Internet Linguistics: Vocabulary Internationalization and Loanwords Adaptation

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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.Internet linguistics or netlinguistics is a new branch of linguistics and a comprehensive linguistic basis that reflects the usage and change of a language in the internet.Language is a material that communicates through emails, blogs and SMS. And language, as always, is changing in order to meet the demand of the virtual world.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 becomemore common.

The first part of the paper provides a review of relevant works by by Belarusian (Belova 2015, Maslenikava 2015), European (Dejica 2012, Santiago Posteguillo 2009) and American linguists (Silvester Ron Simango 2010, 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 analyzedin 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 providethe ways and means of Belarusian vocabulary

replenishment. Using the programs Wordstat and AdWords – counting programs in search engines Yandex and Google I was able to trace the statistical characteristics of queries containing new loans typed by Belarusian internet users over the past two years. The analysis of such queries helps to evaluate the frequency of the latest loans use by Belarusian internet users. And it covers a large part of the Belarusian society. For example, the number of internet users on January 1, 2016 was more than 8 million. The total global network was 85% according to Belarusian Statistics.

The study analyses changes in indicators over time is their dynamics. Dynamics is one of the important tasks of statistics. This problem is solved by analysing time series. For example, in the study I analysed the data of March 1, 2014 - March 1, 2015 - March 1, 2016. Such an analysis allows to determine that over the last 2 years many of new loans were used 2-2.5 times more often.These statistical methods helped to make it evident that newly borrowed words get fast popularization. One of the tendencies of the language development is that ofincreasing the process of borrowing and internationalization.

The material is taken mainly from News Sites in Belarusian on the one hand and English and German websites on the other hand.Accordingly, loanwords like *squatting, flame, phishing, flood, Hinterland, Bund, Endspiel, Dekort*and others are analyzed with a focus ontheir 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.

On the basis of the analyzed texts in Belarusian-language websites I came to the conclusion that international words have their particular functions in the language. Foreign words are highly communicative –they can serve for thetactics of informing, self-presentation, making interested in the information they convey, attracting attention of the reader or listener, and in certain cases, foreign words can be used for manipulation and creating an artificial reality. On the other hand, reasonable usage of borrowings is not harmful for the native language in general, and they help to improve it.

The research of the loanwords adaptation principles revealed the fact that, as a rule, the lexical borrowing comes to Belarusian as an English or German inclusion (*download, ICQ, browser, bluetouth, photoshop, etc.*). Then it changes in a transliterated or transcriptedword (download, Online, Software, hard drive, etc.).These words pass adaptation (phonetic, spelling, grammatical, lexical and semantic). Then an English or German loanword fixes in the Belarusian Internet discourse. Moreover, the time frame of this process is getting more and more reduced.

Passing the adaptation processes in the Belarusian language, a foreign word which originally entered as a term is subject to the process of determinologization. It is getting transformed into a jargon word, and

in some cases becomes a slang word. As a result, some English borrowings are no longer computer terms but common words.

Recently borrowed words pass quickly the adaptation process and get the characteristics of the Belarusian language. Graphical adoption is generally going in two steps: the transfer of the Latin into Cyrillic writing, and the further spelling changes in accordance with the norms of the Belarusian language.

Grammatical assimilation of English and German words is associated with the categories of gender and number for nouns and adjectives; conjugations for verbs. As a rule, borrowings acquire grammatical categories of the Belarusian language, regardless the presence or absence of them in the donor-language, and lose their original grammatical meaning.

This study is ongoing. And once the project is completed the results will provide a detailed comparison of the loans usage in their new (Slavic) and native (Germanic) discursive environments in terms of phonology, morphology and semantics.The obtained data can serve as a basis for further netlinguistics studies and internet discourse analysis.

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