—might create a problem similar to the year 2000 debacle, that computers used to four-digit Dows aren't prepared to handle. It's already being dubbed the **D10K problem**."*

(The Sun, October, 1999).

CHAPTER THREE

CYBERTERMINOLOGY ANTHROPOLOGIC PARADYGM.

Anthropospherism as a cybersphere foundation

Cybergeneration. The linguistic aspect

Cyberterminology sociocentric paradigmatics

Cybercommunity social structure as a linguistic domain

Cybercommunity marginal social structure as a linguistic domain

"Knowledge" as a social stratifacation category within technosphere

Anthropospherism as a cybersphere foundation

The anthropologic terminological categorization of cyber-reality involves both the anthropocentric and the sociocentric paradigmatics of English cybervocabulary.

It seems appropriate to systemize the present and potential English computer neologisms through multidimensional aspects of anthropic virtual existence, namely:

- self-identification,
- emotive investment,
- gnoseological social stratification,
- economic interaction, etc.

While Time and Space are the ontological categories by which Reality is defined, Knowledge (Gnosis) may be considered one of the dimensions human mind has established itself with, the anthropocentric coordinate within the ontology of Being.

Cybergeneration. The linguistic aspect

The study results make it possible to interpret the notion and degree of cyber-space involevement and its terminological realization as a specific social stratification criterion within the cyber community.

*"The **Net Generation** or **N-Gen** has arrived."*

(The Globe and Mail, Oct. 30, 2001)

*"... if Baltimore is serious about attracting **Generation D** — the **digital generation** of young computer wizards — it should use its ... front property to create places that would draw them."*

(The Baltimore Sun, Sept. 24, 2000),

*"...investors and **Netizens** alike were left wondering what went wrong".*

(Newsweek, Nov. 12, 2000).

*" '**E-commerce**,' as it's known among those in the know, involves completing transactions on the Web; displaying detailed information*

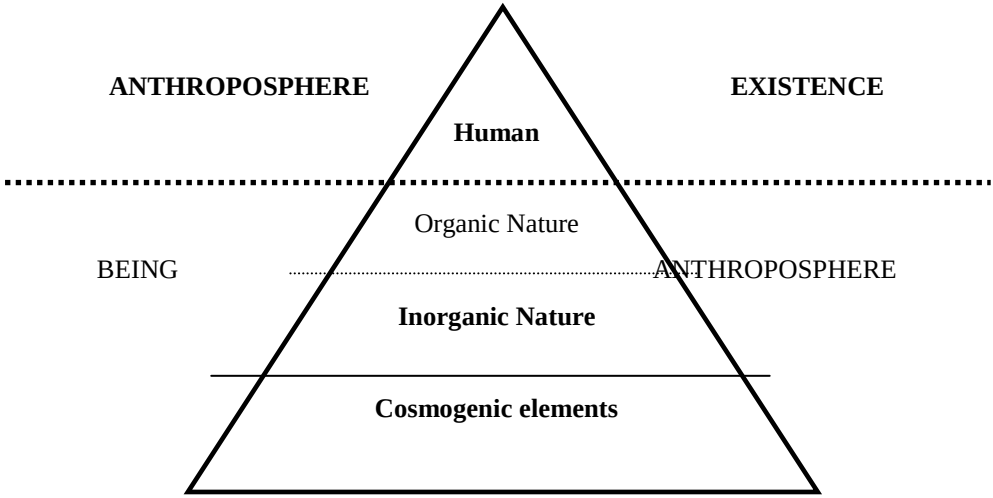
on products and services; processing orders and credit-card purchases; and delivering confirmation and follow-up service."

(The Denver Post, Nov. 18, 2002).

„The ***e-wallet*** *is designed to make online shopping more convenient by allowing consumers to store all their credit card and shipping information in a single spot."*

(The San Francisco Chronicle, Oct. 11, 2001)

Table 3-1 CYBERANTHROPOSPHERE UNIVERSAL CATEGORIC PYRAMYD



Cyberterminology sociocentric paradigmatics

While **Time** and **Space** are the categories by which **Reality** is defined, **Knowledge** may be considered one of the foundations humankind has established itself with.

*„But there's plenty of motion out there already in the form of animated GIFs — or **dancing baloney**, as its detractors call it."*

(The Houston Chronicle, May 25, 2000).

*„…Her study is part of a larger area of computer science called **affective computing**, which examines how computers affect and can influence human emotion."*

(Computer Weekly, June 24, 2002)

*„Snuggle up. It's time to get cozy. Curl up to your new computer, car and kitchen gadgets and feel the happiness wrap around you like a warm, fuzzy blanket. **Cuddletech** is here. "*

(Metro Times, Oct. 14, 2004)

*„Although **malware** infections are relatively infrequent, they can seriously damage your network."*

(PC Magazine, May 8, 2001).

*„An on-line forum for **flames**, bellyaches and the surrealistic Naked Mole-Rats of Marketing Award, it's fun to browse even if you don't have a gripe."*

(USA Today, September 15, 2003),

*„There was a time when all that was required to use the office copier, printer or fax machine was the ability to fish out paper jams and a knack for **percussive maintenance** — known in layman's terms as a good hard thump."*

(InfoWorld, July 30, 2002);

*"Doh! Looks like Netscape is sucking mud again. Time for the old **vulcan nerve pinch**."*

(Denver Westword, June 19, 2003*)*

*"Perhaps the next great movement in English literature will somehow be fuelled by the new phenomenon of **Netspeak**."*

(Time, Nov., 2001)

*„Knowles' site is written in **Internetese**, a sort of stream-of-consciousness ranting in which emphasis is provided by writing in all-capitals, and where one exclamation point is never enough."*

(The Globe and Mail, June 26, 1998)

*„Business-to-business transactions—that **B2B** thing—have grown to $109 billion."*

(The New York Times, December 20, 2001)

*"Another general message to the believers was: **B2B** (business-to-business marketing) and **B2C** (business to consumer) are so five minutes ago; from now on it's all about **B2B2C**."*

(The New York Times, April 23, 2001)

Though much greater number of *virtual* neologisms may be viewed as man-connected (both directly and indirectly) we would like to dwell here upon the ones defining precisely the WWW users. In this respect we find it possible to trace **Knowledge** "status" in the *virtual* environment.

It has turned out so "historically" that the *Internet* has been (and is being) created, used and altered simultaneously, dividing thus the ones who contribute to these processes into two large groups: those who know how to influence the very nature of *cyberspace* (**!**) and those who do not know how to do it and due to this use the Net solely for utility purposes.

The tendency has been thoroughly reflected in the language. One of the most prominent notions defining the **Knowledge** progress in the **VIRTUAL REALITY** is the so-called *information food chain.*

It has little to do with the one presented in nature (though there are certain metaphorical correspondencies), but denotes a process of modifying Information from *raw data (bits) to processed data (information proper)* and later on to *assimilated data*, that being **Knowledge** itself. Besides, it specifies the long route from a computer neophyte to an expert.

Cybercommunity social structure as a linguistic domain

The whole "crowd" of computer-related persons got the name of *computerdom.* Lingustically they have been divided into *cyberelite* and *cyberaddicts.* The common trend is to concentrate the new lexical units denoting computer-"pros" round the **Knowledge**-marked notions.

That way such new word-forming elements as *–guru, -geek and -savvy* have acquired outstanding popularity providing the basis for such neologisms as for e. g. *cyber-guru, cyber-geek (technogeek) or computer-savvy(net-savvy).*

It should be specified that all the morphemes listed above bear the meaning of "professional" (as for the word *savvy* it was adopted into the English language from French as a "modified" form of "savoir" – to know).

„Those who study apes call the dominant member of the group the 'alpha male.' In the office or workplace, the most technically knowledgeable person often is called the ***alpha geek****."*

(Wired News, Nov. 14, 2002)

Moreover, computer professionals are also referred to as *cyberati*

or digirati . It is necessary to point out that this kind of word-building model, though new, has become widely used in the modern vocabulary creations.

The idea is to blend the corresponding word-forming element with the word *"literati"* which functons nowadays in the meaning of a "properly qualified; competent person".

Besides that, new vocabulary units appear to add up to the specialists superiority status (due to the **Knowledge** they posess), defining them as being in charge of the affairs in the *Net*: *E-mentor or Webrarian* (Web + librarian).

Cybercommunity marginal social structure as a linguistic domain

However, the difference between a new-comer and a professional at a certain point may be a vague one. Such new lexeme as *knewbie* may, to our mind, serve as the best illustration for the thesis.

The neologism presents a general notion for a "pro" being actually a homophone of another neologism – *newbie* – denoting a computer "novice". So, as we can see, the first notion (*knewbie*) unites in itself the two "skill-wise" opposite categories of users, providing with a premise for their rethinking.

*"The best method for learning your way around the Internet is to read as much as you can (especially the Frequently Asked Questions lists associated with some Web sites, mailing lists, and newsgroups), learn the ins and outs of Netiquette, and to ask questions. Thus does the '**newbie**' turn into a '**knewbie**'."*

(Los Angeles Times, Sept. 18, 2001)

Unusual as it may seem, but non-professional computer users as a class have found almost as various a reflection in the modern English language as the experienced *gurus*. Generally non-pros are referred to as *randoms*.

Alongside they are subdivided into *read-only users* (the ones that use the Net only to fish out information) and the so called *shiftless* – unaware of all the possibilities Internet provides. Besides that, there happen to be *lusers* in *cyberspace* (by analogy with the word "looser"),

who use the Net by intuition, without knowing exactly how to operate it.

*"Until recently, the Internet relied almost exclusively on individuals to create content, so non-contributors weren't appreciated and came to be known, pejoratively, as '**read-only users**'."*

(The Boston Globe, Dec. 27, 2001)

*"Conceived and maintained by a contract programmer in Redmond, Wash., it is occasionally cutesy but saves itself with sardonic advice on topics such as the best way to handle what the programmer calls '**lusers**.'"*

(Computerworld, Dec. 23, 2002).

Same way as it is in the "real" world, in ***vitual reality*** the absense of experience is being disguised under the pretended **Knowledge.** That way a user, constantly installing someone else's HTML sources in order to look confident is referred to as *paster-boy* and the one pretending to great knowledge but lacking fundamental skills in *"computer savvy"* is linguistically presented as a *poser*.

As we may conclude so far while new vocabulary units denoting experienced professionals bear in thier meaning obvious "knowledge"-indications, the neologisms defining non-pros mostly are of somewhat ironic connotation.

*"...He estimates 99% are launched by what security experts call **script kiddies**. With no technical knowledge, these would-be 'crackers' (the Net term for malicious hackers) don't write their own code. They just drop in at one of the many illicit Web sites offering cracking programs, or scripts."*

(USA Today, May 6, 2001),

*"Rarely found in IT-related jobs, **kiddiots** download hacking tools and run basic attacks to gain credence among their peers."*

(Network News, Sept. 19, 2003)

*"A psychologist has a new name for managers who see no reason to get internet access: **Internots**."*

(Financial Times, Feb. 7, 2001).

It is worth noting that the **Knowledge** phenomenon in this context acquires a rather peculiar meaning and its opposition to the **Absence of Knowledge** is of a specific character. Talking of the *randoms* (let us select this particular term for *non-geeks*), we are to keep in mind that those people are not absolutely clueless of modern technologies, moreover, a lot of them are quite keen on incorporating those technologies in their everyday life.

The following fact grants us a chance to place them into the Knowledge-possessing category. But the level of their penetration into the *cyberspace* operating mechanisms approaches zero.

That way, drawing parallels with the *real reality*, we may conclude that the *randoms*, though being an evolution stage up from the *Internots* (the ones who refuse to deal with computers at all), are on savage stage as far as their understanding power is concerned, still judging by exterior phenomena rather than by interior exploration.

But the paradox of the situation lies beneath: as it has been stated by some contemporary researchers the **Absence of Knowledge** possesses much greater development potential than the **Knowledge** itself. Besides, the **Absence of Knowledge** purpose in the world is environmental protection (in a way).

As we can assume now, "plain" *users* are more likely to contribute to the **VIRTUAL REALITY** prosrerity than some of the *geeks* (let alone *hackers*), this being due to their apriori inclination to self-education (self-development) and creative (rather than distructive) activity.

Mell says the attack scripts are posted on hacker Web sites by other hackers, by disgruntled systems administrators trying to draw attention, and eventually patches, to holes in their systems, and by ***white hat hackers*** *seeking to alert the computer security industry to vulnerabilities."*

(The Washington Post, March 10, 2001)

"Some hackers succumb to the dark side of The Force and use their expert programming skills for nefarious deeds, thus becoming ***dark-side hackers****."*

(The Industry Standard, Feb. 21, 2000)

"The last few years have seen vast increases in the ***darknet's*** *aggregate bandwidth, reliability, usability, size of shared library, and availability of search engines".*

(Washington Internet Daily, November 25, 2002)

That way we may conclude that the "artificial" environment – known as *virtual reality* – produced with the power of human mind is acquiring more and more independency as far as the "parent" reality is concerned and establishes the basis for being considered a separate material entity.

Moreover, one of the main ways **virtual reality** fundamental categories expose themselves is through the language (precisely by means of contributing to the modern English vocabulary). However, we may assume the languge itself to find its realisation in such "categoric" manner. Thus, the problem provides significant basis for further discussion.

"Knowledge" as a social stratifacation category within technosphere

Besides, as it has been already pointed out, the "human factor" plays a notorious part in *cyberspace* creation process. In this respect a prediction can be made as for soon *virtual society* emergence possibility, for there have been recorded (linguistically) certain indications of this.

And we intend to present the latter lingo-social trend as the ongoing research subgect. In fact, we cannot help admiting that **virtual reality** development, essentially endless as endless is **Being** itself, opens a promising perspective for its operating mechanisms futher observation and analysis in terms of both philosophical and linguistic creteria.

The anthropologic terminological categorization of cyber-reality involves both the anthropocentric and the sociocentric paradigmatics of English cybervocabulary. It seems appropriate to systemize the present and potential English cyberneologisms through multidimensional aspects of anthropic virtual existence, namely: self-identification, gnoseological social stratification, etc.

While Time and Space are the ontological categories by which Reality is defined, Knowledge (Gnosis) may be considered one of the dimensions human mind has established itself with, the anthropocentric coordinate within Being.

According to our calculations approximately 1/3 (one third) of the

researched cyber-vocabulary consists of the human-factor related units.

Though a much greater number of virtual neologisms may be viewed as anthropocentricge (both directly and implicitly) we would like to dwell here upon the ones defining precisely the WWW users. In this respect we find it possible to trace Knowledge "status" in cyber environment.

It has turned out so that cyberspace has been (and is being) created, used and altered simultaneously, dividing thus the ones who contribute to these processes into two major groups: those who *know* how to influence the very nature of cyberspace and those who *do not know* how to do it and due to this use the Net solely for utility purposes.

The tendency has been thoroughly reflected in the English language. One of the most prominent notions defining the Knowledge progress and dynamics within cyberspace is the so-called *information food chain*.

It has little to do with the one presented in nature (though there are apparent metaphorical correspondences), but denotes a process of modifying Information from raw data (bits) to processed data (information proper) and later on to assimilated data, that being Knowledge itself. Besides, it metaphorically conceptualizes the intricate route from a computer neophyte to an expert.

The whole multitude of cyber-related persons got the name of *computerdom*. Linguistically and conceptually they have been divided into *cyber elite* and *cyberaddicts*. The common trend is to concentrate the new lexical units denoting computer-"pros" round the Knowledge-marked notions.

That way such new word-building elements as *–guru*, *-geek* and *-savvy* have acquired outstanding popularity providing the basis for such neologisms as for e. g. *cyber-guru*, *cyber-geek (technogeek)* or *computer-savvy (net-savvy)*. It should be specified that all the elements listed above bear the meaning of "professional" (as for the word *savvy* it was adopted

into the English language from French as a "modified" form of the verb "savoir" – to know).

Computer professionals are also referred to as *cyberati* or *digirati*. It is necessary to point out that this kind of word-building model, though new, has become widely used in the modern English vocabulary creations.

The idea is to blend the corresponding word-forming element with the word "literati" which functions nowadays in the meaning of a "properly qualified; competent person". Besides that, new vocabulary units appear to add up to the cyberspecialists superiority status (due to the Knowledge they possess), defining them as being in charge of the affairs in the Net: *E-mentor*, *Webrarian (Web + librarian)*, etc.

However, the difference between a new-comer and a cyber-professional at a certain point may be a vague one. Such lexeme as *knewbie* may, for instance, serve as the best illustration for the statement.

The neologism presents a general notion for a "pro" being actually a homophone of another neologism – newbie – denoting a computer "novice". So, as we can see, the first notion (knewbie) semiotically integrates two "skill-wise" opposite categories of users, providing with a premise for their recomprehension and reconceptualization.

Unusual as it may seem, but non-professional computer users as a social stratum have found almost as various a reflection in the modern English language as the experienced gurus. Generally non-pros are referred to as *randoms*.

Alongside they are subdivided into read-only users (the ones that use the Net only to fish out information) and the so called *shiftless* – unaware of all the possibilities Internet provides. Besides that, there happen to be *lusers* in cyberspace (by phonetic analogy with the word "looser"), who use the Net by intuition, without knowing exactly how to operate it.

Same way as it is in the "real" world, in cyberspace the absence of experience and expertise is being disguised under pretended or assumed Knowledge. That way a user, constantly installing someone else's HTML sources in order to look confident is referred to as *paster-boy* and the one pretending to great knowledge but lacking fundamental skills in "computer savvy" is linguistically presented as a *poser*.

It needs to be pointed out that the Knowledge concept lingual manifestation within cyberspace is fulfilled via the following means:

1) through explicit verbalization (employing elements which nominate or refer to the concept of Knowledge directly) - *chief knowledge officer, knowledge engineer, knewbie, cyber-savvy, Net-savvy*;

2) via secondary semantization (the gradual transformation of the corresponding unit semantic plane as to incorporate the archseme "cyber-professional" - *geek, nerd, avatar, freak* etc.

On the other hand the referents of absence // lack of knowledge concept fall under further gradation:

a) the ones negating or claiming no reference whatsoever to cyberspace and / or computer technologies – *Internot, neo-Luddite, leadite*;

b) the ones using the Net as an information search tool - *read-only user*;

c) the ones unaware of the wider spectrum of WWW utilities - *shiftless*;

d) non-professionals, the ones utilizing the Internet and suchlike technology intuitively, not possessing the skills necessary to manipulate cyber-reality – *luser, random*.

It is worth noting that the Knowledge phenomenon in this context acquires a rather peculiar meaning and its opposition to the Absence of Knowledge is of a specific character.

Talking of the randoms (let us select this particular term for non-geeks), we are to keep in mind that those people are not absolutely clueless of modern technologies, moreover, a lot of them are quite keen on incorporating those technologies in their everyday life. The following fact grants us a chance to place them into the Knowledge-possessing category. But the level of their penetration into the cyberspace operating mechanisms approaches zero.

That way, drawing parallels with the real reality, it may be concluded that the randoms, though being an evolutionary stage up from the Internots (the ones who refuse to deal with computers at all), are on savage stage as far as their comprehention is concerned, still judging by exterior phenomena rather than by interior exploration.

But the paradox of the situation lies beneath: as it has been stated by some contemporary researchers the Lack // Absence of Knowledge possesses much greater development potential than the Knowledge itself. Besides, the Absence of Knowledge purpose in the world is environmental protection (in a way).

As we can assume now, “plain” users are more likely to contribute to cyberspace prosperity than some of the geeks (let alone hackers), this being due to their apriori inclination to vertical evolution (self-education, self-development) and thus, creative (rather than destructive) activity potential.

The study results make it possible to interpret the notion of Knowledge and its terminological realization as a specific social stratification criterion within the cyber community.

CONCLUSION

The "artificial" digital environment is acquiring more independence as far as the "parent" reality is concerned and establishes the basis for being considered a separate metalingual entity. Hence, one of the prior ways fundamental ontological categories are exposed within cyberspace being through the language (precisely by means of contributing to the modern English vocabulary), we may assume the natural language itself to find its realization in ontological manner.

Cyber-anthroposphere functioning is actualized upon objective anthropic principles.

However, recently a tendency to reverse conceptual dominants within the cyber-related lexical corpus from total anthropocentrism to technospherism could be noted. The tendency is actualized via gradual release of the so-called ontological denotatum within the semiotic plane which, in its turn leads to the anthropic nucleus of linguocybersphere diffusion.

It may be concluded that the "artificial" digital environment is acquiring more independence as far as the "parent" reality is concerned and establishes the basis for being considered a separate metalingual entity. Hence, one of the prior ways fundamental ontological categories are exposed within cyberspace being through the language (precisely by means of contributing to the modern English vocabulary), it may be assumed the natural language itself finds its realization in ontological manner. Thus, the problem provides significant basis for further discussion.

CYBERANTHROPOSPHERE

GLOSSARY

The alleged glossary is an attempt to define and categorize the key components of innovative English cyberterminology, instrumental to cyber-anthroposphere constructuion.

It's worth pointing out, that we suggest the typology of innovative English cyberterminology based on three principles:

1) Intranet anthroposphere (the anthropic environment within World Wide Web);

2) Oternet anthroposphere (cyber-reality components, functions outside the realm of World Wide Web);

3) Technocentric anthroposphere (transoriented anthropic environment components with a anthropic-for-thecnogenous substituted onthological parameter).

All the linguistic units, listed in the glossary are supplied with a dominant of recessive conceptual marker or a combination of markers, indicative of the unit allegence to the corresponding ontological categories of cybersphere and cyberanthroposphere, referred to in this study.

[ANTHROPOMORPH] – formal mirroring of anthropic parameters within cyber-reality;

[ANTHROPONIM] – existential identification of a personality within cyber-reality;

[ANTHROPOSPHERIC] – a constructive constituent of cyberanthroposphere;

[EMOTIONAL COMPONENT] /[EMO]/ – emotive manifestation as a constructive constituent of cyberanthroposphere;

[EXTRANET] – Ceber-reality parameters ontological extrapolation outside the realm of World Wide Web;

[INTRANET] – Ontological parameter, inherent to and authintic within cyber-reality realm;

[METAPHYSICS] – a primary chtonic componentof cyber-reality ontology;

[SPACE] – Ontological parameter of Space, inherent to cyber-reality realm**;**

[TECHNOSPHERIC] – Anthropic diffusion and ідентифікація антропної дифузії та „пан-техносферичності" антропосфери техногенного буття;

[TIME] - Ontological parameter of Time, inherent to cyber-reality realm**.**

To our mind, the conceptualization principles, derived for the purpose of this glossary composition and structure could be relevant for a comprehensive study of cyber-reality linguistic manifestation via diverse means of English innovative cybervocabulary.

INTRANET ANTHROPOSPHERE

affective computing, n [EMOTIONAL COMPONENT]

Computer technology that uses biometric sensors to detect physical characteristics that relate to moods and emotions.

Alice and Bob n. [ANTHROPONIM]

The archetypal individuals used as examples in discussions of cryptographic protocols.

alpha geek, n [ANTHROPONIM / INTRANET]

The person with the most technological prowess in an office or department.

antirube, n [ANTHROPONIM INTRANET]

A sophisticated computer user, particularly a user willing to be among the first to adopt a new technology

arachnerd, n [ANTHROPONIM / INTRANET]

A person that spends way too much time either surfing the Web or fussing with their home page.

avatar n. [METAPHYSICS / ANTHROPONIM]

1. Among people working on virtual reality and cyberspace interfaces, an avatar is an icon or representation of a user in a shared virtual reality. [2. superuser.

back hacking, n [SPACE]

Attempting to catch a computer hacker by tracing the path that the intruder used to infiltrate a system.

bells and whistles n. [EMOTIONAL COMPONENT]

Features added to a program or system to make it more flavorful from a hacker's point of view, without necessarily adding to its utility for its primary function.

brute force adj. [ANTHROPO / EMOTIONAL COMPONENT]

Describes a primitive programming style, one in which the programmer relies on the computer's processing power instead of using his or her own intelligence to simplify the problem, often

ignoring problems of scale and applying naive methods suited to small problems directly to large ones. The term can also be used in reference to programming style: brute-force programs are written in a heavy-handed, tedious way, full of repetition and devoid of any elegance or useful abstraction

binary four n. [ANTHROPOMORPH]

The finger, in the sense of `digitus impudicus'. This comes from an analogy between binary and the hand, i.e. 1=00001=thumb, 2=00010=index finger, 3=00011=index and thumb, 4=00100.

baroque adj. [EMOTIONAL COMPONENT]

Feature-encrusted complex gaudy verging on excessive. Said of hardware or (esp.) software designs, this has many of the connotations of elephantine or monstrosity but is less extreme and not pejorative in itself.

blammo v. [ANTHROPOCENTRIC / EMOTIONAL COMPONENT]

To forcibly remove someone from any interactive system, especially talker systems.

bigot n. [ANTHROPONIM]

A person who is religiously attached to a particular computer, language, operating system, editor, or other tool

burble, v [EMOTIONAL COMPONENT]

to post a message intended to insult and provoke, the "burbler" is totally clueless and ineffectual.

CGI Joe, n [EMOTIONAL COMPONENT]

A programmer who specializes in the Common Gateway Interface (CGI) scripts that accept and handle input from most Web page forms.

cyberhippy, n [ANTHROPONIM]

A young person incorporating both the hippy-of –the-60-s and the modern technological outlook

cyber-inequality, n [ANTHROPOSPHERIC]

Economic gap between the cyberspace users

cyberculture, n [METAPHYSICS / ANTHROPOSPHERIC]

The future computerized society

cyberlag, n [ANTHROPOSPHERIC]

A constant inability to catch up wit computer technology dynamic progress

cyberpiracy, noun [ANTHROPOSPHERIC]

The purchase of an Internet domain name that includes a company's registered trademark name, with the intention of selling the domain name to the company.

cyberwar, n [ANTHROPOSPHERIC]

The “warfare” / competition between different software systems

cyberbalkanization, n [SPACE / ANTHROPOSHPERIC / TECHNOSPHERIC]

the division of the Net into narrowly focused groups of like-

minded individuals who dislike or have little patience for outsiders

cybervigilantism, n [ANTHROPOSPHERIC]

The exposure or punishment of online lawbreakers by individuals not connected wit the police or other legal authorities

cyberscriber, n [ANTHROPOSPHERIC]

1) A person who writes about the Internet.

2) A person who publishes something in an Internet forum (a Web page, a Usenet newsgroup, etc.).

cybersquatting, n [SPACE / ANTHROPOSPHERIC]

The practice of obtaining and holding an Internet domain name that uses a company's registered trademark name.

cyberstyle, n [ANTHROPOSPHERIC]

The writing style used in most online communications. This style is characterized by one or more of the following traits: frequent

use of abbreviations, acronyms, and jargon; "street" slang, typos, misspelled words, and a general inattention to grammar and sentence structure.

A rambling, stream-of-consciousness style.

cybotage, n [TECHNO + ANTHROPOCENTRIC]

The sabotage of computers, networks, and other electronic systems.

dark-side hacker, n [ANTHROPONIPHY / METAPHYSICS]

A hacker who uses his or her talents for malicious or criminal

decorative, adj [EMOTIONAL COMPONENT]

Describes a specially designed typeface that is supposed to convey a particular effect.

diaper change, n [ANTHROPOMORPHIC]

A visit by a computer technical support employee to a troublesome user

digital dieting, n [ANTHROPOMORPHIC]

Photographers' euphemism for the digital retouching techniques used to make subjects look younger and thinner

digiteer, n [ANTHROPONIM]

A person voting heartily for computer technologies provision

directronic, adj [SPACE / ANTHROPOSPHERIC]

Targeted e-mail ads sent by direct marketers to consumers who have indicated their willingness to receive those ads

disk dancers, noun [ANTHROPONIM]

Kids who collect the ubiquitous America Online disks. They install the software, use up the free time, and then move on to another disk

dog food, v [ORGANIC]

To use a product, particularly a software program, that was created by you or your company.

dot snot, n [ANTROPONIM]

A young person with an arrogant and self-important manner because he or she has become rich by creating a dot com company.

dot-com generation, n [ANTHROPOSPHERIC]

See: Gen N, Generation I

dot-comeback, n [ANTHROPOSPHERIC]

The process of returning to the electronic market (of a product, enterprise)

dot-com rage, n [EMOTIONAL COMPONENET]

Anger caused by the perceived commercialization of the Internet.

digital divide, noun [ANTHROPOMORPH]

The gap developing between those who has access to the Internet and those who does not. The implication was that poorer groups were losing out through lack of access to the information available online (a deprivation also referred to as being information poor). It is now widely distributed and has become common in much of the English-speaking world.

digitelite, n [ANTHROPOMORPH]

A person who points out information technologies priority

e-cruitment, n [ANTHROPOSPHERIC]

Online employee recruitment, including the electronic submission of résumés and online interviews with job applicants.

e-mentor, n [ANTROPONIM]

A counselor who provides help and advice to a younger or less-experienced person via the Internet.

e-wallet, n [ANTHROPOSPHERIC]

A computer database or online site that stores a person's name, address, and credit card data and then enables easy retrieval of that information for online purchases.

egosurfing, v [ANTHROPOSPHERIC / SPACE]

Scanning the Internet's archives and search engines for mentions of your own name.

eigenface, n [ANTHROPOMORPH]

A related set of facial characteristics that a computer uses to recognize a person's face.

emotag, n [EMOTIONAL COMPONENT]

Mock HTML tag used in writing to indicate emotional states.

emoticon, n [EMOTIONAL COMPONENT]

Computer screen icon designating a certain emotion / state / mood

ethical hacker, n [ANTHROPONIM]

A computer hacker who attempts to infiltrate a secure computer system in an effort to learn the system's weaknesses so that they can be repaired.

e-volution, n [METAPHYSICS / ANTHROPOSPHERIC]

1) computer-assisted development of an individual
2) technosphere progress

False Authority Syndrome, n [ANTHROPOSPHERIC]

The tendency to assume that a person who is an expert in one field is also an expert in a related field.

feature shock, n [ANTHROPOSPHERIC]

A computer user's reaction when faced with a program that has a large set of features.

first-mover advantage, n [ANTHROPOSPHERIC]

The advantage a company gains by being first to market with a new product or service

first-person shooter, n [ANTHROPOSPHERIC]

A type of computer game in which the player assumes the perspective of a gunman.

flame, n [EMOTIONAL COMPONENT]

An insulting, emotional, caustic email message or newsgroup posting.

flame sandwich, n [EMOTIONAL COMPONENT]

A note that consists of a negative comment surrounded by

two positive comments.

forehead install, n [ANTHROPOMORPH / EMOTIONAL COMPONENT]

An extremely easy software installation. In particular, a software installation with intelligent default values set up at each step, so all you have to do is press the spacebar (with your finger or your forehead) a few times.

Friends and Family virus, n [ANTHROPOSPHERIC]

A computer virus that replicates itself by using an infected machine to send out email messages either to people in the machine's address book or by replying to incoming messages.

get-rich-click, adj [TECHNOCENTRIC]

Describes people who want to get rich either through online investing or by creating an Internet-related business. (Cf. get-rich-quick.)

Generation I, n [ANTHROPOSPHERIC]

The 1st genеneration of kids to grow online

Gen N, n [ANTHROPOSPHERIC]

Net (Internet) generation

Gen WWW, n [ANTHROPOSPHERIC]

See: Gen N, Generation I

hacktivist, n [ANTHROPONIM]

A computer hacker who breaks into systems in order to further an activist agenda.

information fatigue syndrome, n [ANTHROPOMORPH / METAPHYSICS]

The weariness and frustration that results from information overload.

information food chain, n [ANTHROPOMORPH]

The progression of data from bits (raw data) to information (processed data) to knowledge (assimilated data). A spectrum that covers either technological prowess (neophyte to expert) or

access to information (unwired to wired).

information superiority, n [ANTHROPOMORPH / TECHNOCENTRIC]

The capability to collect, process and disseminate information while exploiting or denying an adversary's ability to do the same.

informavore, n [ANTHROPOMORPH / TECHNOCENTRIC]

This word is always applied to human beings, it seeks to suggest that we are a species that lives by processing and communicating information.

Though it's sometimes said that we humans devour information, we actually process it, not consume it. Cognitive scientists usually take informavore to refer to our ability to manipulate representations of the outside world inside our heads and to transmit information to each other through language. These are regarded by many as the crucial abilities that distinguish modern humans from all other species. The word is sometimes used in connection with the huge growth in information media in the developed countries in the latter part of this century.

Internot, n [ANTHROPONIM]

A person who refuses to use the Internet.

keyboard plaque, n [ANTHROPOMORPH]

The dirt, dust, and other grime that accumulates on computer keyboards.

kiddiot n [ANTHROPOMORPH]

A young, malicious hacker who isn't smart enough or skilled enough to create custom hacking software, so must rely on programs created by other people.

knowbie, n [ANTHROPOMORPH]

A knowledgeable and experienced Internet user.

lamer, n [ANTHROPOMORPH]

1) A computer user who pretends to great knowledge, but who in fact lacks fundamental skills and can only parrot the ideas and

techniques of other people. Also known as a "poser".

2) In online chat circles, a person who makes stupid or inappropriately profane comments.

3) In cracker circles, a person who steals codes and hacks but offers nothing original. Also known as a "leech".

list Nazi, n [ANTHROPONIM]

A mailing list subscriber who makes it a point to flame other list members for even the slightest violations of Net, e-mail, or mailing list etiquette.

luser, n [ANTHROPONIM]

A person who doesn't have the faintest idea what they're doing and who, more importantly, refuses to do anything about it.

MillGen, n [ANTHROPOSPHERE]

Millenium generation.

Youngsters born after 1981.

millionerd, n [ANTHROPONIM]

A wealthy person who made their money in computer software or some other high-tech industry (millionaire + nerd).

P2P, adj [ANTHROPONIM / TECHNOCENTRIC]

Person-to-person. Describes a payment service that enables one individual to pay another for an online transaction (such as an auction sale).

packet monkey, n [ZOOMORPH]

An unskilled computer prankster who can only ape skilled hackers by downloading and using their programs that are

designed to infiltrate and compromise computer networks.

power newbie, n [ANTHROPONIM]

A computer novice featuring extraordinary programming and software operating skills

paster boy, n [ANTHROPONIM]

A person who copies other peoples' HTML source code and pastes it into their own Web page in an effort to look like they know what they're doing.

perfect programmer syndrome, n [ANTHROPOMORPH]

An arrogant belief in one's own infallibility.

personal portal, n [ANTHROPOSPHER / SPACE]

A Web page that offers content and services customized for an individual.

Pierre Salinger syndrome, n [ANTHROPOMORPH]

The tendency for online users, especially new users, to assume any information published on the Internet is automatically true.

random, adj, n [ANTHROPONIM]

Adjective: Describes a person who is undirected, unproductive, and frivolous. Noun: A person who isn't a hacker.

read-only user, n [ANTHROPONIM]

A person who uses the Internet exclusively for reading Web pages, e-mail, and newsgroups instead of creating their own content.

snert, n [ANTHROPONIM]

A rude and obnoxious participant in an online conversation (usually a chat room). *snert* was originally an acronym for "sexually nerdish expressively recidivistic troll."

streamy, n [ANTHROPONIM / TECHNOCENTRIC]

People who listen to Internet-based (i.e., streamed) radio or music broadcasts.

stupid, n [ANTHROPOMORPH]

Derogatory term used by programmers to refer to the non-programmers ("suits") they deal with at work.

synthespian, n [ANTHROPOMORPH]

A synthetic thespian. A simulated character who "acts" in

3-D animations.

screenager, n [ANTHROPONIM]

A young person who has grown up with, and is therefore entirely comfortable with, a world of screens: television, computers, ATMs, etc.

script kiddies, n [ANTHROPONIM]

Inexperienced and unskilled "hackers" who attempt to infiltrate or disrupt computer systems merely by running programs designed to crack those systems.

shiftless, adj [ANTHROPONIM / TECHNOMORPH]

Describes a person who types entirely in lowercase letters.

super geek, n [ANTHROPONIM]

See: über nerd

smart mob, n [ANTHROPOSPHERIC]

large, geographically dispersed groups connected only by thin threads of communications technology can be drawn together at a moment's notice to perform a collective action

troll, n. [ANTHROPONIM]

A person who sends messages to a Usenet newsgroup to incite emotions and cause controversy.

technomania, n [TECHNOCENTRIC / ANTHROPOMORPH]

An obsession with change based on technology.

technoplegic, n [ANTHROPOMORPH]

A person who feels paralyzed mentally when faced with technology.

teleworkaholic syndrome, n [TECHNOCENTRIC / ANTHROPOMORPH]

The tendency for some home-based employees to overwork.

Tetwrist, n [TECHNOCENTRIC / ANTHROPOMORPH]

A form of repetitive stress injury caused by extended sessions playing computer games such as Tetris.

typosquatter n. [SAPCE / ANTHROPOMORPH]

A person who registers one or more Internet domain names based on the most common typographical errors that a user might commit when entering a company's registered trademark name

über nerd, n [ANTHROPONIM]

Extra proficiency programmer

vanity plate, n [TECHNOCENTRIC / EMO / ANTHROPOSPHERIC]

An annoyingly large Web page image that serves no useful purpose.

Webrarian, n [ANTHROPONIM]

A person who is an expert at not only finding information on

the World Wide Web, but also at prioritizing, organizing, and cataloguing that information.

white hat hacker, n [ANTHROPONIM]

A hacker who, upon discovering a vulnerability in a computer system, alerts the system vendor to the problem.

Webucation, n [ANTHROPOSPHERIC]

Education provided over the World Wide Web, a concept also sometimes called e-education.

word of mouse, n [TECHNOCENTRIC]

Communication via computer-based means, such as e-mail, chat rooms, or newsgroups.

walk the cat back, v [METAPHYSICS / SPACE / TIME]

To attempt to understand the true nature of a situation by reconstructing events chronologically from the present to the past.

war dialing, n [EMOTIONAL COMPONENT]

A denial-of-service technique used by crackers that involves inundating a service provider with dial-in calls, thus immobilizing their modem pool and preventing regular users from connecting.

wave a dead chicken, v [METAPHYSICS]

To attempt to resolve a problem by taking steps that one believes to be futile but are nevertheless necessary so that others are satisfied that an appropriate degree of effort has been expended.

OUTERNET ANTHROPOSPHERE

basement area network, n [EXTRANET / SPACE]

A home-based local area network.

body shopper, n [ANTHROPOSPHERIC]

A contractor in a Third World country who recruits local programmers and shops them around to software companies in North America.

birds of a feather meeting, n. [ANTHROPOSPHERIC]

A meeting held at a computer-related trade show or conference in which people who work in the same technology area at different companies exchange information and experiences. (Often abbreviated as "BOF meeting.")

cyberpark n. [SPACE / TECHNOCENTRIC]

1. A large area of land where computer and technology

companies are concentrated, or that has been constructed with a high-tech communications

infrastructure (cf. industrial park). 2. A theme park where the theme has some relation to computers or the Internet.

chief content officer, n [ANTHROPOSPHERIC]

A corporate executive in charge of creating and obtaining content for a Web site.

chief knowledge officer, n [ANTHROPOSPHERIC]

A corporate executive in charge of structuring a company's store of technical and business knowledge, and ensuring that employees have access to that knowledge.

citizen-terminal, n [SPACE]

A person who uses "wearable" technology (such as a watch that holds appointment data or a pair of shoes that can transmit an electronic business card).

compcierge, n [ANTHROPOSPHERIC]

A hotel employee who assists guests with computer-related tasks and problems.

cometised adj [ANTHROPOSPHERIC / TECHNOCENTRIC / METAPHYSICS]

Used to describe Netscape when it freezes or jams. [based on the observation of a "shooting star" or a comet (cannot really tell) that appears on the Netscape button, in the upper right corner of a Netscape browser.]

crash test dummy, n [ANTHROPONIM]

A person who buys the initial release of a software package, which will almost certainly be riddled with bugs and other "features."

fleshmeet n [ANTHROPOSPHERIC / SPACE]

A meeting in the flesh, especially one composed of people who usually or only converse online.

geek gap, n [ANTHROPOSPHERIC [INTRANET + EXTRANET]]

The disparity between executives who approve or oversee technological projects that they don't understand and the information technology workers who implement and maintain those projects.

geeksploitation, n [ANTHROPOSPHERIC]

To induce young computer programmers to work long hours by taking advantage of their enthusiasm and high energy levels.

hand salsa, n [ANTHROPOSPHERIC]

The grimy substance that accumulates on a mouse or other input device after extended use.

info slave, n [ANTHROPOMORPH]

A person in company's computer department that supports one or more other departments (such as Customer Service or Marketing) by keeping their software running.

LAN party, n [SPACE / ANTHROPOMORPH]

A gathering where people bring their own computers, connect them together into a local area network (LAN), and then play computer games (particularly first-person shooter games) against each other .

leadite, n [ANTHROPONIM]

A person whose opposition to technology manifests itself in, among other things, a preference for pencils. (A blend of lead and luddite.)

Nerdistan, n [SAPCE / ANTHROPOMORPH / TECHNOCENTRIC]

An upscale and largely self-contained suburb or town with a large population of high-tech workers employed in nearby office parks that are dominated by high-tech industries; any large collection of nerds.

peer-to-peer network, n [ANTHROPOMORPH / TECHNOCENTRIC]

A network in which no one computer is singled out to provide special services. Instead, all the computers attached to the network have equal status (at least as far as the network is concerned), and all the computers can act as both servers and

clients.

ROM brain, n [ANTHROPOMORPH]

A person who refuses to accept input and ideas from other people.

technorealist, n [ANTHROPONIM / TECHNOCENTRIC]

A person who has a balanced and realistic view of technology.

user eye-D v [ANTHROPOMORPH / TECHNOCENTRIC]

To meet someone face-to-face for the first time after having established only a written or oral relationship.

Virtual charter school [ANTHROPOSPHERIC]

A school that that would allow students beginning in kindergarden to receive a public education at home with a computer-based curriculum

wearable, n [TECHNOCENTRIC]

A computer designed to be worn as an item of clothing or as a wardrobe accessory.

TECHNOCENTRIC ANTHROPOSPHERE

All-digital, adj [TECHNOCENTRIC]

Performed totally in digital format (of information, data)

asbestos adj [TECHNOCENTRIC]

Used as a modifier to anything intended to protect one from flames; also in other highly flame-suggestive usages. See, for example, asbestos longjohns and asbestos cork award.

augmented reality, n [SPACE]

A view in which a computer superimposes images onto the user's field of vision.

automagically, adv [METAPHYSICS]

Describes a process that occurs automatically and with a certain level of mystery so that it seems somewhat magical

annoyware n [TECHNOCENTRIC]

A type of shareware that frequently disrupts normal program operation to display requests for payment to the author in return for the ability to disable the request messages. (Also called `nagware') The requests generally require user action to acknowledge the message before normal operation is resumed and are often tied to the most frequently used features of the software.

back door n. [SPACE [INTRANET]]

A hole in the security of a system deliberately left in place by designers or maintainers. The motivation for such holes is not always sinister; some operating systems, for example, come out of the box with privileged accounts intended for use by field service technicians or the vendor's maintenance programmers.

black hole n., vt. [METAPHYSICS / SPACE]

What data (a piece of email or netnews, or a stream of TCP/IP packets) has fallen into if it disappears mysteriously between its origin and destination sites (that is, without returning a bounce message).

black magic n. [METAPHYSICS]

A technique that works, though nobody really understands why. More obscure than voodoo programming, which may be done by cookbook. Compare also black art, deep magic, and magic number (sense 2).

Black Screen of Death n. [METAPHYSICS]

A failure mode of Microsloth Windows. On an attempt to launch a DOS box, a networked Windows system not uncommonly blanks the screen and locks up the PC so hard that it requires a cold boot to recover. This unhappy phenomenon is known as The Black Screen of Death.

Blue Screen of Death n. [METAPHYSICS]

This term is closely related to the older Black Screen of Death but much more common (many non-hackers have picked it up). Due to the extreme fragility and bugginess of Microsoft Windows misbehaving applications can readily crash the OS (and the OS sometimes crashes itself spontaneously).

barfogenesis n. [ANTHROPOMORPH / TECHNOCENTRIC]

A seasick-like feeling that afflicts some people when they wear virtual reality headsets.

born-digital, adj [TECHNOCENTRIC]

Of or relating to a document that was created and exists only in a digital format.

careware, n [TECHNOCENTRIC]

Computer software in which the only "price" is to do a good deed or donate something to charity.

chrome, n [EMO / TECHNOCENTRIC [EXTRA + INTRANET]]

Hacker slang for splashy program features that attract attention but do little or nothing to make the program more useful or more powerful.

clickstream, n [SPACE]

The virtual paths a person takes as they surf the World Wide

Web.

deep link, n [SPACE]

A Web page link that points to a file within a site rather than the site's home page.

demotheatrics, n [TECHNOCENTRIC / EMOTIONAL COMPONENT]

That part of a technical demonstration that has been faked in order to gloss over a problem or to simulate a feature to be added later.

digitalia, n [TECHNOCENTRIC]

Computer hardware and software and other organs of digital technology, taken as a whole.

dirt road, n [SPACE / EMOTIONAL COMPONENT]

A frustratingly slow Web connection.

doomsdate, noun [TIME [EXTRA + INTRANET]]

A future date that current computer software and hardware will interpret incorrectly, resulting in faulty logic or system failure.

digitopia, n [SPACE]

Utopical featuring of the upcoming technological (digital)future

data haven, n [METAPHYSICS]

One sense is that of a place of safety and security for electronic information, for example where encrypted copies of crucial data can be stored as a backup away from one's place of business. But it can also mean a site in which data can be stored outside the jurisdiction of regulatory authorities.

electric-can-opener question, n [ONTHOLOGICAL CORRELATION]

The recognition that some older, low-tech products are superior to the newer, high-tech products that are supposed to replace them.

forking, n [SPACE]

The process by which a technology fragments into multiple, incompatible, versions.

fritterware, n [TECHNOCENTRIC]

Feature-laden software that seduces people into spending inordinate amounts of time tweaking various options for only marginal gains in productivity.

hourglass mode, n [METAPHYSICS]

Waiting endlessly and helplessly for an expected action to take place. From the hourglass icon used by Microsoft

Internetese, n [TECHNOCENTRIC]

A style of writing prevalent in Web sites, e-mail messages, and online chat rooms. Windows to indicate that the system is busy and that you

local bus, n [SPACE]

A high-speed data pathway that provides a direct link between the CPU and a graphics adapter's video circuitry. This way, the CPU can send its graphics instructions directly to the adapter without having to go through the slower expansion bus. The local bus is usually a VL-Bus for 486 systems and a PCI bus for Pentiums.

local resource, n [SPACE]

In a network environment, any peripheral, file, folder, or application that is either attached directly to your computer or resides on your computer's hard disk.

leaky reply, n [TECHNOCENTRIC / SPACE]

An e-mail response sent to the wrong recipient. This is usually caused by selecting the "Reply to All" option by accident, and thus sending the response to all the original recipients.

leper list, n [TECHNOCENTRIC / TIME / ANTHROPOMORPH]

A list of companies and organizations that are vulnerable to the year 2000 computer problem.

malware, n [TECHNOCENTRIC]

Crippled computer software

machinekind, n [TECHNOCENTRIC]

The technooriented world as a uniform entity (Cf.: mankind)

meatspace, n [SPACE]

The flesh-and-blood real world; the opposite of cyberspace.

mischief to data, n [TECHNOCENTRIC]

A criminal act that involves the unauthorized destruction, alteration, or restriction of computer data.

mousetrapping, n [TECHNOCENTRIC / SPACE]

A technique that forces a user to remain on a particular (and usually pornographic) Web page.

mung, v [TECHNOCENTRIC]

Mash until no good; to change something so that it no longer works properly.

Outernet, n [TECHNOCENTRIC]

The traditional (i.e., non-Internet) media, including magazines, newspapers, books, television, and movies.

percussive maintenance, n [EMO / TECHNOCENTRIC]

Attempting to solve a mechanical or electrical problem by hitting or kicking the failed device.

packet sniffer, n [TECHNOCENTRIC]

Software that monitors network traffic to steal passwords, credit card numbers, and other sensitive data. Also, the person who uses such software.

page-jack, v [TECHNOCENTRIC]

To steal a Web page and submit it to search engines under a different address. Users who run a search and attempt to access the page are then routed to another-usually pornographic-site.

Parkinson's Law of Data [TECHNOCENTRIC / ANTHROPOMMORPH]

Data expands to fill the space available for storage

password trap, n [TECHNOCENTRIC]

A program or Web site that uses a legitimate-looking interface to fool users into providing their passwords.

PEBCAK, n [TECHNOCENTRIC / METAPHYSISCS]

Problem Exists Between Chair And Keyboard. An acronym used by technical support personnel whenever they believe a hardware or software problem is the result of user error.

real mode, n [METAPHYSICS]

The operating mode of early Intel microprocessors (the 8088 and 8086). It's a single-tasking mode in which the running program has full access to the computer's memory and peripherals. Except for the Windows 9x Setup program (which uses real mode at

first if you start it from the DOS prompt), Windows 9x doesn't use real mode. Real mode is also called MS-DOS mode.

real reality, n [METAPHYSICS]

Everything that is not virtual reality.

reality distortion field, n [METAPHYSICS / SPACE]

An aura or mystique, either inherent or generated by charm, enthusiasm, or salesmanship, that prevents something from being seen as it really is.

retroware, n [TECHNOCENTRIC / TIME]

A software program that's two or three versions earlier than the current version. Many people are returning to these older versions because they're familiar, fast, and free of the rampant "featuritis" that characterizes most modern programs.

smart dust, n [TECHNOCENTRIC]

Tiny airborne devices-individually called "motes"-containing sensors and communications capabilities.

smartifact, n [TECHNOCENTRIC]

A smart artifact. A device sufficiently sophisticated that it can be considered "intelligent" and "aware" of its surroundings.

serial-killer app, n [TECHNOCENTRIC]

A piece of technology (such as a software application) the consistently and repeatedly spurs the sale or adoption of related technologies.

technopolis, n [SPACE / TECHNOCENTRIC]

The sum total of the technological infrastructure of society.

technopropism, n [TECHNOCENTRIC]

A technical malapropism. The humorous misuse of a technical word or phrase

techgnosis, n [METAPHYSICS]

A high-tech update of gnosis, based on an early Christian belief in afterlife

2000-compliant [TIME]

See: doomsdate

TEOTWAWKI [TIME]

The End Of the World As We Know It

three-fingered salute, n [TECHNOCENTRIC / ANTHROPOMORPH]

A name for the Ctrl+Alt+Delete key combination.

Y2.038K bug, n [TECHNOCENTRIC / TIME]

Network collapse scheduled for 2038

Y2K leap year bug, n [TECHNOCENTRIC / TIME]

See: doomsdate

Y2K problem, [TECHNOCENTRIC / TIME]

See: 2000-complaint

vannevar, n [METAPHYSICS]

A wildly incorrect technology prediction. The word comes from Vannevar Bush's prognostication that computers would evolve into Empire State Building-sized electronic brains.

voodoo programming, n [METAPHYSICS]

Using program code written by someone else without understanding how the code works.

Webology, n [TECHNOCENTRIC]

The study of the content, structure, and interconnections of the World Wide Web.

zombie computer, n [TECHNOCENTRIC / METAPHYSICS]

A computer containing a hidden software program that

enables the machine to be controlled remotely, usually to perform an attack on another computer.

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