

МОВОЗНАВСТВО. ЛІТЕРАТУРОЗНАВСТВО

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DOI <https://doi.org/10.24919/2308-4863/75-2-20>**Olena KOVALOVA,***orcid.org/0000-0003-1414-776X**Senior Lecturer at the Filology and Translation Department**National Kyiv University of Technology and Design**(Kyiv, Ukraine) moca4ino@ukr.net***CLASSIFICATION OF NEOLOGISMS IN SOCIAL NETWORKS
AND METHODS OF THEIR TRANSLATION**

The language of the modern Internet is still understudied. During the last two decades, the lexical system of the English language has constantly been undergoing changes associated with the rapid development and spread of social networks, blogs, tweets. New lexemes emerge all the time and social media platforms are one of the main sources of this process. The article is aimed at studying the new words and word-combinations, called neologisms, which extensively appear in social media text. Continuous emergence of new lexemes creates the necessity to search into their origin and need for classifying them according to ways of their formation. Furthermore, translators into other languages often have difficulty expressing neologisms of this kind. For this reason, the topic of the article is actual today. Therefore, in the article, the most frequent new words that might be seen on such popular social media platforms as Youtube, Twitter, Facebook and Instagram are revealed and classified according to their formation and origin. The article also suggests the most common methods of translating neologisms into other languages. Study of the peculiarities of the translating the terms of the English social networks terminological system is caused by the fact that they function in almost all spheres of social and economic life of society, therefore they need adequate translation into Ukrainian. The results are based on studying the most popular social media sites as well as overviews of the works of the leading scientists in the linguistic field. As a result of the research, ways of translating neologisms in social networks were revealed and classified, such as: transliteration, transcription, adaptive transcoding, creation of neologisms in the translation language, functional substitution, descriptive translation, semantic explication, zero transcoding, omission, tracing, analog translation and giving a common word another meaning.

Key words: *neologisms, social network text, translation of neologisms, classification of neologisms in social media, methods of translation.*

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ТА СПОСОБИ ЇХ ПЕРЕКЛАДУ**

Мова сучасного Інтернету все ще знаходиться в процесі вивчення. Протягом останніх двох десятиліть лексична система англійської мови постійно зазнає змін, пов'язаних зі швидким розвитком і поширенням соціальних мереж, блогів, твітів. Постійно з'являються нові лексеми, і платформи соціальних мереж є одним із головних джерел цього процесу. Стаття спрямована на вивчення нових слів і словосполучень, які називаються неологізмами, які широко зустрічаються в тексті соціальних мереж. Постійна поява нових лексем породжує необхідність пошуку їх походження та класифікації за способами утворення. Крім того, перекладачі на інші мови часто відчують труднощі з вираженням неологізмів такого роду. З цієї причини тема статті актуальна на сьогодні. Тому в статті розкриваються та класифікуються за утворенням і походженням найпоширеніші нові слова, які можна зустріти на таких популярних соціальних мережах, як Youtube, Twitter, Facebook та Instagram. У статті також запропоновано найпоширеніші способи перекладу неологізмів іншими мовами. Дослідження особливостей перекладу термінів англомовної термінологічної системи соціальних мереж зумовлене тим, що вони функціонують майже в усіх сферах соціально-економічного життя суспільства, тому потребують адекватного перекладу українською мовою. Результати базуються на вивченні найпопулярніших соціальних мереж, а також на огляді праць провідних учених у галузі лінгвістики. У результаті дослідження виявлено та класифіковано способи перекладу неологізмів у соціальних мережах, такі як: транслітерація, транскрипція, адаптивне транскодування, створення неологізмів у мові перекладу,

функціональна заміна, описовий переклад, семантична експлікація, нульове транскодування, опущення, калькування, аналоговий переклад і надання слову іншого значення.

Ключові слова: *неологізми, текст соціальної мережі, переклад неологізмів, класифікація неологізмів у соціальних медіа, способи перекладу.*

Statement of the problem. At the beginning of their existence, social networks were purely a tool for entertainment and communication between friends or acquaintances. However, in recent years, social networks have simply «exploded»: according to the annual report Global Digital 2021, more than half of the entire population of the planet uses social networks. (Kemp, 2021) Nowadays, social networks are both a political tool and a platform for conducting business, it is an information portal, a place where you can freely express your opinions and communicate with like-minded people.

Cases when we find an article about a new story of a famous personality on the English-language BBC news site or the Ukrainian-language TSN in the news feed are not isolated. Mass media often cover news, relying on social networks as a reliable primary source. Accordingly, posts in social networks as an integral part of news of this kind require translation. At most, social networks themselves, such as Instagram, introduce automatic text translation in order to increase the number of users and their activity. For the most part, such a translation looks rather clumsy, because the language of social networks causes significant difficulties in the translation process, which is connected with the use of social network slang: neologisms, abbreviations and occasionalisms.

When creating content, bloggers search for:

1) getting as many followers as possible to gain their authority, 2) transferring new knowledge and informing about one's own position, 3) encouraging the user to take certain actions (especially commercial ones), 4) creating a certain mood or causing emotional state, etc. In this connection, the blogger takes a creative approach to writing the text and often creates new words – occasionalisms – to attract attention and create the effect of novelty.

In lexicological research, a prominent place has always been mostly devoted to the study of neologisms as units that actively replenish the vocabulary of the language, while the role of occasionalisms has been eliminated for a long time. Such a tendency is not unfounded: it is traditionally believed that the use of occasionalisms is limited to only one case, it is, as a rule, “a maximally short-lived neoplasm” was created to fill a lexical gap in the language.

However, during the last decade, the approach to the interpretation of the nature of neologisms has fundamentally changed. Thus, V. Guz puts forward and

proves the hypothesis that (in 80% of cases) neologisms are not actually deviant, they do not depend on the context and can be lexicalized (Guz, 2012), which gives reason to talk about their multifunctionality and reproducibility. Accordingly, such words are found more and more often, especially in the era of postmodernism, which is characterized by the search for innovative forms of expression of thought and language play. This problem is gaining relevance in translation studies, especially from the standpoint of translatability and untranslatability.

Purpose of the article. The article is aimed at studying the new words and word-combinations, called neologisms, which extensively appear in social media text. Continuous emergence of new lexemes creates the necessity to search into their origin and need for classifying them according to ways of their formation. Furthermore, translators into other languages often have difficulty expressing neologisms of this kind. For this reason, **the topic of the article is actual today.**

The purpose of research is to analyze the peculiarities of the translation of English neologisms derived from the names of social networks in the Ukrainian language.

Achieving the set goal involves solving the following tasks:

- 1) find out what a «neologism» is and the typological principles of classification neologisms;
- 2) identify the peculiarities of communication in social networks;
- 3) determine the word-forming mechanisms involved in the formation of neologisms;
- 4) to investigate the peculiarities of the translation of neologisms derived from social networks;
- 5) on the basis of the conducted research, single out the most effective ones methods of translation.

During the last two decades, the lexical system of the English language is constantly undergoing changes associated with the rapid development and spread of social networks, blogs, tweets, publications in the era of transition to virtual communication. With their help, users of the global Internet can communicate and share information on conditions of anonymity and equality. Evidence of these changes in the language is the appearance of neologisms – words or compounds, used in a language in a certain period

to denote a new or already existing one concepts in a new meaning that native speakers understand and reflect their way of life and thinking.

The most popular online platform is YouTube, which appeared in 2005 and provides video hosting services. Such popularity was reflected in the lexical composition of the English language, neologisms are recorded: youtube-it (advise someone to watch a video on Youtube), youtube moment (an unpleasant feeling caused by the absence of a camera at the necessary time moment), Youtube D. J. (a user who plays music on Youtube to entertain audience).

Facebook, which has grown in interest significantly over the past five years, remains one of the most popular social networks among adults in the world, in particular in the USA. This is demonstrated by the tendency to create new lexical units on such as: Facebook «friends» (contacts on Facebook), Facebook Official (messages about your family status in the profile), Facebook rape (writing offensive or mocking information in someone else's profile, when the user forgets to log out of it). Adults under 30 prefer Instagram, Snapchat and TikTok. Thanks to such popularity, a number of lexical items have been recorded in the language neoplasms: Instagramable (a post worth publishing), Instagram spite (deletion following and liking him from his Instagram profile as revenge for him ending it follow your posts), Snapcheat (sending personal photos to many friends on Snapchat, with each friend believing the photo was addressed to him), Snapchat Relationship (relationships of people that involve sharing Snapchat messages and one-on-one meetings without strings attached), TikTok Addicts (fans who spend hours studying TikTok trends), TikTok crush (a popular tiktoker that users fall in love with). So, social boundaries create a space in which a person can satisfy your needs in the most complete way, as required by the present cycling society The Internet has made it possible to provide interpersonal, often casual contacts.

Analysis of research. The language of the modern Internet is still understudied: some scientists consider it «pseudo-gender», others consider it to be under the creative influence of the youth subculture. The interpretation of modern English-language computer discourse was studied by such scientists as R. Makhachashvili, M. Bowens, M. Quignon and others. We claim that the study of modern English-language social networks is its main feature. Characteristic for them is the appearance of a large amount of non-equivalent vocabulary, which is researched by Yu. Zatsny, I. Biskub, O. Chirvony and others. Also, the analysis of the latest scientific works proves that the work of domestic and foreign scientists is devoted to the problem of creation

and translation of terminological vocabulary, in particular: O. Bilodid, L. Bilozerska, O. Vakulenko, A. Dyakova, V. Karabana, T. Kyvak, I Koruntsia, Z. Kudelko, G. Orlova, E. Skorokhodko, F. Tsitkina and other scientists.

Presentation of the main material. Despite the prejudiced attitude of linguists of the XVIII century to such a phenomenon as the neologization of the language (it was believed that neologisms «spoil» the national language), replenishment of the vocabulary is a historically inevitable process, necessary so that at each stage of its development the language could meet the needs of society both in communication and in the consolidation of results knowledge of reality, in the development and enrichment of the people's culture.

In linguistics, the concept of «neologism» (from Greek νέος «new» and λόγος «word»), has a long tradition, but its analysis remains quite controversial. The term «neologism» in the English language was first officially recorded in 1772. But the English version of this term was not new, because France, Italy and Germany already had their counterparts.

The word «neologism» first appeared in 1735 in French («néologisme»), from where it was borrowed into English in the sense «the use or habit of using new words, innovations in language, and a new word or expression.» Since that time, the concept of «neologism» has been used in linguistic literature to refer to new words in various languages.

There are several traditional classifications of neologisms. This is the distribution of neologisms according to the method of their formation and stylistic color. And some also rely on features characteristic only of these linguistic units.

Four types of classification of neologisms are usually distinguished:

I. By type of language unit:

1) neolexems – new words that are the result of borrowing;

2) neophrases – new, stable combinations of words with idiomatic semantics;

3) neosemmes – new meanings of old words.

II. According to the degree of novelty of the language unit:

1) absolute neologisms (strong) – words that were previously absent in the language;

2) relative neologisms (weak) – fundamentally not new words, that is, lexical units that once existed, but at the present stage appear in a different meaning. This also includes the so-called «internal borrowings», which are a redistribution in types and genres of broadcasting.

III. According to the type of signified reality, they denote:

- 1) new reality;
- 2) old reality;
- 3) updated reality;
- 4) dying reality;
- 5) non-existent (hypothetical) reality.

IV. According to the method of formation:

- 1) borrowed (divided into external and internal borrowing);
- 2) word-formative (formed according to word-formative models);
- 3) semantic (new meanings of lexical units).

Thus, the classification of neologisms can be based on different features. According to the linguistic unit, neologisms are divided into: neolexems, neophrases and neosemems. According to the degree of novelty, neoplasms are divided into absolute and relative, according to the type of marked reality: new, old reality. According to the method of formation, neologisms are divided into: borrowed, word-forming and semantic.

Since the advent of the Internet, it is not a secret for anyone that it has not only technical functions of fast data transfer, but also communicative ones – for virtual communication. Therefore, social networks are an integral part of our modern life. When studying the terminological system of social networks, it is worth paying attention to the following number of features:

– the process of analyzing the language of social networks is complicated by the diversity and ambiguity of terminology (professionalisms, jargonisms, argotisms, slangisms);

– the terminology of social networks in its functioning and wording is subject to the laws of the Ukrainian language. In particular, the most common ways of word formation are affixal, affixless, as well as lexical-semantic;

– the vocabulary of social networks is characterized by the use of language games and means of language expression;

– the reasons for borrowing from the English language are due to the development of computer technologies in English-speaking countries, namely in the United States of America (hereinafter – the USA);

– the translation of the terminology of social networks takes place in different ways.

The main characteristic features of social networks can be considered to be the realization of the tendency to talkativeness, the main features of which are spontaneity, informality, dialogicity, situational attachment, the tendency to brevity and expressiveness, as a result of which the use of linguistic elements of informal communication. It is

the peculiar dialogic nature that allows the author of the post to be sure in advance of receiving the answer he needs from the addressee. This dialogic nature of electronic messages determines their informal organization, which imitates a conversation. To compensate for the lack of verbal means of expressing emotions, emoticons and various animation effects proposed by the interface developers are used.

Social networks represent a space of virtual communication and are a mechanism of network transmission of information with such characteristic features as the multi-layeredness of communicative and meta-communicative acts, with the blurring of boundaries between the type of expressions and communicative actions and the active mechanism of transforming author's expressions into general Internet memes.

An important way of communication in social networks is the exchange of links. Instead of telling something to your opponent, it is enough to simply send him a link to the site or post in the social network where it is said. A feature of social networks is that the information content is unstructured, discussions arise spontaneously.

As for the language design of Twitter, a study conducted by S.Herring and K.Honeycutt showed that English-language tweets account for up to 70% of the total volume of tweet correspondence, followed by tweets in Japanese (approximately 27%), followed by tweets in Spanish (about 18%). A study of social networks and communication in them, conducted by various sociological groups, showed that only 7% of users leave messages (news, statuses) in Ukrainian on the Ukrainian-language versions of well-known social networks (Twitter, Facebook). Most often, Ukrainian-speaking communities are communities of Ukrainian companies, mass media (hereinafter referred to as mass media), political or public organizations, blogs and websites of cities (which have their own page in social networks), etc. Most of the information in them is presented in Ukrainian literary language.

As for the structural and semantic features of the studied vocabulary, the most productive are six types of morphological word formation in the vocabulary of English-speaking social networks: 1) affixation (scanner, encoder, formatter); word formation: N + N (splash-screen); Adj. + N (open-source system); N + Adj (user-friendly); N + V-ed (cross-linked); N + V-ed (cross-linked); conversion (to backspace, to alttab); telescoping (Facecrook (Facebook + crook, twitterverse (Twitter + universe); abbreviation (AFAIK – as far as I know); assigning one more meaning.

In such cases, the following basic translation methods can be used: transcoding (transliteration, transcription, mixed transcoding, adapted transcoding), tracing, equivalent translation, and descriptive translation.

Transcoding – the sound and/or graphic form of the word of the source language is transmitted by means of the alphabet of the translation language. Transcoding of neologisms occurs in translation when the culture, in particular in science, of the country of the language of translation lacks a corresponding concept and a corresponding translation equivalent, and the translator cannot find a word or words in the language of translation that would adequately convey the meaning of the concept and correspond requirements for term formation. Transcoding of terms is especially often observed when the term in the translation language consists of international term elements of Latin or ancient Greek origin. Transcoding is divided into four subtypes: transliteration, transcription, mixed transcoding, adapted transcoding. Transliteration: commutator – комутатор; processor – процесор; operator – оператор; monitor – монітор; printer – принтер; indicator – індикатор; buffer – буфер; portal – портал; server – сервер; laser – лазер; multimedia – мультимедія; decoder – декодер; port – порт; scanner – сканер. It is necessary to note some peculiarities in the translation of these words-terms, namely:

1) the doubling of consonants between vowels is not transmitted, as, for example, in the word «commutator»;

2) the letter r at the end is usually transmitted, regardless of whether it is pronounced in the source word, for example, «monitor».

Transcription: tuner – тюнер; browser – браузер; site – сайт; provider – провайдер; cluster – кластер; display – дисплей; user – юзер; driver – драйвер; cartridge – картридж; computer – комп'ютер. This way of translation is characterized by such a feature in Ukrainian translation as the transfer of the letter r in any case, for example, driver.

Mixed transcoding: on-line – онлайн; interface – інтерфейс; organizer – органайзер; device – девайс; chat – чат.

Adapted transcoding: profile – профіль; matrix – матриця; domain – домен; command – команда; card – карта; menu – меню. This type of translation is characterized by the following features: 1) the use in the Ukrainian language of softening at the end of the word, which is absent in the English word, for example, «module»;

2) the presence of a generic ending in the translation language, for example, «modification»; 3) doubling

of consonants between vowels is not transmitted in the Ukrainian language (Chernovaty, 2013).

The method of transliteration or transcription should be used as carefully as possible during translation, because it leads both to the loss of the value of the word in the target language and to the presence of several translations of the same word in the language, which is undesirable.

The use of transcoding is illustrated by the following example:

– iCrime – theft of a personal device, in particular an iPod or an iPhone.

The following example cannot be considered translated only by transcription. Only the first part of the word is transcribed, and the second is translated using a dictionary equivalent:

– Twintern (Twitter + intern) (trans. tweet- intern) – an intern is hired to monitor and leave messages about companies on social media pages.

So, as we can see, transcoding, namely transliteration and transcription, is a possible way of translating lexical elements of English-speaking social networks. However, sometimes this method of translation is combined with others (dictionary equivalent, descriptive translation, etc.).

Tracing is a translation method that is most often used when translating equivalent concepts in two languages or to name a concept that has recently appeared in the language. Such method, mostly equivalent vocabulary is translated.

Tracing can be seen in the following examples:

– Shelfie (shelf + selfie) (trans. фото полиці) – a photo of one or more shelves, usually book shelves, belonging to the photographer;

– Rity friend (trans. друг через жалісливість) – on a social network site, a person whose friendship request you accepted out of pity;

– JOMO (joy of missing out) (transl. радість пропустити щось) – satisfaction from the fact that you no longer worry about what others say or do.

Calculating was used in the translation of such terminological phrases as: PC – Personal Computer (персональний комп'ютер), e-mail (електронна пошта), e-cash (електронна валюта), e-data (електронні дані).

Tracing is justified during the translation of terminological phrases when the constituent elements of these phrases have already taken their place in the terminological system of the language of translation and are available for the understanding of specialists. When the word combination consists of terms that have not yet come into use in some field of science or technology in the language of translation and require their own interpretation, explication is used.

Explication (descriptive translation) is a lexical-grammatical transformation, during which a lexical unit of the original language is replaced by a word combination that gives an explanation or definition of a certain unit.

Explication is an extremely productive means of translation, since the rapid development of the field of information technologies does not allow many terms to find their equivalents in a timely manner and take root in the translation language. With the help of explication, multi-component terminological phrases are translated, such as, for example: VR – віртуальна реальність (a world artificially created with the help of computer technology) (Maslova, 2020).

Next, we will give examples of descriptive translation:

Sharent (share + parent) – один з батьків, який публікує забагато інформації про свою дитину;

– Ungoogable (translated as unsearchable) – людина, про яку немає інформації на пошуковиках, таких як Google.

The advantage of tracing over explication is that the explication is verbose, and for tracing, each element of the phrase in the original language corresponds to one element of the phrase in the translated language, therefore, the principle of saving linguistic means is realized. Sometimes explication works in conjunction with tracing, for example: EISA (Extended Industry Standard Architecture) – розширена промислова стандартна архітектура. Lexical units of the Ukrainian language, like English, develop new meanings to indicate new concepts and objects.

Equivalent translation – the meaning of an English word fully corresponds to the meaning of one Ukrainian word. This type of translation is quite common in the translation of English computer terms, although there are not too many equivalent words in this field in the Ukrainian language. We can give the following examples of equivalent translation: message – повідомлення; mode – режим; screen – екран; network – мережа; error – помилка; lock – блокування.

Typical mistakes during translation are the following: omitting real neologisms, replacing one with another, commenting on non-essential signs. The most commonly used methods of translation are: transliteration (transcription), tracing, descriptive and explanatory approximate translation. None of the methods of transferring foreign language neoplasms is perfect and does not provide an absolutely adequate translation. The peculiarities of the translation of each new word depend on the type of words it belongs to (terms, names, abbreviations, synonyms for words that already have equivalents in the Ukrainian

language, etc.). During the transmission of neologisms – personal names, an important role is played by the context, which is an adequate background for their understanding and memorization.

Conclusion. Social networks and the Internet have an extremely large impact on vocabulary system of the English language. Today, the most popular social networks in the world are Twitter, Facebook, LinkedIn, Whatsapp, Instagram, Pinterest. Precisely with their appearance, formation of neologisms is connected – new words, linguistic innovations, lexical-grammatical features that appear in the language, are evidence of its life and development, striving to express all the wealth of human knowledge, the progress of civilization.

There are several traditional classifications of neologisms. This is a distribution

neologisms according to the method of their formation and stylistic colour. And some others and is based on features characteristic only of these language units.

Morphological methods of word formation are characterized by high word formation activity. Special emphasis should be placed on the productivity of such a process as affixation. Among the types of affixal word formation, suffixal and the prefix is the most used; the suffix-prefix method is less productive, which is connected with the complexity of the formation of such neologisms way, since neologisms on the Internet are characterized by characteristic a simplified version of the formation of verbal structures.

The emergence of new vocabulary in modern English is an active process supplementing her vocabulary. And since neologisms cover practically all spheres of life, it is necessary to understand how these lexical ones should be translated units in the Ukrainian language.

As a result of analysis of theoretical and factual material, it was discovered the following ways of translating English neologisms: transcoding (transcription, transliteration, adaptive and mixed transcoding), tracing, descriptive translation. There are also additional types of transmission neologisms for a more perfect translation. This is a method of direct inclusion and approximate translation.

In the course of the study, more than 100 neologisms derived from social networks Twitter, Facebook, Linked In, Whatsapp, Instagram, Pinterest, for using the method of continuous sampling from specialized foreign Internet sources.

As a result, it was found that the most common methods of translation English neologisms derived from social networks in the Ukrainian language are: transliteration (28%), translation with the help of

direct inclusion (19%) and descriptive method of translation (31%).

The main criteria that must be taken into account by the translator when searching for correspondence

to English neologisms in the Ukrainian language, there is brevity and unambiguous interpretation.

The version proposed by the translator should be understandable for the recipient.

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