

3. До периферії належать семи, які пов'язані з інтегрованою семою внутрішнім змістом і є наслідком вторинної номінації: «вада, недолік», «гріх».

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LEXICAL-SEMANTIC ANALOGY IN COMPUTER LEXIS

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Introduction

One of the most promising and efficient ways of creating new words and expressions in computer lexis is through lexical-semantic analogy, which is a powerful tool that allows users to create new words, the meaning of which can be easily guessed or deduced.

For example, the word “mouselexia” (mouse+dyslexia) clearly indicates the inability to use a computer mouse, and “netroots” (net+grassroots) suggests social activity on the Internet. Other examples of neologisms created by analogy, such as “junk sleep”, “binge learning”, and “Swiss Army phone”, have also emerged through this process, enriching the computer lexis and making language more efficient and user-friendly.

Ready models play a significant role in facilitating the creation of new words and expressions through lexical-semantic analogy [1]. By applying the meaning of an existing word to a new word with a similar form, the computer lexis expands consistently with its existing vocabulary. The activity of creating new units through analogy has seen a rapid increase in recent years. This method is preferred due to its simplicity and ability to convey complex concepts concisely. Lexical-semantic analogy is evident in the English-language computer lexis at both the lexical and phrasal levels.

Words

New “computer-marked” units are often coined through analogies with existing words and phrases in the general literary language. For instance, the term “unsourcing” has been created by drawing parallels with “outsourcing” and refers to the transfer of company functions from paid employees to unpaid volunteers, particularly customers on social networks. Similarly, the term “thumbstopper” is derived from the concept of a “showstopper” and describes an eye-catching item that grabs a person’s attention, causing them to pause while scrolling through posts. Another example is “kittenfishing,” which is a milder version of “catfishing” – pretending to be someone completely different in an online profile. In the case of kittenfishing, individuals exaggerate their positive qualities to present themselves in a more favorable light:

*Sadly, **kittenfishing** is considered less serious a dating app offense as catfishing (where one pretends to be an entirely different person completely), it can still be damaging and pretty manipulative. (Ravina M Sachdev. “**Kittenfishing: All About The Dating Trend You’re Probably Guilty Of**”, Jul 5, 2022).*

Analogy is also using resources from within the computer lexis – based on “software”, “hardware” (and an infinite number of similar units), the term “bossware” emerged, meaning “a type of software that employers can use to monitor what their employees are doing on their computers”:

*Done well, **bossware** can help to insulate an organization from theft and legal risk, and even drive important improvements in productivity. But it’s also a privacy minefield that could end up demotivating your employees and exposing your organization to lawsuits. (Phil Muncaster, “Employee monitoring: Is ‘**bossware**’ right for your company?”, WeLiveSecurity.com, Jun 29, 2023).*

Based on the well-known example of “e-commerce”, relatively recent units, such as “recommerce” (the business of buying and selling used items, such as electronics and clothes, on the internet) and “a-commerce” (the business of buying and selling goods using augmented reality so that purchasers can see items in their real-life context before they buy them) have come into existence:

*Recommerce isn't just about reducing waste and conserving resources. It also offers businesses many benefits, including lower costs, increased efficiency, and improved customer engagement. (Muhammad Zulhusni, "Here's how AI-first diagnostics technology can drive mobile **recommerce**", TechWire Asia, Feb 7, 2023).*

Word-combinations

The phrase "generation X" coined for individuals born in the late 1970s to early 1980s gave rise to the neologism "generation Y" for those born in the early 1980s to mid-1990s. Subsequently, the term "generation Z" emerged for people born in the late 1990s to early 2010s. The concept of "generation" then expanded to include other groups, leading to the term "generation mute" representing young individuals who prefer written communication like texting over phone calls. Another related term, "generation scroll," appeared referring to the generation that predominantly consumes TV and news through computers or mobile phones:

*This 25th annual analysis of media habits, based on a survey of 2,000 young people, says this is now '**generation scroll**' – in which most viewing is through mobile internet devices, whether a phone, laptop or tablet computer. Only 10% now get 'almost all' their TV programmes through a TV screen. (Sean Coughlan, "The one about Friends still being most popular", BBCNews, Jan 30, 2019).*

Phraseological units

Phrase formation by analogy refers to the creation of new phraseological units based on existing ones [2, p. 163]. The productivity of this process depends on the relevance and figurative significance of the prototype being used.

Using the phraseology "word of mouth" (referring to oral communication) as a model, three new phraseological units were formed: "word of mouse", "word of finger" (information transmitted digitally), and "word of blog" (information shared through blogs). Similarly, inspired by the phrase "eye candy" (something visually appealing), the phraseological unit "thumb candy" was created, replacing "eye" with "thumb" to reflect the importance of thumb usage in gaming. By analogy with the expression "slip of the tongue," the phrase "slip of the thumb" was formed, denoting the accidental sending of a text message to the wrong recipient. Lastly, drawing from the patterns of "pain in the neck" and "pain in the ass," the neologism "pain in the net" emerged, describing a bothersome person or an annoying factor in the online realm.

Blending

Blending has proven to be highly productive in creating new words, particularly in the computer lexis, resulting in over 120 neologisms over the last decade. The use of analogy effectively facilitates the formation of

portmanteaus, showcasing a tendency towards emotional expression, language diversification, and stylistic enrichment.

One such example is the emergence of the term “outfluencer” (outdoor+influencer), referring to individuals who use their social media presence to influence others’ behavior or purchasing decisions, primarily through posts related to outdoor adventures and extreme sports. This word formation relies on the clever juxtaposition of the elements “in” and “out” as a wordplay, leading to the creation of a new word.

Furthermore, numerous portmanteaus have stemmed from this productive pattern, including “petfluencer” (a person or animal gaining a large social media following by posting content featuring pets) and “finfluencer” (financial+influencer), describing someone who attracts social media followers by providing financial advice. Given its easily understandable structure, the element “influencer” holds the potential to be incorporated into even more newly coined words in the future, both within the computer lexis and elsewhere:

*Becoming a **finfluencer** can be highly lucrative. On TikTok the hashtag #FinTok has been viewed more than 340 million times ... But as lucrative as this trend may be for those who make it to the top of the **finfluencer** money tree, the gains for followers are far less certain. (Angel Zhong, “FinTok and ‘finfluencers’ are on the rise: 3 tips to assess if their advice has value”, *The Conversation*, May 25, 2021).*

Based on the computer-marked unit “selfie”, several new words have emerged: “shelfie” (shelf+selfie) – “a photograph that someone takes of the books and other objects on their shelves and then publishes on a social media site”, “surroundie” (surrounding+selfie) – “a 360-degree photograph taken with a special camera”, and “bothie” (both (cameras)+selfie) – “a split-screen image of two photos or videos taken using the front- and back-facing cameras of a phone at the same time”.

Another example, “fexting” (fighting+texting), has been created based on units already existing in computer lexis. This demonstrates a significant shift in the source material for new words, as the computer lexis is now self-sufficient and developing within its own boundaries. The emergence of “fexting” as a neologism, which refers to engaging in an argument through text messages instead of direct communication, is relatively recent but has already gained usage in reputable media outlets:

*If you’re the first lady, then having an argument with the US president via text message (or “**fexting**”, as Jill Biden called it) might keep marital disputes private from the Secret Service, but relationship experts have warned it could make things worse. (David Batty, “‘**Fexting**’ like Bidens can make relationships worse, say experts”, *The Guardian*, Jun 3, 2022).*

Conclusions

Lexical-semantic analogy plays an active and important role in the process of enriching computer lexis. The creation of new words and expressions through this process is based on the transfer of meaning from an existing word to a new one that shares a similar form, and it is facilitated by the wide availability of ready models.

The new words created through lexical-semantic analogy are widely used and easily understood, making them popular in both specialized and mainstream media outlets, as well as “quality press”. In recent years, an increasing number of neologisms have been formed based on existing units in computer lexis, indicating its ability to develop using its own resources. By establishing and analyzing basic and productive lexical-semantic models, new words and expressions can be created, contributing to the development of a more efficient and user-friendly language.

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