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Kalashnykova M.Yu.
teacher of the department of foreign languages,
Zaporizhzhia State Medical University

VERBALIZATION OF THE ONLINE SOCIAL PROCESSES IN THE MODERN ENGLISH LANGUAGE

Summary. The development of social network services became one of the reasons for a new reality formation, which is called virtual reality – VR. The present research is concentrated on the study of the active neology processes based on the online social activity verbalization that are detected in the modern English language. This phenomenon is the evidence of the language supersystem reaction to the out-of-the-ordinary changes that take place in all fields of human activity caused by the new technologies. The article is concentrated on how the new ways and methods of new lexemes formation make the way to refinement on the basis of the study and analysis of the vocabulary proliferation. Important processes of self-regulation and self-organization of the language system are energized with the help of external stimulators that are of value for the modern studies of the English language.

Key words: concept, neologism, culture, society, virtual reality.

In the modern world, the importance of social relations is growing in a sustained way as all social, economic, scientific contacts and even personal relations go through a metamorphosis that human history has never seen before. The effect of the Internet becomes more and more forceful because of the huge mass of information that sometimes causes unpredictable consequences in terms of the global culture.

The urgency of the study is based on global changes that are caused by humanity online activity and the influence on the vocabulary of the modern English language.

The purpose of the present article is to detect and to present specific features of neologisms that reflect the peculiarities of online social processes within the English-speaking community.

The present study aims to analyze the new vocabulary that appears as a result of online social processes in order to determine the main fields of influence on the modern English language.

The subject is based on characteristic aspects of the innovative verbalization of online social processes in the English language. **The object** of the study is the number of neologisms that are used to describe new culture-specific elements of the Internet social processes in the course of the last twenty years.

Special attention to the problem of the development of the neology processes is presented in the works of Zatsnyi Yu. A., Vorobiova M. V., Hatsalova L. B., Shutova M. O. Social processes are analyzed on the basis of researches presented by Talcott Parsons, Fylymonov G. Yu., Tsaturian S. A.

According to the data presented by the United States Department of Commerce over the last thirty years the number of radio audience was up to 50 million, the television audience reached the same number in thirteen years and the Internet community made a breakthrough with the same number of users just in four years [6, с. 16].

Today there is an opinion that the Internet has created a unique ecosystem and this phenomenon was received the name *information ecology*. The definition of this notion is the following: "system of people, specialized processes, values, and corresponding technologies" *[8, с. 13]*. Important processes of self-regulation and self-organization are energized with the help of external stimulators that are of value for the modern studies of any language. It is not surprising that neology has been drawing scientific attention several years and its pace of development is so dynamic, just as its object of study – about 10 000 new words appear

every day [3, c. 15].

Modern scientists state that one of the most productive ways of vocabulary update is the formation of the new notions, in particular, Zatsnyi Yu. A. underlines that "definition of neologisms as the words or word combinations that are produced to describe new (previously unknown) objects or to express new notions is insufficient, as such definition does not comprise all kinds of innovations" [3, c. 25].

In the present study neologisms are defined as the words or word combinations, which appeared in the language during a definite period of time or that were used only one time in a specific text or speech act [4, c. 17]. The "neologism" notion is understood to mean a word or word combination fixed in a memory and used by a definite generation and works as an external process reflection in a language. The actuality of this process lies in the new words maintenance as only important culture-specific elements find their stable place in the body of any language vocabulary. It is also important to underline that the "neologism" notion comprises not only literature innovations but also those vocabulary units that have appeared for special purposes in the nonliterature systems.

Formation of the new vocabulary units is predetermined by various factors and L. Gilber points up the next factors presented by different scientists:

1. denominative (the necessity to mark a new object);

2. stylistic (the necessity for language expressive means);

3. pressure of the language system (formation of potentially possible words on the basis of the existing models) [2, c. 108].

In the contemporary language, neologisms appear on the ground of different principles, and as states Koltsova E. A., the dominating position is given to the principles of linguistic economy appearing as the result of the modern life rhythm, the intensive temp of which allows feeling of constant luck of time [5, c. 605].

Today linguists underline the fact that one of the most productive ways of the vocabulary proliferation is a formation of the new notions and in this context study of the users' online activity gives a chance to detect the role of social networks in the context of the influence on the vocabulary of the modern English language.

Social relations are predetermined by the collectivity form of human life, strong dependence on other people in various fields of activity. Social connection, or interaction, can be defined as human actions that take into account the abilities of other people [7, c. 72].

In the course of study of the online interaction influence on the English language, it was resolved to use the social system structure proposed by Talcott Parsons. According to the sociologist's ideas presented in his works, the social system can be defined as a form of social connections that are created by conditions and processes of social intercommunications between interacting individuals [7, c. 73]. This type of system comprises four basic types of independent components:

- ***values*** – visions of the perfect type of social system of every individual;

- ***norms*** – certain ways (rules) of actions in different situations in particular situations;

- ***collectives*** – groups of people conducting realization of common goal on the basis of values and norms;

- ***roles*** – programs of agreed behavior of people [7, c. 74].

The popularity of the Internet in connection with human activity has provoked a specific and brand-new range of neologisms describing the user: *cyber-citizen*, *cyber-surfer*, *e-surfer*, *intemaut*, *internet jockey, nethead*, *netizen*, *netsurfer*. Cyberspace presents numerous opportunities for the users and people who have received highly professional skills of work inside the boundaries online space today can be called *online-savvies.* Also, virtual reality can include both entertainment and educational purposes, and today we can speak about a great many people who were "raised" in terms of VR, due to this neologism *digital native* has appeared in the vocabulary of the English language.

Extreme enthusiasm connected with the information-seeking around the Internet caused appearance of the two synonyms – *Internetholic* and *netaholic*, and in both cases suffix *-holic* played a major role in the word-formation. There is a type of unhealthy behavior in terms of cyber reality – *cybernating*, and today a person who is seeking divorce from the usual reality can be called *cybernaut*.

The category of the ***value*** orientation in the modern world against the background of Internet popularity has experienced meaningful changes and it has obtained consumer and hedonistic orientation. Internet users can demonstrate their attitude with the help of a simple action – by clicking buttons *like* or *unlike*.

Nonverbal communication, which includes such elements as *emoticons, emojji GIF, smiley*, photo and video contacts, plays a significantly important role as virtual verbal communication does, and this fact predetermines massive attention to the appearance of a person and pampered lifestyle making these parameters the integral part of social values. Neologism *virtual vanity* is a case in point as it demonstrates the dissatisfaction of the Internet user with his or her appearance or background on the photo published on social networking websites, and neologism *idolaria* means a new kind of egomania around the Internet. The word combination *ego surfer* is considered to be a sort of synonym to the previous notion as in this way is called any person who is maniacally *googling* information about his or her personality.

Presentation of luxurious life holds a valuable place among modern social values and one of the most popular demonstrations "tools" is the social network Instagram that helps to present clothes, accessories, food, and this kind of social activity received the name – *Gloatgram* (*gloat+Instagram*). At the same time, *geobragging* notion means the important part of life demonstration, namely the user's *status update* for demonstration of geographical location.

The new notions that help to demonstrate the opposite characteristics of a human in the virtual world are *eye broccoli* and *eye candy*. The first one draws an analogy between healthy but not so delicious vegetable

and the appearance of an unattractive person, and the other one lays stress on the user's attractiveness.

Among the **norms** predetermining social behavior in the online world one of the most essential roles is given to the standardized social behavior, which includes *role functions* and *stereotypes* in social groups. The new notion *drought shaming* is an expression of social disapproval and condemnation resulted from environmental matters such as the national application of water and other natural resources. The element *shaming* took part in the formation of another new notion – *dog shaming,* that proves that not only human beings can be condemned but also our furry friends.

It is known that the online world is a projection of the real one, as a consequence, it is possible to observe the reflection of social **online norms misconduct** in the vocabulary of the modern English language. Word-formative element *cyber-* took part in the formation of the notions connected with violation of the law and *cyber-crime, cyberterrorism, cyber break-in.* Neologism *cyberterrorism* serves as evidence that norms violation thew into sharp relief in the created system. Both amateurs and professionals conduct attacks on users' personal computers, so this kind of crime functioning was named *cyber break-in*, and the lawful response to this activity was the formation of *cybersecurity* and *neurosecurity*. The vocabulary of the modern English language demonstrates the response to this problem with the range of the new terms created on the basis of the element *hacker*: *back-hacking, beehacker, biohacker, chef hacking officer, cracker, hack, hacker watch, hacker-proof,*

Concerning the situation, there was a successful attempt to introduce a new kind of legal control of information spread and usage through the computer networks, namely specialized *cyberpolice* program controlling *cyberactivity* and detecting the illegal activity of *cybercriminals* or *cybercrooks.* The head in such departments is called *cybersecurity czar,* and specialists conducting functions of detectives, computer specialists, and even psychologists are captured by the new notion *cyberprofilers.*

Today tolerance and morality issues are among the burning problems around the Internet, as evidenced by the neologism *cybersleaze* that means propaganda of violence, aggression, and pornography materials spread, and that resulted in ethics response – *cyberethics.*

New trends that appear within the territory of social networks play an important role in the formation of the norm category, and this process is brought into action with the help of *content* spread, which includes such notions as *newsfeed, timeline, notification, post, tag (#), wall.* In this context, the name of the social network Twitter helped in the formation of the new notion *to tweet* – to share online publications in the user's profile, and the notion *twittion (Tweeter+ petition*).

Formation of social norms is influenced by mass media, and in the context of the online world public awareness is supported by publications created both by professionals and common users that form a part of Newsline. At the outset of this phenomenon, such web-pages were called as *weblogs*, but later it was transformed into better-known *blogs*. The formative element *blog-* took part in the formation of a number of new notions: *blogger, blogging business, blogging, blogmaster, blogroll.*

This new format successfully holds users' attention due to laconism and informativity and it is to be noted that the amount of these specific media products is the evidence of the new informational sphere – *blogsphere*, in these circumstances users' mass gathering today is known as *blogswarm (blog + swarm). The influence of the online world processes is so strong that even modern literature is experiencing this powerful impact. The new notion blog book describes an Internet book that consists of many Internet publications.*

The new form of Internet social communication is quite popular among celebrities, so publications created by famous figures today are called blogebrities and these blogs are referred to as *celeblogs*. Neologism *blogger* represents users creating such kind of posts and this new notion took part in the formation of the new norm of behavior – *blogstitute (blog + prostitute).*

Special attention is to be given to the Internet publications that have a strong impact on the population to create specific norms. In this context neologism blogsploitation (blog + exploitation) demonstrates a shell game of political forces in terms of Internet journals and politicians taking into consideration social online processes are called *poliblogger (politician + blogger).* Concentration of users on disinformation issues by means of the Internet received the name *blogspiracy (blog + log) + conspiracy)* and influential blogs that are supported by big corporations and are posted under the name of a definite single person are known as *flog (fake + blog).*

Another type of *blogging* in the format of video publications, namely *vlog*, has gained huge popularity around the Internet and today it includes a diverse range of subgenres: *beauty blog/vlog, cover blog/vlog, emigrant/travel blog/vlog, fitness/sport blog/vlog, (friends/me) listen to foreign music/try foreign food, hating, lifestyle, poop blog/vlog / virus video, prank, reality show, sketch show, stream, tag, top, unboxing, webseries.*

As the present study is concentrated on the arising norms, it is important to mention the impact of the online processes on the status of the modern English language. Combination of the words *web* and *English* provoked the appearance of the neologism *Weblish* – the language that is used during different kinds of communication provided by modern technologies. The neologism *Internet slang* has a range of synonyms: *chatspeak, cyber-slang, Internet language, Internet shorthand, netspeak, webspeak,* and it should be mentioned that this new notion took its rightful place in the online world as a part of the modern language norm.

The introduction of strenuous supporters of traditional norms in the language was marked with the notion *Grammar Nazi,* in these circumstances users taking this **role** can be marked with the synonymous notion *Guerrilla proofreaders.*

Formation of **collectives** around the Internet – groups of people characterized by the realization of common goals based on **values** and **norms**, becomes

possible in the first instance due to social networks. The word community helped to produce new synonymic notions: *internet community, online community, virtual community*, *web community*. This way of interaction helps many people to find like-minded fellows (*virtual friends)* and to keep terms just in the online world. The synonym to the abovementioned kind of communication is *family of invisible friends.*

These **collectives** communicate through *on-line chats (chat forums, chat rooms, chat sessions, live chats), on-line forums, social networks*. Also, users become a part of on-line communities by means of *blogs, on-line video games, streams*.

An example of online community is the online platform Facebook. In this context, the word *Facebook* worked as a creative element and helped to form the range of neologisms: *Facebook community, Facebook effect, Facebook mommy, Facebook stalking.*

Various tools for the formation and interacting processes in terms of online collectives are presented by different social networks and include such notions: *block/ban, direct message/DM, follow, message, profile, retweet, tweet, unfollow.*

One of the essential communication factors in terms of online communities is *posting* materials with special signs – hashtags, which help to sort presented information into categories and optimize Internet searching. Hashtags take an active part in the formation of neologisms, for instance, posts created by loving mothers include such examples: *#mybaby, #lovemychildren, #childrenmylife, #myhappines, #goodtimes.*

It must be acknowledged that in the world of Internet people have **social roles** – programs of coordinated behavior. Among the most influential factors that can predetermine role formation are: social, genetic predisposition, cultural, and situational.

Groups of active users with bloated self-importance and insufficient knowledge today are called *pancake people*. In the creation of the synonym to this notion took part the name of the Internet encyclopedia *Wikipedia,* so *wikiot (Wiki + idiot)* is a person constantly presenting facts from the abovementioned source. Additionally, the modern vocabulary of the English language was developed with another notion with a negative connotation – *noob*, which represents the role of a young and inexperienced user.

The new less abusive term is *nerd*, which is popular both in the virtual and the real world as it describes a pretty smart and unsocialized person. Quite often such users belong to the *textrovert (text + introvert*) category – people preferring to communicate via text messages.

The problem of psychological pressure in social networks is known today as *trolling*, however, this notion was used in the fishing industry starting from 1600 and it changed its meaning in favor of modern processes. According to other sources, this notion originates to the Scandinavian mythology, so aggressive people fulfilling the role of abuser around the Internet are called *trolls*. The Internet world the hyperbolized role of defenders of the weak, and the evidence is the new notion *Internet White Knight.*

Special attention is to be given to the online romantic relationship. With the help of abbreviation, the new term *pick-up artist* was transformed into *PUA,* and it describes modern professionals in the seduction both female and male users. The adjective *sugar* is a characteristic of a young attractive woman entering into online relations with adult males. The inability to begin a relationship in the real world is often connected with the *Tinderella* syndrome *(*online application *Tinder + Cinderella)*. These timely notions quite often stimulate both male and female users to play the role of victim.

Today the online social processes are developing according to the real-world social system structure. The modern English language is experiencing a strong impact caused by the online activity as evidenced by active vocabulary updates. The present study detected the most influential elements *blog-, cyber-, online-, web-.*

According to the present study, the process of the English vocabulary update is conducted with the use of root words (*hacking, hacker*), stem composition (*blogswarm, cyberprofiler, Tinderella, twittion, #lovemychildren*), existing terms reassessing (*troll, shorthand*).

It should be noted that the online social processes go through traditional parameters of the social system structure presented by Talcott Parsons – values, norms, collectives, roles engaging definite components. Online social values include life-purpose aspects and social esteem in a greater degree (*virtual vanity, Gloatgram, ego surfer*); social norms are concentrated on morals, disturbance and reservation of users' rights (*cyberterrorism, dog shaming, neurosecurity*); formation of online collectives is predetermined mostly by computer applications and virtual trends (*Facebook mommy, online forums, social networks*); online social roles depend on overall knowledge and users' intentions (*Internet White Knight, nerd, pick-up artist*).

The perspectives of the linguistic approach to the research of online processes are promising as the vocabulary of the modern English language is experiencing a huge impact. The study of permanently appearing neologisms helps to underline the most essential social processes requiring special attention.

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Kost S.A.,
Ph.D. in Philology
Professor, Head of the Department of Ukrainian Press
Ivan Franko National University of Lviv
Slotiuk T. V.
Candidate of Sciences in Social Communications,
Associate Professor of Ukrainian Press
Ivan Franko National University of Lviv

UKRAINIAN ISSUE ON THE PAGES OF THE MAGAZINE «SPRAWY NARODOWOŚCIOWE» (1927–1929)

Кость С. А.
кандидат філологічних наук, професор,
завідувач кафедри української преси,
Львівський національний університет імені Івана Франка
https://orcid.org/0000-0001-6566-5503
Слотюк Т.В.
кандидат наук із соціальних комунікацій,
доцент кафедри української преси
Львівський національний університет імені Івана Франка
https://orcid.org/0000-0001-8883-4154

УКРАЇНСЬКЕ ПИТАННЯ НА СТОРІНКАХ ЖУРНАЛУ «SPRAWY NARODOWOŚCIOWE» (1927–1929 РР.)

Summary. The article clarifies the features of the coverage of Ukrainian issue on the pages of the magazine «Sprawy Narodowościowe» (Warsaw, 1927–1929). According to the author, Ukrainian discourse was very important. This topic was raised by famous figures and publicists (L. Vasilevsky, M. Kovalevsky, M. Felinsky). The editors of the magazine understood the importance of the national issue in Europe and Poland in the interwar period and covered the Ukrainian question impartially, tendentiously, but from the Polish state position.

Анотація. У статті з'ясовано особливості висвітлення українського питання на сторінках журналу «Sprawy Narodowościowe» (Варшава, 1927–1929). На думку автора, український дискурс був дуже важливим. Цю тему порушували відомі діячі і публіцисти (Л. Василевський, М. Ковалевський, М. Фелінський). Редакція журналу розуміла значення національного питання в Європі та Польщі міжвоєнної доби і висвітлювала українське питання безсторонньо, нетенденційно, але з польських державних позицій.

Key words: "Sprawy Narodowościowe", interwar Poland, Ukrainian issue, history of Polish-Ukrainian relations.

Ключові слова: «Sprawy Narodowościowe», міжвоєнна Польща, українське питання, історія польсько-українських взаємин.

Постановка проблеми. Після відновлення державності 11 листопада 1918 року одним із головних завдань, яке стояло перед Польщею, було розв'язання національного питання. І. Г. Дильонгова зазначає: «Національна демократія домінувала з польського боку на мирних переговорах, що велись у Мінську і Ризі. Вона не бажала кордону, що заходив би далеко на схід, бо вважала, що Польща не асимілює тамтешнє населення. Тому відбувся поділ Білорусі та України на польську і радянську частини. Ризький мир (18 березня 1921 р.) закреслив федеративну ідею Пілсудського» [1, с. 112]. Проте і такий крок не призвів до миру і безконфліктності у національних взаєминах.

Аналіз попередніх досліджень. Г. Дильонгова й інші вчені, що досліджували національне питання у Польщі міжвоєнної доби (Т. Пйотркєвіч [12], Н. Девіс [3], З. Запоровський [18], В. Міх [8]) вважають, що питання національних меншин до кінця Другої республіки розв'язане не було. Зрештою, не можна стверджувати, що і держава, і