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## VERBALIZATION OF THE VIRTUAL CULTURE CONCEPT ON THE BASIS OF THE ENGLISH LANGUAGE

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*The given article is concentrated on the study of innovative actualization of the VIRTUAL CULTURE concept on the basis of the English language. The article deals with peculiarities of innovations in the vocabulary with a glance at the typical for the modern culture characteristics. The article presents information considering notion of the concept in terms of individual meaning fixation related to lexical units – neologisms, and VIRTUAL CULTURE concept is analyzed on the basis of these units. The article goes through VIRTUAL CULTURE notion according to the modern tendencies which are fixed in the English language as it is sensitive to the changes which are the result of the new fashion directions and changes that are the ultimate outcome of the culture-specific elements of the XXI century which have strong connection both with everyday life and cultural attainments. Applicability of the actual phenomenon is connected with the fact that virtual reality phenomenon is one of the regulators of social behavior of significant social layers today. Rapid and inevitable scientific-technical changes have an impact on socio-cultural living conditions of modern people. Fast pace of the vocabulary development of the English language determines new perspectives for the further investigations. The article presents cognitive analysis of neologisms connected with modern tendencies as it can help to form precise vision of the VIRTUAL CULTURE concept. Semiotics of this notion is quite complicated and ambivalent in the context of this study. The study of the VIRTUAL CULTURE concept, as a phenomenon of the mass culture, helps to renovate and to change attitude to the environment. It should be noticed that the actual concept is studied on the basis of the material taken from specialized magazines, blogs, online media outlets as it helps to reveal the main tendencies.*

**Key words:** concept, actualization, VIRTUAL CULTURE, virtual reality.

**Калашинікова М. Ю. Інноваційна актуалізація концепту VIRTUAL CULTURE на матеріалі англійської мови.** Статтю присвячено вивченню інноваційної актуалізації концепту VIRTUAL CULTURE на матеріалі англійської мови. Окремлено особливості змін, зафіксованих у мові з урахуванням тенденцій, характерних для сучасної культури. Розглянуто феномен поняття «концепт» у межах суб'єктивного закріплення смислу за лексичними одиницями, зокрема неологізмами; проаналізовано засоби вербалізації концепту VIRTUAL CULTURE.

**Ключові слова:** концепт, неологізм, актуалізація, VIRTUAL CULTURE, віртуальна реальність.

**Калашинікова М. Ю. Инновационная актуализация концепта VIRTUAL CULTURE на материале английского языка.** Статья посвящена изучению инновационной актуализации концепта VIRTUAL CULTURE на материале английского языка. Очерчены особенности изменений словарного состава с учётом тенденций, характерных для современной культуры. Рассмотрен феномен понятия «концепт» в рамках субъективного закрепления смысла за лексическими единицами, в частности неологизмами; проведён анализ средств вербаллизации концепта VIRTUAL CULTURE.

**Ключевые слова:** концепт, неологизм, актуализация, VIRTUAL CULTURE, виртуальная реальность.

**Defining the problem and argumentation of the topicality of its consideration.** The article is concentrated on the study of the VIRTUAL CULTURE concept in the traditional woldpicture of the English language native speakers. In the context of our study the VIRTUAL CULTURE concept is taken as a part of a mass culture. Actualization of the role of virtual reality in the society life arouses scientific interest to its influence on the vocabulary of the English language. Taking into consideration that fact that the role of the human factor arose on the cusp of the XX–XXI centuries and became one of the most important problems in the modern linguistics, the study of the VIRTUAL CULTURE concept, as a part of the culture megaconceptosphere, is relevant and multifaceted. The study was conducted on the basis of vocabulary units taken from the specialized vocabularies of neologisms and articles.

**Setting the goals and tasks of the article.** The purpose of the article is to determine the specifics of the neologisms representing the peculiarities of the mod-

ern culture. In the given article we make an attempt to study the usage of specified terms and to analyse them on the basis of specialized articles.

The objective is to analyse the new lexis connected with the tendencies connected with the Internet in order to find out the new ways of the vocabulary development of the English language.

The object of the analysis in this paper is neologisms which are used to denote the new realias in the sphere of the VIRTUAL CULTURE during the last twenty years.

The subject matter of the analysis is the specific character of the VIRTUAL REALITY concept in terms of the modern culture on the basis of the English language.

The perspectives of study of this topic are predetermined by the rapid development of the English language vocabulary by new words coming from the virtual reality sphere. This is precisely why the cognitive analysis of neologisms is appropriate in terms of this study as it will help to form clear understanding of the VIRTUAL CULTURE concept.

### **Analysis of recent research and publications.**

There is a great number of modern studies (A. N. Prihodko, V. I. Karasik, M. Swarz, J. Lakoff) dealing with cognitive analysis of various systems of human thinking processes and the language which are considered to be the concepts fixed in consciousness.

For a very long time there was an immanent attitude towards the linguistics as the main object of the study was the language by itself and its inner processes. All new approaches towards linguistic systems and all studies which were not connected with the description of linguistic units, their connections and interactions were taken a rule breaking of linguistic description. The influence of the human factor, cultural and social aspects of the language functioning, communication terms were not taken into consideration by the linguists [1].

Meanwhile, in the second half of the 20th century scientists came to the conclusion that the solution for many problems lies not only in the new studying methods but in more detailed approach to the problem of the human factor in the language and in the understanding of the extent of the problems and demonstration of its influence. Soon the new approach was applied in relation to the linguistics but to the science in general [3]. This caused a kind of resonance which provoked appearance of the new scientific disciplines that were concentrated on the questions raised.

One of such scientific directions is a cognitive linguistics. It is said that the anthropocentric paradigm achieved its right to exist in the science, so human being with his thought processes, all aspects of his spiritual and practical activities got to the center of attention.

It is known that "cognitive linguistics" notion is used for about twenty five years and it presents incredible opportunities for the study of language, conceptual systems, human cognition and general meanings of constructs [9, 83]. As we can see, structuring of the categories that help to create notions and their emotive components are based on the cognitive agents such as investigations and visions of the object that are based on the wishes and intentions.

In this way we can see that this approach helps to form complete vision and to reflect all fundamental cognitive abilities: an ability to form structural visions on the conceptual level with multiple levels of organization, ability to model situations with different levels of abstraction, ability to trace a connection between all facets of different structures and to recreate the same certain situations in terms of alternative ways [8, 312].

In terms of this paper it is necessary to pay special attention to the approach that was proposed by V. Telia: "Concept is all information about specific object in its whole extension" [7, 86]. In his works the scientist states that concept is a category which has semantic characteristics and belongs to the high abstraction level and the main part of this abstraction and is considered to be concretization of general semantics. Moreover the scientist underlines that concept takes priority of concretization which creates typical character and forms "prototype".

Another notion given by S. Vorkachov represents concept as an "operating unit of mental process" and "unit of collective knowledge which has its verbal formulation" [2, 157].

Today many scientific works which are concentrated on the study of the concept demonstrate that this notion has its own peculiarities [1; 2; 7; 9]: polysemy (discursivity, metaphoricity, emotional breadth, expressivity, evaluativity, integration of the concept into the lexical system of the language), worthiness and actuality of the concept in terms of culture, multi-level system of the structure (universal, national, social, group and individual components), discretization, stability, mobility of concept borders and clearness of its functions.

It should be noted that the concept notion is a reflection of the experience, stereotypes of perception and it is the reality by itself. Concepts include subjective components, standpoints of the author, group of people or the whole nation [7, 105]. The theory, presented by G. Hazagerov and I. Lobanov, demonstrates that concept and stereotype are "the factors which do not let a person to see the objective situation. Furthermore, concept is what deprives a person from the necessity for the empiricism and critical analysis".

Today the questions concentrated on the definition of the "culture" notion are quite popular as they take fundamental place in the modern linguistics [1, 56]. Among these important aspects are determination of the modern culture and its influence on the changes in the language body frame and determination of the most common features in the cultural specifics of different ethnic groups.

Today there are more than five hundred definitions of this notion. It is a natural process. As any culture is a complicated notion which contains many aspects, it has special content and meaning not only in the everyday language but also in different sciences and philosophical disciplines.

The shorter encyclopedic dictionary of philosophy gives such definition to this notion: "Culture is an education, development, upbringing and all that material and spiritual values which were created by people during the process of creativity, activity and everything what is created by the creators (architects, artists, poets and others) [6, 123].

According to German sociologist Max Weber's ideas, culture is a unity of spiritual symbols which do not comply with any intention. According to Jacques Maritain, religion is the most important factor in the body of culture. French ethno-structuralist Claude Levi-Strauss states that the main achievement of the culture is a language, system of signs, communication as they can be translated and understood [8]. Also some scientists underline that culture is an intellectual aspect of any man-made surrounding which is the part of the process of humans' life activity.

These ideas indicate that culture is a complicated interdisciplinary general-methodological notion and it is almost impossible to collect all necessary information in order to give characteristics which could be used in different scientific spheres by the scientists [1, 34]. There is no surprise that we can find so many various definitions in different popular and scientific fields.

During the last decade of the XX century scientists highlighted the new processes which have managed to transform modern socio-cultural reality. The development of mass communications and actual implementation of the new information technologies provoked

the intensity increase of the contact between different people in the modern society and these relations are predominantly virtual [4, 15]. The result of various intensive information processes, globalization and other cultural processes is the appearance of the new social space which is called virtual reality.

As we can see the problem called "virtual reality" moved beyond the scientific field borders called cybernetics and reached the borders of humanitarian knowledge, where it is based on the problematic of socio-philosophy, psychology and humanitarian sciences [5, 19]. The variety of studies concentrated on virtual reality phenomenon in these fields deal with the range of problems and one of these problems is formation of the new culture in terms of postmodern culture which can be characterized by specific features.

**The outline of the main research material.** It should be noted that the phenomenon of the virtual reality is a new field of studies and today we can speak about two directions which can be presented as axiological approaches to its understanding.

The first direction helps to understand the phenomenon of the virtual reality in the context of understanding of technical means for its creation and perspectives of functional implementation in different fields of any life activity (computer design, study-training systems) [5, 26]. So this direction is concentrated on the analysis of the background and consequences of the brand-new quality level of the development of modern information-communicative systems.

In terms of the second direction virtual reality is understood as technically developed with the help of computer means of interactive environment generation and operating with the objects which are similar to the real and imaginary on the basis of their thridimensional graphic representation, simulation of their physical characteristics (size, activity etc.) and their abilities to impact and to be present in the certain space [5, 20].

There is an important fact that information revolution which took place at the beginning of the XXI century is one the most important factors that stimulates the processes of the vocabulary update of the modern English language. In recent times one of the main reasons for the new lexical innovations appearance became close connection of social processes with the Internet operations. With the help of the phenomenon of information revolution radical changes of data operation and information storage took place.

This notion is connected with the range of various innovations. Some of these neologisms can serve as an example: *information food chain*, *information forage*, *information forager*, *information foraging*. The new word combination *information foraging* means information seeking with the help of different means and methods that are used by animals for food hunting.

At the same time popularity of the Internet became the reason for a number of synonyms around the "human being" notion and it is commonly used by the entire Internet. Some of these words are *cyber-citizen*, *cyber-surfer*, *e-surfer*, *netter*, *intemaut*, *nethead*, *netizen*, *netsurfer*.

Today we can find a lot of neologisms which help to describe people who spend a lot of time online and

they also reflect peculiarities connected with the Internet users. So neologism *digital native* is a person who grew up in the "digital environment", *Internet Jockey* is a person who spend a lot of time floating around the Internet, *online-savvy* is a masterful computer user.

The result of compounding the words *internet* and *alcoholic* is the neologism *netaholic* – a person who is passionate about information searching in the Internet. By the use of the same principle the word *netizen* (*internet+citizen*) was created – a person who spends a lot of time in the Internet. The immersion to the virtual world was called *cybernating* and such kind of a user is *cybernaut*. *Vamping* is a noun which means the activity of remaining awake late at night usually while chatting on social networks.

Today we can see a lot of cases when teenagers spend plenty of time with their "cyberfriends" (*syberpal*) in the Internet but in the meantime they are considered to be victims of maniacs and other criminals as they do not get in touch with their family members.

Communication in the virtual reality deserves special attention as this activity helps to provide a significant quantity of new words. *Fit-shaming* is a noun which means the online trolling of people who post pictures of themselves exercising, *digital hangover* is a feeling of shame after a wild party during which someone has posted his photos on a Facebook and feels shame in the morning. The neologism which helps to describe feelings of insecurity over appearance brought on by seeing pictures of oneself on social networking websites is *virtual vanity*.

According to the Oxford English Dictionary the word "selfie" was announced to be the official word of the year. Little did they know that all the coolest, on-trend people had already moved on to "yogis" (*yoga + selfie*) and 'belfies' (*bum + selfie*).

The word selfie caused the appearance of a range of derivatives: *backie* is a selfie that someone takes of their back; *usie* is self-taken photo of a group of people; *couplie* is a self-shot of a couple; *gelfie* is a selfie photograph taken at the gym; *yogi* is a photograph of themselves taken by someone doing yoga; *footsie* is a photograph of one's own foot; *legsie* is a photograph of one's own legs.

As a result of modern tendencies Internet has become a basis for the new specific media which can be called *blogsphere* (*blogosphere*): here various websites in the form of periodical can be found. At the beginning they were called *weblogs* but after a short time later it started its functioning in its shortened variant – *blog*. This neologism underlies the range of different synonyms. Among them we can underline such lexical and phraseological units: *blogger*, *blogging*, *blogmaster*, *blogocrat*, *blogroll*, *blogsphere*, *blogging business*.

Internet book which is comprised of different Internet-journals was called as *blog-book*, at the same time *blogebrity* is a famous author of such journals. About several years ago the neologism *blogger* meant an Internet user who is fond of such journals but today the meaning of this word was changed as today *bloggers* are also people publishing different posts online in various social networks. *Blogstitute* (*blog + prostitute*) is a person who is constantly asking other users for some-

thing, *lifelogging* is a recording on video of one's daily activities, usually with the use of wearable technology. *Blogebrity* is a famous or popular blogger, the word *shoclog* (*shock+blog*) is a blog expected to shock its readers. *Celeblog* is a blog written by a celebrity; a blog devoted to a particular celebrity or to celebrity news and gossip and this celebrity can be called as *celeblogger* (*celebrity+blog*).

Today Internet has become the most dangerous weapon in hands of journalists as they use it to influence the population, that is why the neologism *blogsploitation* (*blog + exploitation*) means cheating by using different Internet journals and politicians who are constantly studying different problems by means of such Internet journals are called *poliblogger* (*politician + blogger*). The word *flog* (*fake + blog*) is an Internet Journal which was created by a certain corporation.

**Conclusions and perspectives of further research in this field.** The results based on the analysis of the given material demonstrate that various features of "virtual" world have close connection with the real one, at the same time it has a significant influence on the reality and it is demonstrated by its reflection in the vocabulary of the modern English language.

The world today is immersed in a fast moving process which is closely connected with the development of new technologies. This tendency is so rapidly developing that computers have become common and necessary devices in our lives. The vocabulary of the English language demonstrates the reflection of this tendency in the modern culture.

We should underline that today people know about the advantages of the virtual reality and use it not only for the benefits in the reality but also to hide from the real world.

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