

МОДНЫЕ СЛОВА: ДИАХРОНИЧЕСКИЙ АСПЕКТ

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В современном научном мире важный объект для изучения – интернет-коммуникация. С течением времени «всемирная паутина» как коммуникативная среда существенно меняется, что отражает изменения в различных аспектах, в первую очередь в общении. Эволюция языка прослеживается через языковой контент, который претерпевает существенные изменения даже за достаточно короткий промежуток времени, например, в третьем десятилетии 21 века по сравнению со вторым. В связи с этим особую актуальность приобретает необходимость углубленного изучения белорусских, русских и английских метакоммуникативных комментариев, иллюстрирующих понятие «модное слово» с точки зрения представителей соответствующей лингвокультуры в диахронии.

Ключевые слова: интернет коммуникация, языковой контент, метакоммуникативные комментарии, «модное слово».

FASHION FOR WORDS: THE DIACHRONIC ASPECT

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In today's scientific world, Internet communication is an important subject for study. As time goes, the World Wide Web as a communicative field is significantly changing, which reflects changes in different aspects, firstly in communication. The evolution of language is traced through language lexical units that undergoes significant changes even in a short period, for example, in the third decade of the 21st century compared to the second one. In this regard, the particular urgency is given to the need for in-depth study of the Belarusian, Russian and English meta-communicative comments, which illustrate the notion of 'buzzword' from the point of view of the members of the appropriate linguaculture in diachrony.

Keywords: Internet communication, lexical units, metacommunicative comments, 'buzzword'.

The aim of our research is to identify the vocabulary dynamics of metacommunicative comments with the evaluation of words as 'fashionable' in the Belarusian, Russian and English Internet communication in 2017 and 2022. *The object of the research* is metacommunicative message with the lexical marker "buzzword" and its equivalents. *The subject of the research* is represented by the changes of lexical units marked as 'fashionable' by native speakers themselves during two last decades of the 21-st century.

During the research we have analyzed 374 micro-contexts in 2017 and 292 in 2022 with the metamarker 'fashionable word' taken from the Internet commentaries of Belarusian, English and Russian-speaking users discussing various topics via social networks for public exchange of messages using Web interface, Twitter, Instagram, Facebook and Tik-Tok. We have analyzed 6 Belarusian, 169 Russian and 199 English, microcontexts of Internet-discussion in 2017 and 13 Belarusian, 59 Russian and 220 English where the most frequent topics are social life, feelings and emotions, politics, business and Internet etc [1].

As for the Belarusian language community, its representatives in the Internet-discourse use their native language quite seldom and almost never mark words as fashionable. Thus, we are speaking about only 6 Belarusian microcontexts of 2017 and 13 of 2022.

Resonance topics of Belarusian Internet community's discussions

2017	2022
Social life – 68 %	Social life –54%
Feelings and emotions –16%	Nature and ecology –25%
Religious –16%	Internet and technologies –7%
	Medicine –7%

Зараз у Беларусі стала модна казаць «журбінка»... І сапраўды, справы нядужа добрыя. In this context the word «журбінка» denoted a depressed and bored state of a person with the meaning that the state itself is “fashionable”, not a word denoting it.

Модныя беларускія словы, як кажуць капанка, шаршатка, гізаваць. Апошняе вельмі смешнае, помню як мой бацька гізаваў ад матулінай бярозавай розгі. The fashionable word “гізаваць” came to the Belarusian language from the Yanka Kupala's stories and we use it nowadays when we would like to describe a strong desire and ability to avoid punishment by all available means [1,2].

The analysis of the Russian Internet-comments enabled us to reveal 169 Russian microcontexts in 2017 and 59 in 2022 with a metamerker ‘fashionable word’. They were divided into the following thematic groups.

The thematic groups of Russian microcontexts

2017	2022
Social life – 33(20%)	Social life – 33 (46%)
Business and economics – 21 (12%)	Internet – 11 (15%)
Feelings and emotions – 18 (11%)	Feelings and emotions – 10 (14%)
Internet and technologies – 13 (9%)	Psychology – 5 (7%)

Дачники или – модное слово – дауншифтеры, но все-таки я выбираю город. In the given example, the word «дауншифтер» denotes a man who has changed his way of life due to some circumstances and supports the philosophy ‘live for yourself’.

Moreover, we use archaisms as ‘fashionable’ words: *Угораю с людей, которые везде пытаются впихнуть нынче модное слово «профурсетка».* In this context the word «профурсетка» is ‘fashionable’, although according to its origin it is archaism.

As for 2022, the most exciting commentaries are *киттен - хилс. Кюлоты? Капсульный гардероб? Это не просто новые модные инстаграмные словечки.*

These lexical units are used by native speakers in the sense of a basic universal wardrobe, where things are combined in color, size and style [1].

It must be admitted that Russian native-speakers use metamarkers of ‘fashionable’ word in discussion of a less range of topics than English Internet-users, and much more often than Belarusian ones. Primary analysis of English microcontexts revealed 12 discussion topics in 2017 and 16 in 2022 with the lexical metamarkers of ‘fashionable word’.

Table 3

The thematic groups of English microcontexts

2017	2022
Social life – 64(30%)	Social life – 66 (32%)
Politics – 45(22%)	Internet and technologies – 36 (16%)
Words with direct meaning – 28 (13%)	Feelings and emotions – 21(10%)
Feelings and emotions – 27(12%)	Politics – 19 (8%)

Good to see that despite Westminster the word ‘chums’ is still in vogue! The meaning of the word ‘chums’ – ‘friends’, but in the given example the ‘fashionable’ word is used in politics to denote the inscriptions on the T-shirts.

But the example of 2022 is *Cosplayer, impersonator, attention seeker are trendy words now*. The word ‘cosplayer’ is associated with the fashion youth movement around the world, known as the ‘costume game’. People express themselves with the help of costumes, wooden swords, make-up. Moreover, in 2017 we singled out a separate group for ‘fashionable words’ in their direct metacommunicative meaning. *‘Chic’ is my least favourite fashion word*. The native-speaker, using the word in this context, characterizes not an object of reality denoted by a word, but a word itself, expressing his attitude to a language unit.

Finally, the conducted analysis of Internet comments showed that native-speakers of communicative culture of all three languages discuss the notion of words but not the words themselves. Besides, in English comments the reflexivity is often aimed at the language. An English native-speaker filters the selection of lexical units, comments on the appearance of new words. Russian-speaking Internet-users react stronger on the events in social life, expression of feelings for them is more important.

One of the sources of fashionable words in the Russian Internet discourse is borrowing [3]. For example: *Краш, кринж, рофл, гамать, зумеры, агриться*. These words are more convenient to use, shorter than Russian lexical units, express the meaning more clearly and close certain communicative ‘holes’ – lacunae. The representatives of the Belarusian language community use their mother tongue at the reflexive level quite seldom. Even thinking over the life in general, Belarusians use the Russian language more often and that is why they do not feel the “fashion trends” in their own language.

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