(*up*). В ситуації зміни емоційного стану людини, яку репрезентують ДОР, часто вказується причина такої зміни, яка може бути виражена прийменниками з причинно-наслідковим значенням (*by, for*): *Having made the poor girl cry, he twisted the knife **by saying she was weak and unable** to cope with pressure* [FD], *The prosecutor was determined that Richard would twist slowly in the wind **for the crime*** [FD].

Висновки. Дієслова обертального руху часто вживаються в англійській мові в метафоричних значеннях з ціллю репрезентації абстрактних доменів, в тому числі ЕМОЦІЙНОГО СТАНУ. Формування метафори ОБЕРТАННЯ ПРЕДМЕТУ = ЗМІНА ЕМОЦІЙНОГО СТАНУ є можливим завдяки гнучкості семантичних параметрів обертання СУБ'ЄКТ, ОБ'ЄКТ та СЕРЕДОВИЩЕ РУХУ.

Формування метафоричних значень ґрунтується на асоціації обертання матеріального предмету з рухом суб'єктів та об'єктів, яким обертальний рух не є властивим. Основою більшості метафоричних вживань ДОР є ототожнення емоційного стану з поведінкою людини, рухом окремих частин тіла, які супроводжують цю емоцію. Таким чином, у процесі вербалізації емоцій, почуттів носії англійської мови основну увагу приділяють їх зовнішнім проявам.

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ЧИРВОНИЙ О.С.
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TWITTER: A NEW CENTER OF WORD-FORMATION

The paper deals with the role of Twitter social network in the process of development of computer vocabulary over the last years, as well as with the main ways and mechanisms of "Twitter-marked" word-formation. The author posits that Twitter has effectively become a breeding ground for creation of new IT-related words.

Key words: social network, word-formation, composition, blending, analogy.

Чирвоный А.С."TWITTER" как новый центр словообразования. В статье речь идет о влиянии социальной сети "Twitter" на пополнение словарного состава англоязычного компьютерного лексикона, а также об основных способах и механизмах образования «Твиттер-маркированных» единиц. Автор делает вывод о превращении данной социальной сети в базу для образования дериватов в области современных информационных технологий.

Ключевые слова: социальная сеть, словообразование, словосложение, телескопия, аналогия.

Чирвоний О.С. "TWITTER" як новий центр словотворення. У статті мова йде про вплив соціальної мережі "Twitter" на поповнення словникового складу англомовного комп'ютерного лексикону, а також про основні способи і механізми утворення «Твітер-маркованих» одиниць. Автор робить висновок про перетворення даної соціальної мережі на базу для утворення дериватів в області сучасних інформаційних технологій.

Ключові слова: соціальна мережа, словотворення, словоскладання, телескопія, аналогія.

Changes in the vocabulary of the English language at the beginning of the twenty-first century were carried out almost exclusively using its own linguistic resources through lexical and semantic derivation. "Cyber-neologisms" flooded English in the 1990s due to the dramatically increased role of information technologies and the Internet [Зацний 2002, p.156]. Still, it was not until the 2010s, when the "cyber-neologisms" truly bloomed.

Internet has created favorable conditions for the development of electronic communication, including e-business and social networks. Hundreds of lexical innovations have emerged in this areas over the last few years. These innovations can be grouped into a sort of "computer vocabulary". Moreover, certain units of this vocabulary are transforming into "word-formation centers", creating numerous elements of formative, idiomatic, lexical-semantic paradigms associated with the new technology.

The research indicates that the word "Twitter" is one of such "centers" that has contributed to the emergence of dozens, if not hundreds, of new units of computer vocabulary over the past several years. The object of this research is the lexical-semantic subsystem of the English computer vocabulary, while the Twitter social network as a factor in replenishing computer lexicon of contemporary English makes my subject of research.

The purpose of this paper is to examine the Twitter social network as a factor of variation and change in the computer vocabulary of modern English, as well as the new "word-formation center". In order to achieve it, the following tasks need to be performed:

1. Review the conditions of transformation of the Twitter social network into the new source of the development of computer vocabulary in the English language;

2. Investigate the performance of the units of the English computer vocabulary created through the functioning of the Twitter social networking service.

It should be noted that both domestic and foreign researchers have been paying relatively little attention to the study of the units that appeared in English in recent years due to the Twitter social network. Despite a long list of "Twitter-related" publications, most of them regard this social network mostly as a means of *distribution* of new words, concepts and ideas, rather than *creation* thereof [Bibliography of Research on Twitter & Microblogging 2014].

Considering that, as this paper is being written, Dr. Jack Grieve's groundbreaking investigation on Twitter as a source of linguistic data has not yet been made public, the Paul McFedries's "Twitter Tips, Tricks and Tweets", might be the most comprehensive work on this topic so far [Curtis 2014], [Mcfedries 2009].

In order to be able to analyze the causes of evolution of Twitter into the source of change and development of the English computer vocabulary, we should first remember the conditions and stages of development of the network itself, as well as the reasons for its never-ceasing popularity.

Twitter is essentially a website, which is a micro-blogging system that allows users to write and post short text messages (up to 140 characters) using the web interface, SMS, and other means. Twitter posts are immediately displayed on the user's account page and can be instantly delivered to other users who have subscribed to receive them.

Chief reasons for the Twitter popularity include clean, simple interface that consists of just one line where you can post your message, and a list of similar messages from your friends; ease of use, as well as the spiking popularity of social networking in recent years. Paul McFedries suggests another plausible reason: the ambiguity of the phrase "What's happening?", which a user sees updating their status. He notes: "it opens up a world of new questions: What are you reading? What great idea did you just come up with? What are you worried about? What interesting person did you just see or hear? What great information did you stumble upon on the Web? What hilarious video would you like to share?"[Mcfedries 2009, p.13]

It is only natural that in a matter of just a few years the wildly popular Twitter social network led to the emergence of dozens of new words associated with it, communication feature of it, types of actions you can perform with it, characteristics of users found in it, etc.

The number of new words that appeared in the computer vocabulary with the help of the Twitter social network cannot be accurately counted. The Twitter Dictionary website provides a list of 107 words and phrases related to Twitter, but it also includes words that clearly existed in the computer vocabulary before 2006 (the year Twitter was founded) . A similar situation is observed on twittonary.com and twittords.com

websites - they often list items related to instant messaging (IM) systems that existed long before Twitter. In this regard, in this paper I analyzed only the units that included the element "twitter" or "tweet", and only those that were mentioned at least 3 times in the authentic English-language media.

As shown in this study, the main ways of word-formation of the "Twitter-marked" units are compounding, affixation and blending, and the main mechanism thereof is lexical analogy.

According to scientists, compounding is the main way of language variation and change, for the laws of language are especially clearly manifested in this area [Омельченко 1981, pp. 4-7]. I associate the leading role of compounding in the formation of the English computer vocabulary with the rapid growth of complex concepts in various areas of public life over the recent decades. Lexical units formed from two or more bases are the convenient means of conveying complex concepts in a concise form. Researchers attribute this mainly to the desire to economize on the language efforts, which is a universal phenomenon and can be traced in many languages, as well as to the semantic capacity of composites [Зацний 1999, p. 20].

By the structure of components, the compound computer vocabulary units are divided into the following types:

1) compound words formed from simple bases (tweetstorm, twittermaps, twitter-stream);

2) compound-derived words (tweet-dropping);

3) lexicalized syntactic units (drive-by-tweet).

The first of the three types seems to be dominant, forming a larger part of the "Twitter-marked" neologisms as of 2014. I believe this is due to its simplicity and inherent obviousness during deciphering that requires no extra-linguistic knowledge and skills: *A **tweetstorm™** will often start with a profound thought or open-ended question of some sort as a wind-up. The "1/" serves as the readers' only early warning, which one can read as a Jim Carrey-esque inhale before delivering a breathless rant. —Charlie Warzel, "Why Twitter's Newest **Tweetstorm™** Trend Must Be Stopped," BuzzFeed, May 7, 2014*

The "Twitter-marked" units also include lexicalized syntactic structures, mostly created by the V + Adv model (e.g. "tweetin" - "meeting people online via Twitter", or "tweetup" - "a real world meeting between two or more people who know each other through Twitter"): *This café is virtual, but the people are real and they do meet up often — at work, at parties, at **Tweetups** (offline group meets of Tweople, as Twitter users are called). —Rajesh Lalwani, "Micro-blogging, anyone?," Hindustan Times, May 7, 2008*

The research also showed that affixation is also a productive way of word-formation. The number of suffixes involved in "enrichment" of the computer vocabulary is limited to 10-15 compared to the inventory of suffixes of Standard English, which has, according to various researchers, from 80 to 100 suffixes [Bauer 1983]. This is, in my opinion, the general trend aiming for the language economy and minimization of the number of lexical word-building tools.

The analysis of new "Twitter-marked" units enables to identify the main suffixes used to create them: -er (twitterer/tweeter - "Twitter user"), -ing (tweeting - "communication via Twitter"), -less (tweetless - "one that refrains from using Twitter"), -ness (twitterness - "contribution of a particular user to the "twitosphere").

Productive prefixes include mis- (mistweet - "a tweet that you later regret having sent") re- (retweet - "copy and post another user's Twitter post") and sub- (subtweet - "an insulting or suggestive Twitter post that indirectly mentions another Twitter user, thus reducing the chance that the other person will see the message"): *Much ink and many, many snide **subtweets** have been spilled over the question of whether Obamacare's expansion of health insurance will actually generate health gains. —Olga Khazan, "One Simple Trick to Live Longer," The Atlantic, May 6, 2014*

Blending is, according to my observations, by far the most productive way of creating "Twitter-marked" units. According to the scientists, "blending is on the verge of compounding and abbreviation and combines features of both these phenomena" [Bauer 1983, p. 236]. However, it should be noted that blending is not a mechanical process, but a rather creative one, reflecting a desire to provide emotional coloring of speech. Thus, the formation of such units is also a manifestation of the tendency to add emotion and diversity to the language, enriching its stylistic features.

Formation of English "Twitter-marked" blendings occurs in one of two formal types:

1) a combination of one word with another's fragment, resulting in formation of "partial" blendings by the following models:

a) ab + cd → abd: twitterati (twitter + glitterati) "famous people that use Twitter"; twittermob (twitter + flashmob) "flashmob information that people receive via Twitter"; neweeter (new + tweeter) "person new to Twitter"; tweeterbox (tweeter + chatterbox) "Twitter user who publishes too many posts"; Twitterverse (twitter + Universe) "the whole of Twitter users".

b) ab + cd → acd: politweeter (political + tweeter) "Twitter user related to politics", twintern (Twitter + intern) "an intern hired to monitor and post messages to a company's social media accounts", twimmolation

(twitter + immolation) "destruction of a person's career or reputation caused by lewd or insensitive Twitter posts": *But Gottfried is the latest example of a firing over a quick, ill-advised tweet: what, for a lack of a better word, I will call **twimmolation**. ... Should we just accept that in the future, to over-paraphrase Warhol, we will all get ourselves fired in 140 characters? Or will the ease and accessibility of social media and some tipping point of **twimmolations** make people realize that everyone screws up, and increase our tolerance for the occasional idiotic, even beastly remark? —James Poniewozik, "Gilbert Gottfried and the Rise of Self-**Twimmolation**," Time, March 15, 2011*

2) a combination of a fragment of a word with a fragment of the other basic word; such blendings are called "full" blendings. They are mostly formed by a model ab + cd → ad: tweepish (tweet + sheepish) "a sense of shame one feels about their Twitter posts"; Tweople (tweeple) (twitter + people) "people who use Twitter"; dweet (drunk + tweet) "Twitter message made under the influence"), twitchfork (Twitter + pitchfork) "an angry or aggressive protest on Twitter, particularly one seeking justice or vengeance": *Local and international firms must take great care to avoid using advertising that projects racial stereotypes or racism. Even if these offenses result from innocent mistakes, image problems can spread fast, especially in a world of angry Twitter mobs wielding "**twitchforks**" around the clock. —Adam Wooten, "International Business: Racial stereotypes make marketing messages backfire," Deseret News, January 27, 2012*

The use of the model ab + cd = ac was not recorded among the "Twitter-marked" computer vocabulary units. Occasionally there were cases of moving a word or part of a word into ab + cd → a(c)b, for example, attwaction (attraction + twitter) - "attraction between two Twitterers".

Popular collocations involving the unit "Twitter", "tweet" or their elements include "death tweet" - "a death threat written as a Twitter update", "inline tweet" - "in an online article, a snippet of text deemed suitable for Twitter and so formatted as a special link that enables readers to easily post the text as a tweet" and "tweet seats" - "a section in a theater set aside for people who want to tweet during a performance": *"Tweeting is so natural for theater," said Michael Yawney, an associate professor of theater at Florida International University. ...That's one of the reasons why the Palm Beach Opera began offering **tweet seats** in December for a performance of "Madama Butterfly" at the Kravis Center for the Performing Arts in West Palm Beach. —Johnny Diaz, "South Florida arts lovers can tweet from their theater seats," Florida Sun Sentinel, February 20, 2012*

It is worth noting that all the mentioned "Twitter-marked" phrases refer to spheres other than social networking and information technology as a whole - journalism, entertainment and so on, which means that the phenomenon of Twitter has acquired influence far beyond its initial area of use, as well as that it is actively utilized by people of all professions, not necessarily connected to the sphere of IT.

An effective mechanism for the formation of new formants is lexical analogy, when a new unit is created not so much by a particular model but rather by a model of a particular word or phrase. Although some researchers believe that linguistic units created using the lexical-semantic analogies are "non-core" or "occasional" [Солнцев 1977, p.180], there has been rapid growth of such activity as a way of creating new units in recent years. This can be attributed to the simplicity of the method, as the units formed by analogy are the convenient means of conveying complex concepts in a concise form. For example, a unit "twitosphere" was built similarly to the word "blogosphere" (a global stock of blogs, online diaries and their authors). Accordingly, the unit "twitosphere" means "a global stock of Twitter users": *Her own list of followers shot way up when O'Brien recently plucked her from the **twitosphere** because he felt bad about not following anyone as he madly tweets away his contractual obligation to stay off television for a few months. - Leanne Italie, Do famous and tweet-happy care about following? AP Online, Mar 19, 2010.*

Other examples include the already mentioned word *tweetup*, which, apparently, is similar to "meet-up", *tweethearts* ("celebrity Twitter supporters") was modeled by "sweethearts", *tweet-happy*, made by a template of "trigger-happy", and *tweetback* "a list of links by other users to a particular tweet") was modeled on the terms "pingback", "trackback" or "linkback" (a list of links to certain posts on the Internet): *Tweetbacks are like trackbacks - every time someone mentions your blog on Twitter, you can pull in those mentions and print them out on your blog. - Zach Holman, Boastful, a new **tweetback** library for your blog, Feb 13, 2010.*

Thus, the emergence and the wide spread of the Twitter social networking service have become a breeding ground for dozens of new words that have entered the vocabulary of modern English in the field of new technologies. In my opinion, further study of the functioning of the "Twitter-marked" units in the computer vocabulary is required in order to determine the most common models, on which the new units of that type are created.

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ШТАЛТОВНА Ю.А.
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ВПЛИВ ДЕМОКРАТИЗАЦІЇ НА ЛЕКСИКО-СЕМАНТИЧНІ ПРОЦЕСИ В КУЛЬТУРНІЙ СФЕРІ ЖИТТЯ СУЧАСНОЇ АНГЛІЙСЬКОЇ МОВИ

У статті розглядається вплив феномену демократизації англійської мови на процеси формування найновіших фактів та процесів в культурній сфері буття і сприйняття світу, зокрема виокремлюються характерні лексико-семантичні процеси та проводиться кількісний аналіз англомовних новотворів культурної лінгвосфери сучасного буття.

Ключові слова: демократизація, демократизація культури, демократизація мови, постмодерн, лексико-семантичні процеси.

Шталтовная Ю.А. Влияние демократизации на лексико-семантические процессы в культурной сфере жизни в современном английском языке. В статье рассматривается влияние феномена демократизации английского языка на процессы формирования фактов культурной сферы жизни и восприятия мира, в частности выделяются характерные лексико-семантические процессы и проводится количественный анализ англоязычных новообразований культурной лингвосферы современного бытия.

Ключевые слова: демократизация, демократизация культуры, демократизация языка, лексико-семантические процессы, постмодернизм, постмодерные категории лингвосферы современного бытия.

Shtaltovna Yu.A. Influence of democratization on lexical and semantic processes in cultural sphere of Modern English language. This article examines both phenomenon of the English language democratization and its influence on latest word-formation facts in cultural life sphere, particularly its specific characteristics and factors are distinguished. Quantitative analysis of latest English derivation processes in cultural life sphere is reported.

Key words: democratization, culture democratization, language democratization, postmodern, lexical and semantic processes.

Об'єктом нашого дослідження є процес демократизації сучасної англійської мови. **Предметом** цієї роботи є вивчення впливу демократизації англомовної лінгвокультури на лексико-семантичні процеси творення нових мовних одиниць у культурній сфері сучасного буття. Тож ставимо собі за **мету** розглянути ознаки демократизації культури і демократизації англійської мови як постмодерну парадигму лінгвістичних змін.

Динаміка появи новоутворень у мові є спричиненою комплексною дією багатьох чинників, як інтралінгвальних, так і позамовних. Соціально-історична детермінованість новотворів може бути відображенням розвитком рівня культури, економіки, науки, освіти, соціальної диференціацією суспільства, панівними ідеологічними віяннями і поглядами, в той час, коли новотвори можуть бути і індикаторами загального психологічного стану суспільства та особливостей взаємодії етносів. Екстралінгвальність у збагаченні вокабулярного складу є відображенням потреби номінувати нові, актуальні, концепти кожного часового або культурного періоду певної нації, і сумарний перелік новотворів певної доби існування людства виокремлює картину світу носіїв мови.

Для об'єктивного розгляду впливу постмодерну і його тенденцій на процеси зміни словникового складу мови необхідно виокремити не тільки мовний часопростір, але й