

Title: Semantic Change of Words in the Virtual Communication

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Topical Importance: The need to define and systematize semantic innovations and their frequent mechanisms in the virtual communication as an influential means of forming the new language reality of today; the need to learn the modern day English language and its relevant word senses in the context of the world information globalization.

Goal: to analyze the problem of semantic change of words in the virtual communication and to define its role in the evolution of the lexical and semantic systems of the English language and the linguistic view of the world.

Tasks:

- 1) to identify the linguistic status of semantic neologisms;
- 2) to investigate terminological, functional and classification problems of semantic neologisms;
- 3) to define the role of semantic change processes in the substantial dynamics of the English language and the reflection of the linguistic view of the world;
- 4) to analyze semantic change of words as a way of enlarging the Internet vocabulary;
- 5) to reveal the types of semantic change in the virtual communication;
- 6) to investigate the cognitive aspects of semantic change of words.

Theoretical value is that its results contribute to the research of word semantics in the English language; the work contains real-time data to be integrated into the development of modern neology. The work demonstrates the correlation between semantic neologisms frequency and the factors influencing the English language change and evolution.

Practical applicability: the collected data can be applied in Lexicography, creation and modification of dictionaries and glossaries of neologisms. The results obtained in the study can be used in the practice of teaching the modern English language and when studying English in courses and seminars on vocabulary and cross-cultural communication.

Results: the study provides new empirical information with regards to semantic change and creativity within the virtual communication texts, and provides grounding for the frequency of this type of new words. The conclusion that semantic neologisms used in online communication play an important role in the evolution of the lexical and semantic systems of the English language and the linguistic view of the world is interesting and compelling. The study affirms the hypothesis that the spread of Internet and social media communication has accelerated the semantic change processes in the English language.

Implementation advice: This work has implications further afield than on-line social network analysis, with it having potential value in more profound study of neologisms and the field of semantics. The results of the current research can be

used while writing research papers, in the courses on lexicology and cross-cultural communication. The materials of this work provide the basis for further investigating of the dynamics of semantic innovations and how Internet English has affected Standard English use.