Cyberspace Through Vocabulary Development

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Problem of Status

Nonse-word

- Unit outside LS
- No paradigm network
- Unique

Neologism

- Unit of LS
- Formal paradigm
- Semantic paradigm
- Recurrent

- Why go to all this trouble? After all, aren't new words, at best, mere trifles soon to be forgotten or, at worst, signs of linguistic decay? I have to respond with a big, fat "No!" on both counts. It's my unshakeable belief that, putting it as simply as I can, new words matter. Word Spy is the product of that belief.

— Paul McFedries

www.wordspy.com

Comprehensive Database Pretools
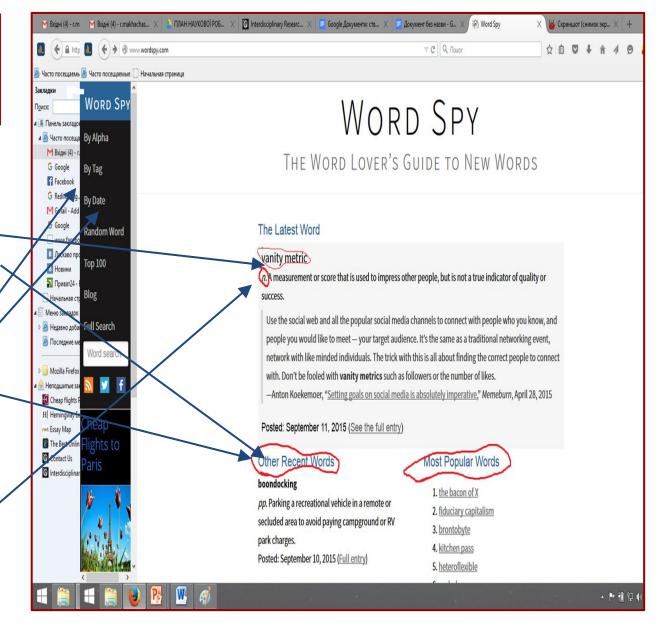
- identification
- cummulation
- store
- search
- sort
- preprocess

Methodology Premise

1) synchronisity

➢ cybervocabulary development pace => pace of technosphere elaboration (ontology, phenomenology, anthropology, cogniton)
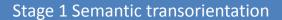
≈11-20 units per 1 month 1 мic., that sum totals to an average of **180 units per 1 year (≈49-60% of emergent English vocabulary units** as per *WordSpy, WorldWideWords, Merriam-Webster Online engines*)

2) isomorphism

➢ *cognate verbal coding of computer and real realitiesrespective structures*

3) flexibility, adaptivity, dynamics of cybervocabulary development

➢ unit information density, hybridization, morphological status and function redefinition

Argument

- PHENOMENOLOGICAL APPROACH to the study of English cybervocabulary allows to:

- - identify the semiotic substrate of emergent units as an empiric source and result of cyberspace substance reveal;

- - *identify cyberterm* as a specific intralingual and extralingual phenomenon turns out to be both the cognitive means of perception and comprehension as well as the ontological categorization source of cyberspace and adjacent technosphere.

➢ **Cyberlanguage meta status: object, subject matter, tool of cyberspace research (mixed reality -**P. Milgram and A. F. Kishino**- / Web 3.0 type structure)**

Table 1 SEMANTIC – FUNCTIONAL TRANSORIENTATION

Stage 1 Semantic transorientation
LEXICAL UNIT MEANING + "*TECHNOGENIC*" COMPONENT

Stage 2 Functional transorientation
MODIFIED LEXICAL UNIT → WORD-BUILDING UNIT

CYBER-

ELECTRONIC-

TECHNO-DIGITAL-

INFORAMTION-

VIRTUAL-

WEB-

cyber-: cybercasting, cyberpark, etc.; **digital-:** digital divide, digital dieting, etc., **web-:** webrarian, web-casting, **electronic-:** electronic paper, electronic nose; **dot-:** dot-con, dot-file, etc., **information-:** information triage, information tamer

Predictable singularity

- **NB! M. Quinion.** *Cyberplague: A Prefix Out Of Control -* http://www.worldwidewords.org/articles/cyber.htm

Table 2 **HETEROGENIOUS SEMIOTIC EQUIVALENTS**

NOTION	Word-building component		Examples
	Authentic (English) equivalent	Borrowed equivalent	
"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 , cybersociety locale"	- *city* - *garden*	- *polis* - *stan* - *ville*	*cybercity, cybergarden, technopolis, nerdistan, cyberville*
"unsurpassed computer professional"	- *super-*	- *über-* - *arch(a)*	*superhacker, supergeek, überhacker, archanerd*
"cyberentrepreneur, representative of computer – industrial complex"	–	- *mogul* - *czar*	*cybermogul, technomogul, cyberczar*
"idiosyncrasy to technical innovations "	- *fear* - *terror*	- *angst* - *phobia*	*technofear, cyberterror, cyberphobia, technoangst*

Table 3 FALSE MORPHEMES TYPOLOGY

TYPE	DESIGNATION	REPRESENTATION	EXAMPLES
I	"monographemic" 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	"polygraphemic" abbreviation	*-zine* *-jack*	*Webzine, cyberzine, zinester, page-jack, blue-jack*
III	secondary designation	*dot-com* *dot-*	*dot-commie, dot-com business, dot-snot*

Cyberspace Ontology Through English Vocabulary Development

Space dimension:

- <u>Retronymy (Frank Mankiewicz, W. Safire)</u>: *real reality vs. virtual reality vs. mixed reality; meatspace vs. cyberspace; Internet vs. Outernet; real reality vs. augment reality;*

- <u>Dimensional augmentation: (vertical :: horisontal)</u> *deep Web vs. surface Web, deep link, invisible Web, Internet 2, Internet 2.0, Evernet, extranet, blogosphere, Twitterverse, Netscape, Wikiality; splinternet, walled garden, blogistan, blogland, black hole, forking, cybersqautting, cyberbalkanization;*

- <u>Ideal vs. Material</u>: *greybar land, black / blue screen of death, data heaven, bitbucket, technopolis / nerdistan / вплив на органи почуття: digital **hangover**, Net**lag***
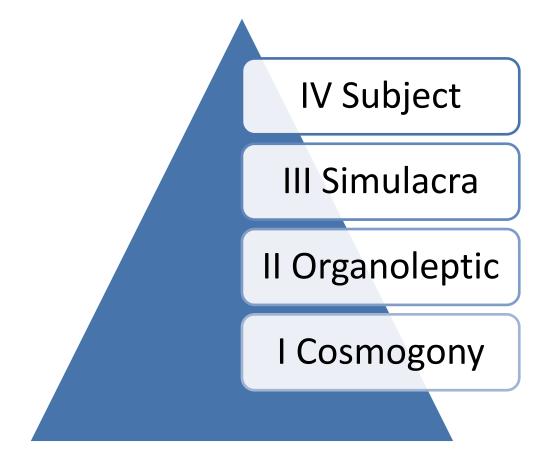
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Time dimension:

- Past vs. Present vs. Future opposition: ***yester**tech, **retro**ware, Internet time, webisode, **new** chip, **future**-proof, singularity;*

- Eschatology: *Doomsdate, AI-pocalypse,* Y2K :: *Y2OK, Y2.038K, D10K, TEOTWAWKI (The End Of The World As We Know It);*

Cyberspace Anthropology Through English Vocabulary Development

Anthropic universals pyramid

IV Subject

III Simulacra

II Organoleptic

I Cosmogony

- **I (information, information processing, data, programming)**: *info*structure, information *warfare*, information *pollution, automagically,* heavy *wizardry, voodoo programming, to wave a dead chicken,* line *666*

- **II (sensually perceived objects)**: *chip graffity, dancing balooney, cornea jumbo*

- **III (biosphere simulacra):** *word-of-mouse, mouse potato, mouse wrist;*

 T+bug: millenium bug, Y2K leap year bug, 9999 bug,

 O+bug: heisenbug, schroedinbug, bohrbug

Cyberspace Anthropology through English Vocabulary Development

IV Human subject:

- <u>Gnoseologic evolution</u>: *information food chain, informavore, **new**bie – **knew**bie;*

- <u>Knowledge verbalization</u>:

- explicit - *chief **knowledge** officer, **knowledge** engineer, **knew**bie, cyber-**savvy,** Net-**savvy,** cyber**rati,** digi**raty** (cyber- / digital- + literati);*

- implicit - *geek, nerd, avatar, freak: (cyber)geek, (techno)nerd, (cyber)guru, geekerati, hackerazzi, computer-junkie, cyber-junkie, data-junkie.*

- <u>Cognitive estrangement</u>:

- *Inter**not**, neo-**Ludd**ite, **lead**ite; B) **read-only** user; C) shiftless D) luser, random.*

WIP objectives

- - introduce elements language instruction (ESP) as integral part of E-learning environment

- - research language impact on E-learning tools efficacy

Ambision: construct a Web 3.0 model of e-learning environment, featuring language dynamics as a corroborative parameter

Thank you for attention!