Tatsiana Shulha

PhD at Yanka Kupala State University of Grodno (Belarus)

tatsianashulha@mail.com

Internet linguistics: vocabulary internationalization and loanwords adaptation

Many linguists have stressed the growing importance of global technological networks in linguistic matters. The purpose of the present paper is to approach this new field of language study – Internet linguistics, or netlinguistics for short (Posteguillo et al. 2009) – from the perspective of lexical borrowing. My aim is to determine the factors involved in language use on the Internet and to characterize the semantics, structure and usage of English and German loanwords in Belarusian internet discourse (2000-2016). Loans which entered the language recently via the Internet are analyzed, as are loans that existed in Belarusian previously (for example, as exoticisms) but only in particular spheres and have now become more common.

The first part of the paper provides a review of relevant works by Russian (Sidorova 2006, Ryzhkov 2010), European (Posteguillo 2009, Dejica 2012) and American linguists (Crystal 2006, Hoffer 2005, Abrams 2010) with a focus on their approach to Internet linguistics and their terminological choices with regard to this field.

The main part of the paper then proceeds to the results of an original study. Using a cognitive, usage-based methodology, (i) loans were collected from websites, (ii) their usage characteristics were analyzed in statistical terms, (iii) their assimilation into Belarusian was documented and (iv) the results were interpreted with a view to the peculiarities of Internet discourse. The data come from queries containing new loans typed by Belarusian internet users over the past three years. On the basis of these data linguistic and extra-linguistic factors are analyzed which influence English and German loanword popularization in modern Belarusian and provide the ways and means of Belarusian vocabulary replenishment. Accordingly, loanwords like *squatting, flame, phishing, flood, Hinterland, Bund, Endspiel, Dekort* and others are analyzed with a focus on their meaning and stylistic-semantic features. A comparison with usage of the same lexemes in the original English and German serves to highlight the characteristics and patterns of adaptation in the borrowing language.

The final part of the paper offers conclusions concerning linguistic changes under the conditions of the Internet age and new technologies of information transmission. The obtained data can serve as a basis for further netlinguistics studies and internet discourse analysis.

References:

Abrams, Rachel (2010). "Experts divided over Internet changes to language." VOANews.

Crystal, David (2006). *Language and the Internet.* Cambridge: Cambridge University Press.

Dejica, Daniel (2012). "New horizons in developing communication students' text-production competence." In: *Social and Behavioral Sciences* 47, 1827-1831.

Posteguillo, Santiago / Esteve, María José / Gea-Valor M. Lluïsa (2009). *The texture of Internet: netlinguistics in progress.* Cambridge: Cambridge Scholars Publishing.

Sidorova, M. (2006). *Internet linguistics: the Russian language.* Interpersonal Communication. Moscow.