

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

The image shows a mobile browser interface with two side-by-side screenshots of the website www.wordspy.com. The top status bar shows the time as 22:44 and 22:45, and the battery level at 81%. The browser address bar shows the URL www.wordspy.com/ and a search bar with the text "Google".

Left Screenshot (Main Site):

- Menu icon (three horizontal lines) on the left.
- Logo: **WORD SPY**
- Tagline: **THE WORD LOVER'S GUIDE TO NEW WORDS**
- Section: **The Latest Word**
- Word: **brocialist**
- Definition: n. A man who has progressive views, but who is also insensitive to women and dismissive of feminist issues.
- Text: The "**brocialist**" is generally a good leftist. His heart is probably in the right place. But he has a gigantic blind spot when it comes to women, one that is both political (he is not sensitive to feminist concerns) and personal (he can be a pig). —Marc Tracy, "[How to Talk to a 'Brocialist'](#)," *The New Republic*, January 8, 2014
- Footer: Posted: November 21, 2014 (See the full entry)

Right Screenshot (Blogging Tag Page):

- Menu icon (three horizontal lines) on the left.
- Page Title: **blogging - Word Spy**
- Address Bar: www.wordspy.com/index.php?tag=blogging
- Breadcrumbs: [Home](#) → [Tags](#) → **blogging**
- Navigation: [biology](#) · [books and magazines](#)
- Section: **BLOGGING**
- List of terms: [altmetrics](#) · [audioblog](#) · [blog](#) · [blog book](#) · [blodgebrity](#) · [blogject](#) · [blogosphere](#) · [celeblog](#) · [chiclet](#) · [digital tattoo](#) · [egocasting](#) · [flog](#) · [freeway blogging](#) · [godcasting](#) · [hyper-documentation](#) · [lifecasting](#) · [lifestreaming](#) · [microblogging](#) · [mindcasting](#) · [nanopublishing](#) · [pajamahadeen](#) · [peep culture](#) · [podcasting](#) · [podcatching](#) · [social media](#) · [sock puppet](#) · [splog](#) · [transliteracy](#) · [tweetup](#) · [vlog](#) · [vodcasting](#) · [wiki](#) · [word of blog](#) · [word of post](#)
- Section: **MORE LINKS**
- Links: [HOME](#), [CONTACT](#), [SUBSCRIBE](#), [PRIVACY](#), [ABOUT](#), [FAQ](#), [THE BOOK](#)
- Section: **CONNECT WITH WORD SPY**
- Links: [TWITTER \(@WORDSPY\)](#), [FACEBOOK](#)
- Section: **SUBSCRIBE TO THE NEWSLETTER**

Comprehensive Database Pretools

- identification
- cummulation
- store
- search
- sort
- preprocess

The screenshot shows the Word Spy website, which is titled "WORD SPY THE WORD LOVER'S GUIDE TO NEW WORDS". The interface includes a navigation sidebar on the left with options like "By Alpha", "By Tag", "By Date", "Random Word", "Top 100", "Blog", and "Full Search". The main content area features "The Latest Word" section, which highlights the word "vanity metric" with a red circle. Below this, there is a definition: "A measurement or score that is used to impress other people, but is not a true indicator of quality or success." and a quote from Anton Koekoemoer. The "Other Recent Words" section lists "boondocking" with its definition and a date. The "Most Popular Words" section lists several words, with "the bacon of X" and "fiduciary capitalism" circled in red. Blue arrows from the left-side list point to these specific elements on the website.

Methodology Premise

1) synchronicity

- cybervocabulary development pace => pace of technosphere elaboration (ontology, phenomenology, anthropology, cognition)

≈11-20 units per 1 month 1 mic., 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 realities respective 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-

INFORMATION-

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”	- <i>way</i> - <i>[highway]</i>	- <i>Bahn</i>	<i>I-way</i> <i>I-Bahn</i> <i>Information highway</i>
„ontological state of being wired to the Internet”	- <i>line</i>	- <i>kai</i>	<i>online</i> <i>onkai</i> <i>off-line</i> <i>off-kai</i>
“segment of space , cybersociety locale”	- <i>city</i> - <i>garden</i>	- <i>polis</i> - <i>stan</i> - <i>ville</i>	<i>cybercity, cybergarden, technopolis, nerdistan, cyberville</i>
“unsurpassed computer professional”	- <i>super-</i>	- <i>über-</i> - <i>arch(a)</i>	<i>superhacker, supergeek, überhacker, archanerd</i>
“cyberentrepreneur, representative of computer – industrial complex”	-	- <i>mogul</i> - <i>czar</i>	<i>cybermogul, technomogul, cyberczar</i>
“idiosyncrasy to technical innovations ”	- <i>fear</i> - <i>terror</i>	- <i>angst</i> - <i>phobia</i>	<i>technofear, cyberterror, cyberphobia, technoangst</i>

Table 3 FALSE MORPHEMES TYPOLOGY

TYPE	DESIGNATION	REPRESENTATION	EXAMPLES
I	“monographemic” abbreviation	a) initial MGA <i>e-, i-, v-</i>	<i>e-money, e-wallet, i-dea, i-way, i-biolog, v-commerce</i>
		b) terminal MGA <i>-b</i>	<i>blog, blogger, blog-master</i>
II	“polygraphemic” abbreviation	<i>-zine -jack</i>	<i>Webzine, cyberzine, zinester, page-jack, blue-jack</i>
III	secondary designation	<i>dot-com dot-</i>	<i>dot-commie, dot-com business, dot-snot</i>

Cyberspace Ontology Through English Vocabulary Development

Space dimension:

- Retronymy (Frank Mankiewicz, W. Safire): *real reality vs. virtual reality vs. mixed reality; meatspace vs. cyberspace; Internet vs. Outernet; real reality vs. augment reality;*
- Dimensional augmentation: (vertical :: horizontal) *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, cybersquatting, cyberbalkanization;*
- Ideal vs. Material: *greybar land, black / blue screen of death, data heaven, bitbucket, technopolis / nerdistan / вплив на органи почуття: digital **hangover**, Netlag*

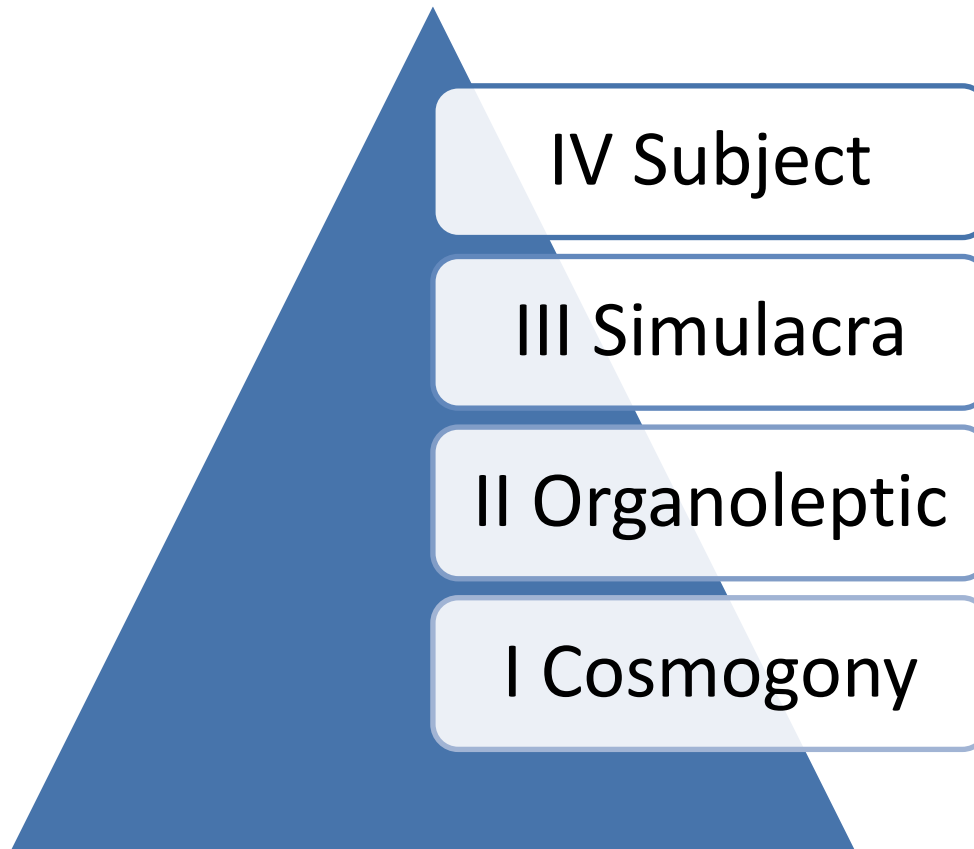
Cyberspace Ontology Through English Vocabulary Development

Time dimension:

- Past vs. Present vs. Future opposition:
yestertech, retroware, Internet time, webisode, new chip, future-proof, singularity;
- Eschatology: *Doomsdate, AI-pocalypse, Y2K :: Y20K, Y2.038K, D10K, TEOTWAWKI (The End Of The World As We Know It);*

Cyberspace Anthropology Through English Vocabulary Development

Anthropic universals pyramid



- **I (information, information processing, data, programming):** *infostructure, information warfare, information pollution, automagically, heavy wizardry, voodoo programming, to wave a dead chicken, line 666*
- **II (sensually perceived objects):** *chip graffiti, 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:

- Gnoseologic evolution: *information food chain, informavore, newbie – knewbie;*
- Knowledge verbalization:
 - explicit - *chief **knowledge** officer, **knowledge** engineer, **knewbie**, **cyber-savvy**, **Net-savvy**, **cyberati**, **digirati** (cyber- / digital- + *literati*);*
 - implicit - *geek, nerd, avatar, freak: (cyber)geek, (techno)nerd, (cyber)guru, geekerati, hackerazzi, computer-junkie, cyber-junkie, data-junkie.*
- Cognitive estrangement:
 - *Internot, neo-Luddite, leadite; 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

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

Thank you for attention!