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Рецензенти:

Доктор філологічних наук, доцент, доцент кафедри німецької філології та перекладу Запорізького національного університету
О.В. Тунахіна

Доктор філологічних наук, професор, професор кафедри української та зарубіжної літератур Криворізького державного педагогічного університету
С.І. Ковнік

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У посібнику представлено теоретико-практичні викладки для підготовки студентів з актуалізації моделювання інноваційної логосфери сучасного цифрового середовища. Комплексне моделювання сфери цифрових технологій з огляду як на інноваційні мовні, так і на феноменологічні параметри, сприяє більш повному вивченню природи лінгвосфери цифрового середовища. Подібний підхід дозволяє розглянути онтологічні (часо-просторові) аспекти дійсності в їх лексико-семантичному висвітленні, детально дослідити феномен людини, її комплексне лінгвокатегоріальне позиціонування в межах екзистенційної цифрової лінгвосфери, визначити засади логоцентричності сучасного цифрового середовища та спрогнозувати напрямки розвитку мовних моделей у цифровій комунікації.

Посібник адресовано студентам-філологам, які вивчають модуль «Сучасні аспекти лінгвістики та мовної комунікації: Загальні моделі розвитку мови у цифровому середовищі».

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FOREWORD

We will create a civilization of the Mind in Cyberspace.

John Perry Barlow

The manual is conceived as methodological and applied auxiliary to the course "MODERN DIMENSIONS OF LINGUISTICS AND COMMUNICATION".

Cyberspace stands an integral ontological entity, a unique environment in dire need of cognition and perception ways reinvention via complex philosophic, cultural, social, linguistic approaches, providing unlimited opportunities for human intellect and language development and subsequent research.

The manual overall *objective* is the investigation of modern vocabulary development phenomenology in the sphere of cybertechnologies. The cyberspace apparently presents a functional ontological as well as a cognitive model of Reality, the linguo-semiotic manifestation of the latter taking place concurrently and prospectively within cognition and research grasp, as opposed to non-cyber-reality, linguo-ontogenesis of which could be retrospectively constructed on mostly hypothetical principles.

Phenomenological approach to the study of linguistic innovations in the new computer technologies sphere allows to efficiently investigate linguistic manifestation of cyberspace integrated ontology, to closely study the dimensions of cyberspace as an outlook both generic and critical, to expose the phenomenological origin and upstream direction of cyberspace dynamics as a comprehensive linguistic and communicative structure.

A methodology of European computer vocabulary innovative elements phenomenological features identification is introduced supplying the template for a new study field - *phenomenological neology of modern languages*.

The imminent study results provide for the innovative European computer logosphere definition and stock inventory in terms of its integrity as an analysis macro-body. Meaningful and formal boundaries, phenomenological and substantial features of innovative computer logosphere microstructure constituent – innovative European computer terminos (EICT) – have been defined. Integrity premises of innovative computer logosphere have been outlined.

The given grounds are determined by innovative European computer logosphere microstructural and macrostructural phenomenological pattern isomorphism. An inventory of innovative European computer logosphere microstructure constituents – EICT – static and dynamic qualities, featured through successive content levels, is shortlisted. The EICT static and dynamic qualities portfolio provides for the volume, boundaries and content of innovative European computer logosphere micro- as well as macro-dynamics assessment.

Principal guidelines, structural and content patterns, methodologically relevant results of innovative European computer logosphere internal as well as external microstructure dynamic mobility are delineated.

The manual is intended to appeal to students of the Master's Program, but can be useful for a broad spectrum of academic and non-academic readership in Language and Cognition, Linguistic Philosophy, Applied Lexicography as well as a number of adjacent fields, namely: Information Theory and Technology, Cultural Studies, Communication, Sociology, Cyberstudies.

MANUAL NAVIGATION TIPS

Task pit-stop => *will help you navigate through the empirical language data and work towards accumulating a customized vocabulary of innovations to successfully complete the language processing assignments of the Module.*

?! **=>** **QUESTIONS AND DISCUSSION POINTS** *will help summarize the acquired theoretical and empirical materials and build the critical thinking and research and innovation skills as a parcel of the advanced vocational linguistic competence.*

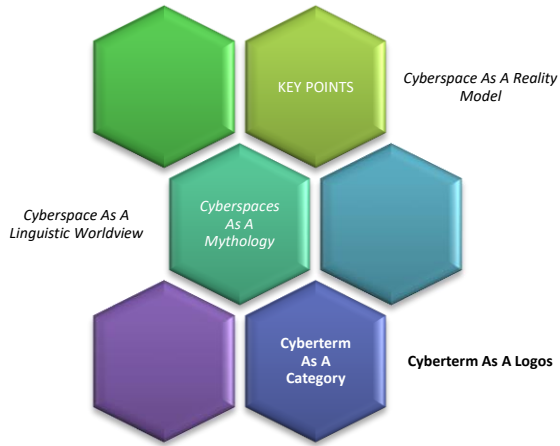
@! **=>** **APPLIED TASK** *will help upgrade the creativity, adaptivity and empirical inquiry skills in content management and innovative linguistic data digital processing.*



=> QR code will refer to the external resource or data storage, auxiliary to the study Module.

Chapter One

DIGITAL REALM AS A LOGOSPHERE



KEY TERMS

Integrated Digital Outlook Build-Up

Theoretical issues of wholistic, multidimensional language modeling and the reality of its individual areas (one of which within the framework of European linguoculture at the beginning of the XXI century is the area of advanced computer technology) determined the interaction of a number of concepts that consistently connect ontological system features of sophisticated reality objects, attribute their reception and interpretation (in the field of individual and collective mind), implementation, consolidation and relay the results of the interaction of these features. In this regard, a fundamental dimension of life [13, 43, 140, 149] is defined as a

heterogeneous hiperonymic concept that can summarize the polydimensional signs of world order:

- A world that exists; world that is not subject to direct reception [65, 140], but is in reality;
- The imaginary, unrealistic world (for example, the idea of perfect, mythological images [46, 202, 562]);
- A reality that exists objectively, independently of human consciousness (nature, objective laws of world order [55, 65, 75, 373]);
- A common mode of existence of human society, culture and civilization. Accordingly, the main interactive forms being are:
 - Solid Being (material, ideal, substant) [130, 209, 212];
 - Biological Being (living) [548, 183, 300];
 - Subjective Being (epistemic, cognitive) [107, 505];
 - Anthropic Being (cultural, social) [110, 147, 601].

Thus, we can see that within the paradigm of Western traditions, the foundation of theoretical and conceptual perspective parameterization wholistic reality modeling is the synthesis and anthropometric ontological principles. Plane integration of aforementioned principles can be considered the system of psychamental epistemic concepts that are part of the semantic field of the term "world view" and its multisubstrat and hierarchically heterogeneous derivatives.

That way, world view is identified as a wholistic set of philosophical knowledge of the world [149, 271, 274], which formed during the evaluation results of reality by the knowledge subject. The subjects or bearers of the world picture is are individuals and social or professional groups, and ethnic or religious communities. The subject forms a picture of the world based on their own feelings, perceptions, ideas, forms of thought and consciousness. Accordingly, the picture of the world as a result of accumulation of subjective experience, knowledge of world order, based on feelings, beliefs, perceptions and thinking of the individual and the human community, dictates rules of behavior, meaning system [380, 177], which affect the formation and generalization of concepts. Thus, we

note that mapping framework in the system of modern humanities determines the definition of these leading features of this concept:

- System images (and links between them) [176, 194] - visual representations of the world and man's place in it, information about the relationship between man and reality (man and nature, man of society, a man with another man) and oneself,

- Attitudes of people [8, 362], and their beliefs, ideals, principles, and knowledge of, meanings and spiritual guidance.

Any significant changes in worldview entail changes in a complex system of these elements [19, 12, 507].

In this context, worldview (perceived as a particularly sensual shape of the picture of the world [33, 509, 418]) can be defined as a set of visual images of culture, person, their place in the world, relations with the world and other people, etc. Typically, the transition from one stage of social development to another is accompanied by an abrupt change in the fragile public image of the world, the adoption of new standards of world-comprehension. New outlook creates a new attitude, finally - a new picture of the world. In turn, the mythological (or mythopoetic) space - as a template modeling world order - with its structural elements (axiomatics, within which attempts are made of reality rationalization, the construction of alternative worlds, manipulation, etc. [17, 110, 148]) can be regarded as a foundation of any world view, since the content of the myth (concept myths / mythological scenario [305, 311]) is the macro-sign, which determines the movement of culture and society.

Thus, the outlook as consequitive and causative result of the interaction and interpenetration signs of previous constructs and a collection system of ideas about general categories of space, time and movement. According to researchers, the basic elements - the so-called "frame picture of the world" [162, 211] - is a set of first principles or considerations of fundamental assumptions about reality substant parameters and its parts. They can not be realized by man, but are embedded in the picture of the world, because it is necessary to interpret any situation in life, to determine the meaning and to assess what is happening. Some of them, such as motion,

causality, identity, time and space may be understood as a priori within the realm of human experience. According to the correspondence principle there are distinguished the following types of reality mapping:

- The real world - this is an objective reality outside of man, the world that surrounds it [162, 317].

- Illusory picture of the world (the term by Erich Fromm, A. Muhi.e. ddinom) [295, 363, 324, 53] – the accumulation of distorted, unstructured information, which is not true in the individual and collective consciousness.

The world view, as consolidated, multi-dimensional, quasi-Gnostic model of worldbuilt features the following characteristics:

- It defines the specific mode of perception and interpretation of events and phenomena;

- It is the foundation of worldview, based on which people act in the world;

- Has historically conditioned character, implying constant dynamic changes of all its subjects' world view.

Language as a particular way of understanding and mapping of reality is partly universal, partly national specific [304, 297], as carri.e. rs of different languages can see the world differently through the prism of their languages. Hence, following the linguistic tradition of recent decades [177, 217], we identify linguistic picture of the world as a result of a certain way of reflection of reality in the mind through the lens of language and national, differential historical and cultural features of its speakers.

Each language reflects a natural way of wholistic perception [390, 137] and the organization (conceptualization) of the world. The views expressed therein mentioned consist of a single frame of varying degrees of abstraction, which is extrapolated, as mandatory, in individual and collective consciousness of native speakers. Thus, linguistic picture of the world as a set of ideas about the world is a retrospectively and prospectively (based on principles of thinking historicism) decorated in the minds of a linguistic community integral [46, c. 23] image of the world, shaped by all parties involved

in human mental activity. Language world - historically constituted communal knowledge and displayed in the language set of ideas about the world is a certain way of conceptualizing reality reflected through the prism of cultural and national characteristics inherent in a particular language community [61, 267]; interpretation of the world according to national conceptual and structural canons reflection of reality in the minds of an ethnic group [16, 271], which are absorbed by a person in the process of socialization. In this context, the concept (the degree of abstraction) world modeling qualifies as:

- Universal,
- Orderly,
- Sustainable,
- Systematic.

While the language model of the universe is:

- Fragmented,
- Mobile,
- Isomorphic to the dynamics of the environment.

Both types of world modeling are realms of existence and functioning of linguistic units in the minds of the media and help in the reproduction of a coherent picture of the world.

Thus, the substrate conceptual model of information is fed to the concepts, whereas dominant meaningful elements within the language model are knowledge units assigned to specific languages. The conceptual model is organized under the laws of the physical world, language, under the laws of language [269, 274, 304].

Dominant characteristics of linguistic picture of the world, as a result of prolonged cognitive and methodological traditions of linguocultural studies involve the following features of the linguistic picture of the world [56, 99, 274, 559] as a complete model of the universe:

- A system of all possible meanings: spiritual, which determine the uniqueness of culture and mentality of a particular linguistic community, and language, which determine the existence and functioning of the language itself;

- On the one hand, it is a result of the historical development of ethnicity and language, on the other hand, it is the cause of a peculiar way of their further development;

- Clearly structured, it determines the system of language down to vocabulary, derivational features of the language, the syntax of phrases and sentences;

- Variable in time, as any "living organism", subject to development, i.e. in the vertical (diachronic) sense it is, at every stage of its development, identical to itself;

- Creates uniformity of linguistic nature, and helps to perpetuate the language, and hence culture, its original vision of the world and its identification of language;

- Exists in certain homogeneous linguistic community consciousness and surpasses through successive generations of a world view, rules of behavior, lifestyle, imprinted by means of language. As you can see, as a holistic construct of the universe, world view any language turns driving force that generates indirect view of the outside world through language, as "intermediate world" [276, 524, 623] of the speakers.

Theoretical problems of parameterization of the universe (based on multi-substrat - mental, language - ways of implementation and realization of human experience) are grounded on the idea of nonidentical phenomena of human perception and existential nature [52, 78, 131].

Being that raises the consciousness of the subject of knowledge, reveals its primary datum as being or essence. Thus, implicit - is something that is necessary and the same for the intellect or mind, or things - is primarily intelligible existence of things external to human consciousness reality. In other words, research [67, 368] (comprehension, available exclusively for mind or intellectual intuition) is defined as a property of the very essence of life as a mode and a condition for its existence.

However, here also follows nonidentical mental life and things [37, 254, 257] (or phenomenon and substance). With this awareness, the nonidentical, according to modern scholars, begins the path to the theoretical justification of views and opinions on the possibility

to discover the identity between thought and reality, or man and the world, and in particular to "pave reliable bridge over the crack that appeared in the reality through the settlement in its rights and its individualization "[145, c. 147].

It should be noted that the conditions of modern globalized civilization determine the expansion and refinement of paradigm views on theoretical premises of identifying the principles and characteristics of the consolidation of world order and its perception in the culture, collective social consciousness and natural language. Thus, the intellectualization of modern global culture defines a new approach to understanding the processes of the parallel development of human activity and cognitive (intellectual) experience.

The aforementioned ties into the emergence and methodological development of the concept of "noosphere" [139, 158]. Noosphere is defined as the current stage of development of the biosphere, associated with the development of humanity [75, 148], and is interpreted as a part of the planet and circa-planetary space with traces of human activity.

According to the theory of V. Vernadsky [65, 101, 82], the noosphere is the third in a sequence of major phases of the Earth as the formation of the geosphere (inanimate) and the biosphere (wildlife). Just as the biosphere is formed by the interaction of all organisms on Earth, the noosphere is composed by all minds interacting. Noosphere is identified as the unity of "nature" and culture (in the broadest interpretation of the latter involving technosphere as a component of cultural space [54, c. 126, 543, 587, 597]), especially from the moment when the spiritual culture reaches (by force of impact on the biosphere and geosphere) power of a certain 'geological force.

Given the definite unity of nature and culture (in their interaction) there are two stages determined in the development of the noosphere:

1) noosphere stage in its development, in the process of natural development, since the emergence of humans [131, 545];

2) noosphere that is consciously improving joint efforts of people in the interests of humanity as a whole and each individual separately [587, 590, 592].

Among its components noosphere as a consolidated model of the universe emits:

- Anthroposphere [20, 485, 590] (a set of people as living organisms, their activities and achievements);
- Sociosphere [502, 214, 216] (a set of social factors specific to the stage of development of society and its interaction with nature);
- Technosphere [524, 1, 300] (a set of artificial objects, man-made and natural objects, changed as a result of human activity).

Given the context outlined transformation of initial position awareness of the principles and foundations of the universe integrated modeling, we note that at the turn of the XXI century modern computer technology as part of the technosphere (and respectively - the noosphere) take up more space in the public consciousness and functional activity of mankind.

As an integral product of civilization, Computer reality, however, is gradually separated into independent existential whole [44, 59, 465, 474, 486]. According to researchers, the Internet - a phenomenon peculiar as a "World IV" [276, c 54], within which electronic and digital media functions not only as a means of transmitting information or interaction, but fulfill their world-building and sense0building potential.

Due to geopolitical objective preconditions (globalization [442, 455, 465, 431, 558], informatization of global community [36, 290, 315, 408, 434, 490, 542, 574, 586], Americanization of world culture [326, 509, 590, 516, etc.]) on the edge of the centuries modern European is the most dynamic and productive means of verbal communication and implementation of new computer technology areas (mainly, according to the system of domestic and foreign research in the field of European of the late twentieth - early XXI century [125, 121, 429, 425, 432, 496, 590] - American and British European).

As an essential product of civilization, modern computer reality has been isolated into an independent existential whole. It

limits the electronic media serve not only as a means of transmitting information or interaction, but discover their own world-building [45, 128], sense-building [359, 483], and, consequently, linguogenerative potential [133, 536]. Thus, the computer being [183, 264, 409] can be defined as a complex, multidimensional field of synthesis of reality, human experience and activity mediated by the latest digital and information technology. Given the conceptual identification system of ontho-mental and linguistic-mental complex structures to determine reality constructs, European computer being and its innovative shell can be located within the set of the following conceptual coordinates:

- A specific type of substance - material and ideal reality together of all forms of development [370, 353] - being; -
- A zone of integrable anthropogenesis [24, 33, 490];
- Implementation environment for "post-humanistic" trends of anthropogenesis [2, 479, 466, 532, 618]
- a segment of the noosphere (the technosphere); -
- A system of multi-level, countervailing social relations [409, 79, 571,] - sociosphere.
- A psychosomatic and emotional plane [1, 492, 587], the sphere of spiritual experience [354, 350, 571]
- worldview, model of the world, picture of the world.

Phenomenology of Digital Realm

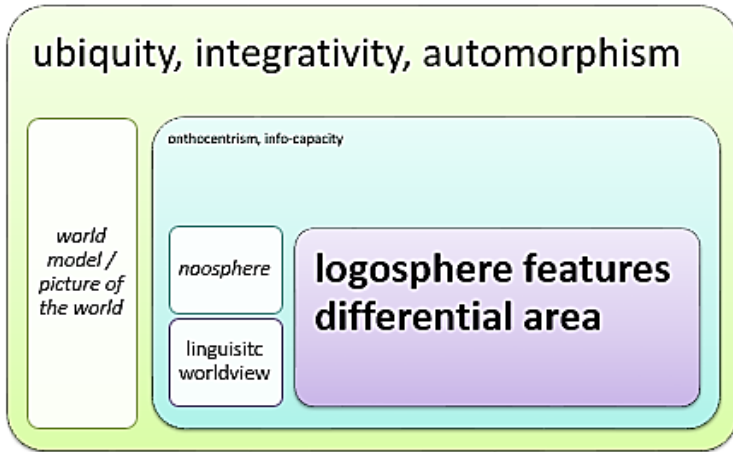
Parameterization Principles of a concept of "logos" in the paradigm of the humanities in general, linguophilosophy, and linguistics - in particular, allow to identify the features of logosphere as a complex object system pertaining the following parameters:

- Ubiquity (inclusiveness);
- Onthotcentrism;
- Integrativity;
- Automorphism;
- Normativity;
- Lingual substantiality;
- Phenomenology of linguistic units;
- Information-capacity;
- Referential and semiotic isomorphism of the referent and meaning.

Note that through the fragmented set of qualitative features, logosphere is tangent to the concepts of complex system simulators linguistic-mental outlook, such as:

- Model of the world / world view (inclusive, integrative, self-identity);
- Language picture of the world (phenomenology of linguistic constituents - the ability to summarize and syhnifikuvaty objects of reality);
- Noosphere (onthotsentrism, info-capacity).

For the listed set of features the integral notion of logosphere stands as a semantic synthesis of these concepts (see Fig. 1-1):



Mind that the specific differential features of logosphere as a linguistic-onthological, linguistic-phenomenological object are:

- Normativity - arising from the parametric features of the concept of "logos" - (while maintaining the characteristics of dynamic variation and logosphere);
- Lingual substantivity - phenomenological ("actualization" [18, 388]) status verbal language signs membranes in reality;
- The principle of isomorphism of the signified and meaning.

The outer contour of a separate national (in this case - European) logosphere in synchrony within this study is positioned as an innovative European logosphere. Innovative European logosphere itself (multidimensional, of complex, dynamic system) is a kind of "test-ground" for linguistic actualization of life. That is, linguistic (lexical-semantic) representation of new modes of reality exists within reach of the human mind [103, 106, 148], and therefore is subject to immediate perception and comprehension.

It is considered appropriate to separate configuration and parameterization of a specified macrophenomenon of linguistic research - European innovative computer being logosphere. Thus, the network innovation and relevant subsystems in modern European, the European innovative computer being logosphere (multidimensional, complex, dynamic system) is the most

comprehensive quantitative and qualitative terms of language representation of the universe "test site" linguistic actualization of being, determined by a number of qualifying conditions of its emergence, existence and development, including:

1) exhaustive synchronization process of the object, phenomenological and anthropological field of computer being and development processes of the vocabulary of modern European;

2) exhaustive output of parameterization isomorphism of onthological (substance phenomenological) and anthropic, respectively, European and computer structures of reality;

3) flexibility, adaptability and dynamic potential of the vocabulary of the European language in correlation with the computer being (that is fulfilled, in particular through info-capacity, sign hybridization, the evolution of the basic onthological and functional features of European neologisms in relevant areas).

Thus, linguistic representation of new modes of computer reality exists within reach of the human mind, and therefore is subject to direct perception and understanding (as opposed to reality as such, lingual onthogenesis of which, according to historical data paradigms and linguistic sciences industri.e. s [51, 53 , 91, 126] can only be conditionality reconstructed by linguistic methods).

In view of the foregoing, the European innovative computer being logosphere (EICL) is defined as:

a) a syncretic, consolidated within its semantic scope, plurality of European verbal units that are the asymptotically (i.e. in unlimited approximation) exhaustive embodiments of substantive and factual elements of modern computer being.

b) as a vertically integrated at the macro and micro levels plurality of European lingual innovations which in its typological specificity are relatively exhaustive phenomenological correlates multi-substrat elements of computer being.

Given signs of the logosphere as a specific onthological and linguistic-semiotic object, consider it possible to distinguish the following substantial characteristics of innovative European computer logosphere :

- The ability to synthesize substances at their own attributes, parameters and properties of ontological objects and phenomena and innovative verbal units, respectively;

- Ability to asymptotic (very close to exhaustive) implementing of the substantive and factual elements of modern computer being at their own substance as a whole and at the level of substantial characteristics of discrete verbal units that constitute the relevant innovation logosphere.

- Exhaustive semantic, formal and constructive density of implementation (reveal) of substantive and factual elements of modern computer being in the ontological, epistemological and anthropological plane.

Through the span of the information revolution innovation subsystem of European, which is directly correlated to the scope of the latest computer technology and computer being in general becomes rapid and integrated development that is supported by a lingual and extralinguistic factors, including:

1) synchronization of the enrichment of the vocabulary of modern European rate in the relevant field and the rate and extent of occurrence and branching substance, object, phenomenological, anthropological field of computer being (D. Crystal, M. Marcioni), manifested significant compared to other existential fields in the study period (1995-2013 years), quantitative index volume of innovation replenishment (and usage potential) of European verbal instruments: $\approx 11-20$ units in usage of computer being per month. That is tantamount to the average number of units in usage at 180 per 1 year ($\approx 49-60\%$ of the total sampling of modern European units - according to conventional lexicographical sources and automated lexicographical registers WordSpy, WorldWideWords, The Merriam-Webster Online);

2) source coding isomorphism of European multi-substrat structures (ontological, epistemological, anthropological) computer and noncomputer being (Il'chenko A.M., Kuznetsov N.A., Nosov M.M., M. Heim);

3) typological flexibility, adaptability and dynamic potential of the vocabulary of the European language in correlation with

computer being that is updated, in particular through info-capacity, semiotic hybridization of lingual neologisms, European expressive potential to transform their particular typological traits - morphological status, morphological feature, etc.

Definitions state aids and empirically observable parallelism of situational processes of emergence and development of innovative substant elements (space, time, substance), epistemological elements (information, episteme, etc.), anthropological elements (existential condition, identity type, etc.) of the computer being and their lingual (European) correlates (language sign, language form, language meaning, language content) defines the methodological relevance of positioning appointed European segment of reality as a specific type of logosphere, in particular innovative logosphere, which is a synchronous peripherals logosphere European linguoculture.

Given the size of the object-subject-matter of our research, we consider it appropriate the separation a separate body of linguistic research - European innovative computer being logosphere. European innovative computer being logosphere (EICL) is understood as a vertically integrated at the macro and micro levels plurality European lingual innovation, which in its typological specificity is a relatively exhaustive phenomenological correlate of multisubstrat elements of computer realm.

Given the methodological tradition identification signs logosphere as specific linguistic-onthological, phenomenological-linguistic and a linguistic-semiotic object (M. Bakhtin, Yu. Lotman, E. Pauerannen), we consider it possible to distinguish the following typological characteristics of EICL:

a) the ability to conditionally complete phenomenological realization of substantive identity of the computer being at significant characteristics of verbal units that constitute the relevant European innovative logosphere;

The following typological characteristics of EICL are to be phenomenologized, particularly at the level of the external form of discrete EICL units.

For example, paronymic unit elements of affixation paradigm based on formant dot- - one that pertains to the Internet: dot-biz - legal body that implements its activities through Internet, dot-con - offender that performs fraud (con) through Internet (in these units is dot- verbal manifestation graphical point - [.] - as semiotic marker recording Internet protocol address);

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

You can't turn on the television, listen to the radio, or drive down the highway without being bombarded by advertisements for 'dot com' companies.
(The Boston Globe, October 7, 1999)

*We want the **dot con** artists to know that we're building a consumer protection coalition that spans the globe.*
(Sun-Sentinel, November 1, 2000)

*But that didn't happen, which is welcome news for today's surviving e-tailers — and downright encouraging for **dot-bams** stepping up their Web efforts.*
(InternetWeek, June 19, 2002)

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(InternetWeek, June 19, 2002)

A verbal innovation 404 - to be offline for a long while (404 - a semiotic representation of protocol error on the results of an unsuccessful search Internet page);

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

Don't bother asking him... he's 404.
(The Tech, June, 2012)

At the level of the internal form of discrete units EICL: sextuple-u - a metaphonymic conventional transcoding of an Internet protocol address: www (where: three-double-u - initial transcoding → 3x2-u =-u 6 - a metaphonymic correlate).

Due to a combination of external and internal form configurations of discrete units EICL: for example an innovation Web 2.0 - the newest visual and technological configuration of Internet space where the Web - Internet, 2.0 - an analogical representation of meaningful semiotic element "a new (improved) version" (operating system , software, software, etc.).

Task pit-stop:

◦ **Consider the contextualized innovations;**

◦ **Identify the latest vocabulary installments based on the same model**

*So what makes a startup part of the Web 2.0 club? It usually involves the company employing at least one of the following technologies or concepts...
(The Seattle Times, December 19, 2005)*

b) to structural density volume, uniformity and conditional completeness of innovative European codification of public multi-substrat configuration of computer being;

Note that the set principle of integration of European innovative computer being logosphere macrostructure and its relevant microstructure - is based on a systematic basis.

The typological characteristics of EICL principle leads to the integrativity macrostructure European innovative computer being logosphere are defined in phenomenological (referential, nominative, significative) correlation of its discrete elements:

1) structural elements of being - space, time, substance, phenomenon, essence (for example: a phenomenological correlation category of substance - wikiality (Telescope seam Wiki (peadia) + (re) ality) - conditional subtype of computer being modeled exclusively by collective cognitive activities of its subjects);

Task pit-stop:
◦ **Consider the contextualized innovations;**
◦ **Identify the latest vocabulary installments based on the same model**

"Wikiality," from populist Online encyclopedia, Wikipedia, means reality as determined by majority vote (as when scientists voted to stop treating Pluto as a planet).

(San Jose Mercury News, August 28, 2006)

2) structural elements of knowledge / cognition - information episteme, notion, concept (for example: a phenomenological correlation category episteme - information demise - the destruction of storage systems and data; data fast, data spill - communicative space data);

Task pit-stop:
◦ **Consider the contextualized innovations;**
◦ **Identify the latest vocabulary installments based on the same model**

*Cleanse your system with **data fasts**. Every now and then, turn everything off. will help you to evaluate its real meaning.*

(The San Francisco Examiner, May 19, 2003)

*If the result page contains third-party objects or links, those third parties could receive all the information on the form, resulting in a **data spill**.*

(Security Management, May 1, 2001)

3) structural elements of the human mind / consciousness - identification, identity, individuality, sociality (for example, opened a number of new units that are the subject of "self" categories through various mechanisms of substantivizing and semantic reference to the category "I" - meformer (telescopic fusion of me + (in) former) - a person who proclaims themselves in social networks, egosurfing - search personal information Wide Web, self-tracker - tracking information about their identity in different loci computer being).

Task pit-stop:
 • Consider the contextualized innovations;
 • Identify the latest vocabulary installments based on the same model

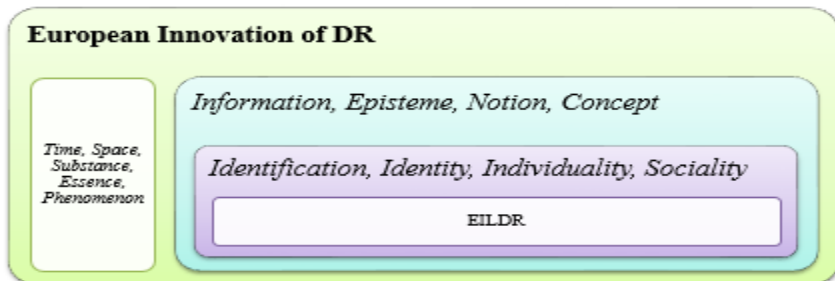
Are you curious to see where your name appears online? If so, might have tried asking your favourite search engine where your name appears. There is a term for this – it's called 'egosurfing.'
 (New Straits Times, October 18, 2005)

Informers generally have more friends in their social network versus the meformers' median of 61 friends and 42 followers.
 (Wall Street Journal, October 5, 2009)

The foundation of the microstructure of European innovative computer being logosphere are the generally newly created units of European, as confirmed by the sample empirical material of this study, appear the chronologically primary codifications and relatively exhaustive phenomenological correlates of total number of innovative elements, objects, events and the latest computer structures of computer being in varying degrees of abstraction. This type of innovative linguistic units identified as "European innovative computer terminos" (literally - "termino-logos") - then EICTs.

Fig. 1-2

Macrostructure Integativity of EILDR



From the above system of parametric characteristics of European innovative computer being logosphere macrostructure it is evident that the principle of hierarchical abstraction correlation

Powers, konstytuancy its integrative macrostructure should correlate within the conceptual dyad substance::substrate. Where consolidated Polydimensional plane integration of innovative European logosphere computer meets the parameter being "substance" and definite integration of discrete elements of Consolidated plane logosphere - meet the parameter "substrate".

In this case, the substance is identified as an objective reality in terms of the internal unity of all forms of its manifestation and self-development [81, 101, 212]. The term "substrate" in turn, denotes the simplest structure or formation [164, 336], which remain stable, unchanged under any transformation of the object and determine its specific properties

Thus, innovation macrostructure of European CB logosphere is defined within this study as comprehensive language body of neologisms in the system of reference semantic unity in correlation with substantive (onthological, epistemichnymy, anthropological) measurements and computer being elements of comprehensive, innovative superdense verbalization which determines the phenomenological originality of logosphere.

The *methodology* of language units analysis is based upon the supposition of the cyberspace-related word-stock terminological nature.

The dual systematization character of terminology determined the analysis of both linguistic and external (onthological, anthropological, social) paradigmatic parameters of European cybervocabulary. due to its polydimensional nature the term acquires the unique, supralingual status (the entity of Being and Language respectively).

The cyber-term as a specific intralingual and extralingual phenomenon due to its complex nature turns out to be both the means of perception and comprehension to a degree as well as the metaphysic actualization and categorization source of the modern cyberspace and technosphere.

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

"As the world is increasingly coming to appreciate, physical space and cyberspace operate according to different rules."

(The New York Times, 2004)

The ability to reach out and touch customers both in and out of cyberspace, the theory goes, will make or break future retailers."

(Washington Post, 2000)

*"In a conceptual leap that goes even beyond the idea of **virtual worlds**, the Human Interface Technology Laboratory of the University of Washington will be showing **Technology in Bloom**. This is an example of **augmented reality**."*

(The Boston Globe, April 12, 2003)

The introduced approach to defining the cyberterm might pose as a key to comprehending the hidden mechanisms of linguistic actualization of cyber-reality.

Metametodological level of study of European innovative computer being logosphere given a system of parametric features and principles konsolohidovanosti last as linguistic object, determines the need for the introduction of such methodological aspect of linguistic research in neology of European as "philosophical linguistics" (as opposed to "linguistic philosophy", as

the steady component of paradigmatic spectrum, of mostly philosophy).

According to the methodological observations, this research area has become an integral part of almost all philosophical and linguistic concepts present [165, c 25, 26, c. 14]. However, according to researchers, the history of philosophy of language exists in disparate and often incompatible with each other [11, 37, 260, 265] views, concepts, approaches, and methodological perspectives. The term "philosophy of language" first came to scientific use and integrated into appropriate terminosystemu in the German-speaking second half of XVIII century. [56, 67, 282, 283, 520] through the works of philosophers like Hans-Karl Lichtenberg, J.-G. Haman, J.-G. Herder, Jacobi, W. von Humboldt. In the context of the development paradigm of general knowledge in general, and in particular linguistics, philosophy of language turns out one of the most influential trends in modern western philosophy [68, 88, 296, 298], focusing on understanding of language as a key to understanding the thinking and knowledge.

The preceding philosophical and linguistic trends in humanities consisted Aristotle (treatises "Categories", "Rhetoric", "Logic") [13], I. Kant (development of concepts of pure and practical reason, of Judgment) [71, 140, 141] Jean-Jacques Rousseau (ideas about the origin of writing) [26], J. Mille (contribution to the theory report) [27] W. von Humboldt [89] and others. The transition period to the philosophy of language associated with changes in the object of study: the place of "ideas" come lingual nature - offers and terms [67, 68, 299]. Modern philosophy is largely focused on linguistic aspects multi-substrat philosophical problems. Linguistic philosophy is seen also as a kind of offshoot of logical positivism [67, 415, 618]. Since the second half of the XX century, all the major sections of philosophy (e.g., onthology and epistemology) test so-called "stylistic" effect [608] of philosophical and linguistic principles of rational reflection. Thus, the philosophy of language - is not just any given direction philosophical studies (although possible and alternative definitions that identify the philosophy of language only analytic philosophy - [26, 609]), but the particular style of

philosophical thinking that is associated with a primary interest in questions about the methods of constructing theories and principles to the study of ordering tools (eg - speech means) expressing knowledge.

In modern European philosophical school of thought language problem also arises in connection with an attempt to find the basic foundations of human knowledge and culture in line with the traditional philosophical problems. An equally important factor in treatment philosophy of language was the question of language philosophy (on the one hand - as metalanguage of scientific knowledge, and on the other - as a specific object of knowledge) and its coordination [463, c. 129, 416], on the one hand, everyday human language, and on the other - with philosophy.

The current stage of development of linguistics inherent readiness to transition from positive (empirical) knowledge to comprehend the deep essence of language in the broad theoretical and methodological context (philosophy, logic, cognitive science, psychology, artificial research theory and other sciences) [41, 415, 456] . A large number of problems and the theoretical and methodological issues that were previously perceived as extralinguistic, to refer to "external linguistics" [112, 165], were perceived as the verbal, internal, important for understanding language not as a system-immanent structural creation, as well as spiritual energy [211, 203], cognitive human activity.

From the above can be traced konsekyvnyy conceptual chain, relevant, in our view, to determine the characteristics of parametric generalized philosophical linguistics as a methodological perspective study of dynamic linguistic phenomena and processes. If philosophy - limiting the degree of alienation of consciousness from myth (the myth of consciousness), where in this case, as we see:

- Mythology - "synergezys" of consciousness and myth, in which the vector, directional mission belongs to the myth;
- Religion - mastering mythic consciousness through faith, whereby the latter acts as an integrating and diferenciating mechanism simultaneously;

•philosophical linguistics: methodological centrifugal mechanism to overcome the force of gravity, a breakthrough beyond myth (where "myth" can be interpreted as phenomenological embodiment of an episteme "logos"), being unable to get away from its orbit (a kind of "myth photograph from space of thought").

Given the above, the philosophy of language should be considered as a component of the theory of language [165, 26, 214] within which it examines questions of nature and the nature of human language associated with its relation to reality, society, consciousness, thinking, or person in its relations with the world. In this sphere of existence and consciousness (thinking, knowledge) in linguophilosophical research aspects considered in their relation to language. Overall, we share the view that the philosophy of language, as a perspective study of complex consolidated linguistic objects can not be completely equated with any linguistic philosophy, philosophy of linguistics, nor with the methodology of linguistic research, either general linguistics. It has its own subject of research, considering the range of problematic issues about the nature and the nature of language representation of reality.

Thus, the object components of linguophilosophy as a philosophical science(onthology, epistemology and anthropology) are the constructs of being, knowledge and society accordingly. In turn, the object of philosophical linguistics should be language constructs in the dialectical interaction with relevant constructs of being (onthology-linguistic) thought (linguistic-epistemology) and awareness / consciousness / (linguistic-Anthropology). A specific type of object that is the open, flexible, dynamic macro-constituent, macro representant and macro-model of the universe. Focus on common-angle-linguophilosophical research, in fact, positioned European innovative computer being logosphere as such.

Substacial characteristics and features of the proposed type of the object being studi.e. d - logosphere, in the most general sense, including European innovative computer being logosphere - necessitate the identification and parameterization of an aspected object scope for the methodological template of linguistic research

within the overall perspective of the study of complex linguistic phenomena - philosophical linguistics.

Note that, in our opinion, in terms of heuristic guidelines of research verification, this methodological plane has adequate extent be correlated with the system of differential parametric analysis of the object - an integrated public lingual European innovations in the field of computer being as a specific type logosphere (i.e. - comprehensiveness, onthotsentrizm, integrative, self-identity, normativity, lingual substantivity)

At this stage of the development of linguistic and philosophical thought is determined that the language experience of the world is an absolute [75, 88]. It dominates all existential relativity meaning because it covers them all in-itself, in whatever connection (correlation) it is not arisen. Suggested that the nature of the language experience of the world precedes everything that man perceives and expresses. What is the subject of knowledge and expression, are surrounded by a horizon of language [120, 107]

The idea of building a kind of universal onthology that would satisfy the criterion of "comprehensive unity of things", which would be absolutely rigorous justification and justify all other sciences, general knowledge, was made Husserl [93], further developed in the works of M. Heidegger [367], R. Shpet [338, 110], and so on. This methodological dimension is phenomenology.

Phenomenology investigates and brings the system a priori in the mind, reducing a priori to the "last of the essential needs ..." [94]. Thus the ultimate task of epistemic phenomenological methodology defined in the knowledge of the complete system of consciousness formations [625], which constitute the objective world.

Note that this perspective is methodologically an epistemic isomorphic design guideline of a consolidated model of the universe in the language. Thus, linguistic adaptation of a phenomenological approach to the consolidated linguistic phenomena is manifested in our view, in an adequate conceptual plane of synthesis of theoretical issues of substant, mental and lingual proper aspects of the universe.

Phenomenology as a methodological direction [93-95, 110, 134, 77, 216, 388] is interpreted primarily as the science of consciousness,

beginning as a philosophy of irrationalism transition to the possibility of reflexive study of various types of human experience.

Areas perceived as object analysis within the phenomenological approach are understood as "pure consciousness" [94, 134], that is, free from dogmas, schemes and stereotypes, and most importantly, free from attempts to find a basis of consciousness that is not consciousness. Phenomenological approach is based on the idea that consciousness in its pure form - is "absolute ego" (which is also the source of a stream of consciousness). It constructs the world, attributing it "senses" [388]. The results of these actions of thinking explains the objective reality of it, manifests itself as a phenomenon.

To understand the genesis of concepts and discover the true nature of "pure consciousness" one must perform the reduction of consciousness [18, 368, 301], i.e. to move from consideration of specific subjects to analyze their pure essence. Consciousness, freed from all human attitudes, becomes available for using the "reduction" (mixing) - mental operation that allows one to go from first consideration of items to understanding their pure essence [95, 18, 625, 305], and then go to comprehend the basis of all existence.

Thus, the main task of phenomenology as methodology of knowledge is seen in the ability to reveal the world of science is not, and "life-world as a whole" [301, 366], see and experience the truth and the general idea of how important integrity, taken in a continuous stream. "The ideal of being true," thought Husserl and his followers [608, 489] means two things:

-Firstly, it (the truth) gives everything a total commitment, and maintains a "unity of meanings";

- Secondly, it has the property of being autoevident, understood as a property of "self-disclosure" and "self-expression";

Phenomenological reduction involves two major phases: the first one is that all knowledge of the world "is taken in quotes" as, in fact, scientific, causing any "bias" "settles to the bottom" [134 77]; second stage "is in quotes" all the opinions and thoughts of human consciousness [148, 368, 388], the spiritual processes as phenomena of human culture.

As a result of these two stages of knowledge moves to a new position - the transcendental-phenomenological, which creates an opportunity for phenomenological, substant analysis object. The latter allows to analyze the nature (in the terminology of Husserl - "Eidos" [93]) alone, separated from empirical reality and judgments about it. Since they ("Eidos") do not exist in isolation from human epistemic experiences, and in the same "flow" [94, 625], it is important to identify the elementary unit of flow - "phenomenon".

Further, we consider the sequential number vzayemokorelovyh concepts, dialectical and hierarchical subordination are the coordinates of adaptation phenomenological methodological practices consolidated lingual object of our scientific exploration - European innovative computer logosphere butyaya. Namely, phenomenon, phenomenon, essence.

Thus, the phenomenon, the methodological framework of the phenomenological pudhodu, parametryzuyetsya as something that is achieved at the sensory level as opposed to the notion of "noumenon" [608], which means a phenomenon understandable reason. In modern European philosophy, Kant's definition [141], the phenomenon - any phenomenon that can be known through experience.

For Husserl [93, 94] and R. Shpet [388] Thematic scope of the concept "phenomenon" has the following components:

- 1) shell language (speech, writing, signs, etc.);
- 2) mental experiences (individual emotions the subject of knowledge);
- 3) most "meanings" and "meaning" expressions and cognitive experiences;
- 4) "object" that highlights the meanings.

The main focus of the phenomenological analysis focuses on recent structural elements. Particular weight should "meaning" and "items", which, as we see, determines the overall linhvontholohichnu (linhvosubstantive) skerovanist phenomenological approach to scientific knowledge in general.

Human judgment of objects includes its (human, or rather, her mind) to them. As noted by Husserl, through statements

researcher "enters into relation with the subject" [93, 399, 625], thus forming the last element of the phenomenon - "objectivity", "proyavlenist substant signs."

In this context, the phenomenon is a general philosophical concept that reflects the external properties, processes, relationships object are given knowledge directly in the forms of contemplation [550]. The phenomenon may change, evolve according to the general laws of the material world. The relationship of essence and phenomenon is interpreted, in particular, as follows [18, 478] exists in itself is in the phenomenon.

The phenomenon of things \neg attribute of the process of man's knowledge of the essential characteristics of the world [356]. During phenomenon can be identified as [339] external parties objective reality which is given directly by our senses.

Objective reality has its inner side, inaccessible to direct its perception by the senses. This aspect of reality is defined as an entity. It acts as an internal, repeatable and relatively strong interconnection between things and phenomena [358]. This is an internal patterns, general and repeated them. Same phenomenon is a manifestation (manifestation) [18] essence. In turn, understand the essence as the main, basic, decisive in the subject, which is caused by the depth required, internal connections and trends.

However, the unity of essence and phenomenon does not necessarily coincide [296, 299]. This unity is different: the essence is always hidden behind the phenomena. The essence acts as the inner content phenomena hidden from direct perception.

Thus, the essence recognized as an internal nature, the internal mode of existence of objects and phenomena, the basic attitude matched exists between objects and object, internal conflict - that is, what is the fundamental source of movement and development of the subject or subjects. Phenomenon - is external, more fluid side of objective reality, which is a form of expression of the essence.

Method systemic understanding of reality, which considers the "phenomena" as part of "flow experienceof truth", and in each of them sees a kind of integrity, with its inherent internal structure,

appears as phenomenology, i.e. the essential theory analysis of reality.

This method - the so-called "entry into consciousness" [94], in the mental - is able to make every subject of knowledge, because everyone can find a psychic in itself. Thus, the basis of the phenomenological method of knowledge - the so-called "contemplation entities through phenomena."

So phenomenology, this kind of "philosophical (narrower \neg cognitive) Archaeology", seeking hidden and lost the essential meaning. Results to be brought into practice. Thus, in the opinion of the phenomenological movement, life, based on "phenomenological reduction." becomes true [301, 399, 608]. This section presents phenomenology as a means not only of true knowledge, but also building a complex model of the universe as a kind of true, in fact the world.

Lohotsentrychne understanding and parameterization substant differential features and characteristics of the European logosphere computer innovation being particular as consolidated language model this dimension of reality, determine the priority determination dialectical (phenomenological) the interaction of discrete elements and constructs innovative European logosphere computer from being:

- 1) structural elements of substance being - space, time, substance, phenomenon, essence,
- 2) structural elements of substance knowledge / knowledge - information episteme, concepts, concept,
- 3) structural elements of human consciousness substance / consciousness. identification, identity, individuality.

Depending on the design area of priority determination dialectical updating discrete elements and constructs logosphere, in a general sense, and especially European innovation computer being logosphere we singling out the following fields (or object taxa) linguistic adaptation Theoretical aspects of phenomenology to the study of consolidated innovative language objects of the universe:

- 1) onthological linguistics;
- 2) epistemological linguistics;

3) anthropological linguistics.

Comprehensive study of the processes of replenishment of the vocabulary of the European language in the computer being in the theoretical framework of linguistic adaptation phenomenological methodology offer a phenomenological position neoanglistics - trend analysis of highly dynamic processes of European within the general field of European Studies neolohichnyh stretched following methodological pidmur'yamy: - Linguophilosophical foreshortening outlining theoretical issues of language study (and innovative linguistic subsystems); - Ontological specificity of innovation European codification / category / representation of reality - linguistic innovation (neologisms).

Definitions direction allows, in our opinion, to determine the principles, mechanisms and dynamics of European-speaking areas of innovation logosphere kompternoho being as integrated linguistic-onthological construct a high degree of existential isomorphism and ideation. It should be emphasized that within our work we rely on the most inkorporuyuche interpretation of the term "phenomenological". The term "phenomenological" we mean "one that combines and manifests itself in onthological, epistemological and anthropological parameters."

This approach allows us to consider the onthological aspects kompternoho being extremely exhaustive in their European-speaking phenomenological identification, investigate existensiality of logosphere computer being (define linguo-phenomenological parameterization of human existence within the computer case), to analyze the principles of European and updating areas of computer speakers antropotsentrychnosti being.

As a basis of epistemological methodological template phenomenological neoanglisticspossible, the results of our study suggest adaptation of the Cartesian concept of episteme COGITO (Descartes, Husserl, M. Mamardashvili Foucault [93, 208, 209, 365]) - a kind of "root" (√) from any onthology (substant) of the composite nature (which is particularly innovative European computer logosphere) that describes the result of the synthesis of life, knowledge and linguistic content:

S = c√essere

Legend: S - dialectical unity of the three options -

1) sapiencia - knowledge;

2) semantica - meaning;

3) signia - sign.

s - episteme COGITO (a single mental act of mutual identification substance and a continuum of knowledge);

essere - ontological object element being. Phenomenological perspective study of complex linguistic objects, coordinated with the definition of the main zavdyannya phenomenological epistemology - knowledge of the complete system of the facts of consciousness (MK Mamardashvili [209]) that constitute the objective world (S. Hiks [489] E. Husserl [93, 94]).

Within the outlined methodological dimension "phenomenology" innovative linguistic unit is defined as its ability to kodyfikatyvna fixing the results of cognitive experience in the plane of the substrate and the verbal manifestation (the term after V. Babushkin, K. Frumkin [18]) its substantial characteristics recognizable objects and phenomena. In turn, the substance (Lat. Substantia - materiality, what is the underlying rehovynnist, creature, thing, matter, essence, foundation chairman [186]) particularly in Aristotelian logic [13, c. 279], is defined as the first of the ten categories (classes, categories, to help you determine the thinking of all things), diysnistna basis (ideal and material) objects that exist by itself in the unity of all forms of development.

Within this conceptual dyad substrate (from Lat. Substratum - base [186, 337]) refers to the total material basis for a variety of events; set of relatively simple, high-quality elementary entities Language substrate lingual innovation in computer being the same - defined as a set of relatively simple, high quality and constitutively elementary entities internal and external forms of linguistic signs. In view of the foregoing, the European innovative computer being logosphere within the phenomenological neoanglistics should be

interpreted as a consolidated, substance syncretic and Substrate discrete, dynamic, perfectly-material construct, which is a synthesis of ontho-semantic, semantic and anthropo-linguistic-semantic parameters existence and functioning of the European community in general, and the existence of computer being in particular.

Determination of specific characteristics substant EICTs as constituents of the microstructure European innovative computer being logosphere is defined by the typological peculiarity macrostructure definite European innovation logosphere. Motivation shell of the language concept of "European innovative computer terminos " is a combination of, on the one hand, caused etymologically primary meaning of the Latin «terminus» - border, border dimension, then - period. It must be emphasized that the source-analogue of this notion - ὅρος - interpreted as a way of updating the unit and stable and enduring aspects of reality - existential dimensions (Aristotle). On the other hand, the content of Greek λόγος (logos) - original (language) sign that the deep layers of the plane of content becomes essential qualities (Heraclitus - according to "Doxography" by Diels-Kranz, A. Bogomolov, N.G. Gachev).

Note that the traditional concept of "time" in the framework of the modern humanities (philosophy, logic, psychology) is determined based on historical retrospective of Greek and Latin etymons, respectively, partially incorporative meaning of the exhaustiveness, limitation (which are also attributes of substance as onthological category).

As a result of processing linguistic traditions of methodological approaches to the definition of "time" as a linguistic phenomenon characterized by considerable isolation or excludes the structure of the content of qualitative features of primary etymoniv. What means, in particular, established in the terminology system typological characteristics, or "requirements" to the so-called "ideal period" (nominated by E.K. Dresden): brevity, lightness, a low number of elements, the total availability of meaning, accuracy, clarity of concepts, distinct nature, feasibility, monosemichnist, simplicity, unity, economy (Tatarinov V.A.).

Certain characteristics of substantivity are involved in identifying the content of a terminological linguistic unit. In particular, it is noted that the term differs from other linguistic signs that its semantic content is determined in relation to referents before towards syhnikatu (S.S. Gusev, L.G. Droyanko). However, recognizing the status of the substantial characteristics of the structure linhvistychno traditional definition of "term" is peripheral.

For more detailed identification of substant innovative features European computer terminos, one should consider the following set of concepts that define the parametric features of these items: existential dimension, concept, notion, linguistic unit.

Existential dimension appears a fundamental ontological parameter (i.e. one that exists outside the human mind and is involved in the perceptual field, regardless of the will of a person).

The structure of the content EICTs parametric feature "existential dimension" is a meaningful correlate of type element or aspect of life.

The notion is a unit of mental space. Concept formation is a process of reality to mind transformation, create mental representations of ontological (in the most general sense) measurements. We emphasize also that this idea has largely synthetic.

Concept is a specific unit development environment corresponding verbal mental environment (one of the possible definitions of the concept of a cognitive nature is "fixed-lingual mental fact" - AS Kubryakova, GG Slyshkin). In other words, the concept is the result of designing lingual image / schema / mental representation. Note that the concept is a discrete entity, compared to the notion. Moreover, such a discretization is due, in our opinion, the general thrust of the concept that to be actualized mixed language (specifically the lexical-semantic) means.

European innovative computer terminos reveals phenomenological, nominative, referential, denotative and significative ability to convertible coding system-level elements of its internal and external forms of all the above traits (appropriately:

existential dimension, concepts, concept, linguistic unit).
Typological specificity EICTs defined isomorphic nature of
integration structure of its external and internal forms and
integrativity macrostructure European innovative computer being
logosphere.

Digital Term as A Logos

The prominent paradigmatic parameters of European cyberterminology are featured from the following perspective: the terminological (lexico-semantic) perception of basic metaphysic dimensions of cyberspace (that being “space” and “time”). Virtual reality emergence resulted in some significant alternations within the perceptive sphere as well, that being, above all, the rethinking and reshaping of the corner-stone ontological and existential categories: Space, Time, Reality and Knowledge.

Here at once we deal with a linguistic (or rather philosophical) paradox. From the metaphysical point of view “reality” is an environment given to our perception and observation. Herefore, there seems to be no need to attach an attribute “virtual” to it, which bears its first meaning as something “true” (or “real”). On the other hand, the space the World Wide Web opened access to forms in itself some sort of a “fourth dimension” which cannot be sensually perceived nor recorded to the utmost and thus cannot be logically defined as “reality”. But it does exist. There are no doubts of it. The cyberspace is in current being and moreover, functions in the ways resembling greatly those of “natural” reality. Linguistically the paradox proper has been solved in a peculiar way. The “virtual” notion has changed its meaning to a complete opposite, denoting now something non-existent or WWW-related.

Besides that a peculiar tendency is observed lately, to conceptualize and denote the natural environment in terms of its opposition to cyberspace. In the recent years such retronymic neologisms have been recorded as *real reality* (note the deliberate tautology for opposition sake) and *meat space* (contrary to cyberspace). Apparently, the objective reality is exposed in the dialectical filosofic unity of real and virtual parameters, the latter being an indispensable implicit component of the lingual actualization of modern Being. The ordinary, non-cyber world is rendered recently as *Outernet* as opposed to the Internet. Thus we may reach a conclusion that with impending extrapolation of

computer assisted technology and cyberspace spread the concept of the Net acquires the peculiar ontological status.

As long as it has been assumed that cyberspace exists as some specific sort of material entity the question arises of how it should satisfy the necessary matter parameters – namely those of Time and Space. As for the Space, cyberspace is apparently endless (or at least its boundaries have not been distinguished up to now – hence the emergence of such concepts as *deep Web*, *Internet 2*, *black hole*, *forking*), therefore this very characteristics may not be defined numerically but only descriptively (thus through vocabulary means). What is extremely peculiar is that the main emphasis is made again on the real reality connection, for cyberspace, still being treated as Reality, may be referred to as *augment reality* or *annotated reality* revealing thus the notion being somewhat supplementary. However, metaphorically it is also defined as *a greybar land*, this very notion signifying the ideal space beyond certain perception limits.

Moreover there could be identified the lexically fixed platonic binary division of the specific dimension of the technosphere, namely the differentiation of cyberspace into ideal and material planes accordingly (*technopolis*, *nerdistan*).

Before long Time has existed in cyberspace “virtually” (in the newest meaning of the notion). This implied that every member of the Internet community used the time conveniently for him/her according to his on-the-spot location. In other words Time was “fragmental”, distinguished in direct correspondence with the non-virtual one. In other words Time was “fragmental”, distinguished in direct correspondence with the non-virtual one. But, however, a proposition has been made throughout the Web to provide a single uniform Internet time, measured not in terms of minutes and seconds, but in terms of information units (1000 per day)⁴. (Note yet another linguo-ontological cornerstone of cyber-reality - information).

It ought to be pointed out that the leading conceptual and notional dominant of cyber temporal innovations lies within the plain of Past vs. Future opposition – that is periods of *before* and *after*

cyberspace elaboration (*yestertech / retroware* - yesterday technology, and *new chip* - newly introduced technology).

Moreover, the lingual elements of computer related temporal paradigm incorporate the apocalyptic semantics, terminal chronological parameters (*doomsdate, Y2K paradigm, TEOTWAWKI - The End Of The World As We Know It, Y2K leap year bug, Y2,38K problem*), which serves as the apparent validation of cyberspace existential nature.

Methodological foundations of the study of European innovative computer being logosphere as an integrated macro-and micro-integrated language object are determined:

- Firstly: by substantive definite signs logosphere as macrostructure (including ekvifinalnost - ability to achieve conditions that do not depend on the initial conditions and specific parameters are defined only European innovative computer logosphere; teleolohichnist - Gnostic European ability of computer being innovative logosphere to achieve the projected state); -

- Secondly - phenomenological characteristics and properties of linguistic units substrate microstructure European innovative computer being logosphere.

In this regard, it is defined as a complex system of signs, each denoting an extralingual object, while together they form a very comprehensive, schematic representation of the linguistic environment [154, 302, 466].

From another point of view, a linguistic sign can be interpreted as a myth. In particular, as the secondary semiotic system based on the existing system of signs. Human language is the language of words, except that it is the language of signs. The word covers all linguistic signs by volume and parameters of the functions. Lexical items detected the basis of mental processes and lexical hierarchy is the consolidation and preservation of human cognitive outcomes [Kosovo 1974; Guttenplan 1989].

As noted earlier in this study, word, and specifically lexical units - a neologism in European incarnation innovative computer terminos - is the "cornerstone" of research, description and, most of all, the key to understanding the complex nature of the consolidated lingual European innovative computer logosphere.

Research and configuration cross-integration macro and microstructure European innvatsiynoyi logosphere computer being based on the following initial presupposition:

I. Presumption of a conceptual core in terms of content logosphere of European realm in general. The conceptual core of European logosphere is a Universal meaningful construct, concentration of content elements mediated by subjective and collective cognitive experience of native speakers.

Note that the partial correlates of appointed terminological concepts can be the nominae "world view", "conceptual world view", "conceptual model of the world" - Apresyan Y.D., Kolshansky G.V., Kuharenko V.A. Maslov V.A.; differential features category "conceptual core" within refereed research determined configurative cumulativeness components in the appropriate content area.

Based on genus-species characteristics of parametric notion of "conceptual world view" and its derivatives multisided, conceptual core of the logosphere understand European as a universal semantic constructs concentrate semantic elements mediated by individual and collective cognitive experience of native speakers. Semantic elements of the conceptual core logosphere (based on methodological angles defining concepts and conceptual structures that are conventional in modern cognitive linguistics) esplikuyutsya by establishing conceptual attributes (the term for M.V. Pimenov [60]) - that ambivalent understood as: a) structural elements of conceptual structures; b) substrate conceptual structures. Differential feature of the concept of "conceptual core of logosphere" is the configurative cumulativeness components that are parameterized in different types of planes of reality mapping, the relevant semantic field.

II. Presumption of projection core of this concept in the European logosphere substantial layer of sectoral innovation lohosfer of modern life in general (respectively - a substantial layer of the European innovative computer logosphere, in particular).

Accordingly, in the projection of the conceptual nucleus of the European innovative computer being logosphere are the concentrate content elements mediated by subjective and collective cognitive experience of European speakers in the area of operation and use of computer technology, which is a proportional and adequate "fingerprint" concentrate of content elements mediated by subjective and collective cognitive experiences of European language speakers in general.

III. Current diffusion process of conceptual projection kernel on the European innovative computer logosphere , which resulted in the structure of the internal form units microstructure European innovative computer being logosphere being dominated by substance item.

Thus, the dynamics of European innovative computer logosphere are ways, directions and appropriate language implementation mechanisms qualitative changes in the content area of the projection of the conceptual nucleus of the European referred innovative logosphere. Empirical identification of defined parameters of EICL dynamics is made possible due to the typological characteristics of the microstructure European innovative computer logosphere being units - European innovative computer terminos .

The structure of the content of the European innovative computer terminos is distributed in the following sabers, and is consistent through-vertical ratio which satisfies the dialectical categories of "essence» → «phenomenon":

- 1) - ontological referents (ED) - a set of meaningful elements of exhaustive degree of substance and epistemic abstraction (phenomenologization attributes, parameters and properties of elements multi-substrat computer being) in the structure of the European meaning of innovative computer terminos → 2) - conceptual referents (CD) - a set of meaningful elements median level of abstraction mediated by anthropogenic (subjective and collective) cognitive experience European speakers in the area of operation and use of computer technology, the

projection area of conceptual nucleus EICL → 3) - lingual denotata (LD) - European semantics of innovative computer terminos.

The degree of abstraction of these sabers structure of the content of the European innovative computer terminos correlated with the degree of abstraction of EICTs parametric features. Step (1) "onthological referents" corresponds to the parametric feature "existential dimension", step (2) "conceptual referents" - parametric feature "concept" and the parametric feature "concept" stage (3) "lingual denotata" - parametric sign of a "language unit. "

For example, EICTs *born digital*, where: (1) Substance: COMPUTER BEING → (2) SUBJECT OF COMPUTER BEING → (3) the subject of computer being born and raised in a world full of digital technology.

Cyberterm As A Category

Instrumental apparatus of algorithmic procedures for conceptual analysis (which usually involves component analysis of the content of a linguistic unit) dozvoyalnye to date and identify elements implicit lingual meanings that serve as "access points" (the term by R. Langacker) the conceptual structure of the content (S. Popov , I. Sterenin). However, off-grid component and, more broadly, the underlying conceptual analysis are essential (substant) elements that parameterize the structure of the content EICTs as phenomenological correlates of computer components being. These elements form the basis of onthological referents of EICTs.

Given the specific characteristics of the European typological innovation being logosphere By Computer identification onthological referents in the structure of the content EICTs finds typological peculiarity EICTs as the specific nature of the sign.

The meaningfully discrete unit of onthological referents for European computer terminos is perceived as a substantemese - deep and essential element of the content substance European computer innovation that is identified as deductively and inductively. Deductive identification is by layering phenomenological diagnosis (R. Shpet, R. Ingarden, M. Merleau-Ponty) the content elements of the microstructure EICL parallel phenomenological reduction and content of computer elements to the definition of being "phenomenological points of intersection" - isomorphic or spivvvidnosnyh content substant components. Inductively substantemese identified through procedural component analysis and correlation of multi-level conceptual structures of the content EICTs.

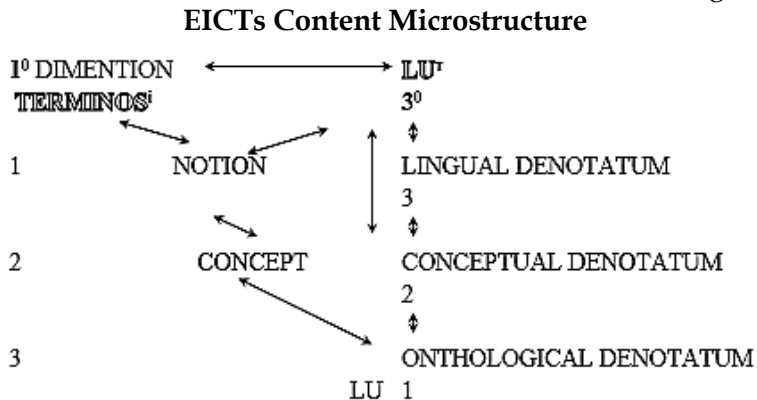
The accordance of the dialectical nature of consistent level structure of the content EICTs within dialectical opposition "entity / phenomenon", where step (1) "onthological referents" corresponds to the dialectical category "essence", step (3) "lingual denotata" - a dialectical category "phenomenon", discrete elements of step (3) of the EICTs content (seme) and discrete elements step (1) of the

content EICTs (substantemese) typology is correlated in isomorphic manner.

Given the synchronous rate and a significant degree of phenomenological density of European representation of multi-substrat elements of computer being, all levels of the structure of the content (and partially - the expression) EICTs store signs of an extensional (R. Carnap), and therefore may be considered denotative by their phenomenological nature.

The degree of abstraction of these sabers structure of the content of the European innovative computer terminos correlated with the degree of abstraction EICTs parametric features (see Fig. 1-3.):

Fig. 1-3.



Accordingly, the level (1⁰/1) - "onthological referents" - corresponds to parametric feature "existential dimension", step (2) "conceptual referents» - to the parametric features "concept" and "concept" stage (3⁰/3) "lingual denotata" - is a parametric sign "language units" (the term / logos).

For example, EICTs born digital, digital immigrants:

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

What's more, half to three-quarters of the data produced each day will be born digital - that is, it will never have existed on paper.
(*Business Week*, April 20, 1998)

Digital immigrants tend to throw their hands up in the air and proclaim the Internet a sort of 21st-century Wild West, while digital natives blast the hubris of those trying to exert influence over the Internet's uncontrollable force.
(*The Guardian*, March 31, 2008)

where: -

(1) Substance: COMPUTER BEING → (2) SUBJECT OF COMPUTER BEING → (3) of the computer object being that is immanent element computer substance of life. -

(1) Substance: COMPUTER BEING → (2) SUBJECT OF COMPUTER BEING → (3) the subject of computer being born and raised outside substantive (chronological) being outside the computer.

As can be seen from the scheme, compliance correlative levels 10 - 30 the structure of the content EICTs demonstrates phenomenological status verification innovative lingual one. Note that in the proposed scheme correlative substance and lingual surfaces EICTs (European as an invariant microstructure of innovative CB logosphere) acquire a kind of phenomenological constants.

Tool apparatus of conceptual analysis (involving procedural algorithms of component analysis of the content of speech units [330, 343, 380, 387]) reveals actualized and implikovani elements lingual meanings that serve as "access points" (the term after R. Langaker [514]) to conceptual structures of content. Carrier structure in methodological network of modern cognitive science can be casually positioned as a kind of "semantic gene" [5, c. 62] the semantics of a linguistic unit that acts as a mediator between the conscious knowledge of the subject and the verbal sign.

However, left outside of the component and, more broadly, conceptual analysis usually is ontological abstraction layer extensional language neologisms that meets the essential

(substantive) elements which parameterize the structure of the EICTs content as an innovative and simultaneously Gnostic phenomenological correlates of multi-substrat computer components being. Such substant elements actually constitute the phenomenological basis of onthological referents EICTs. Given the specific characteristics of the innovative European CB logosphere identification in the structure of the content EICTs onthological referents reveals phenomenological uniqueness EICTs a linguistic sign.

Given the specific characteristics of the European computer being innovation logosphere (that is considered firstly as a degree of development processes and branching structures and processes of the computer being of the vocabulary of the European language synchrony, and secondly as the exhaustive content, formal and constructive density of implement substantive elements of modern computer being in the onthological, phenomenological, epistemological and anthropological plane, and thirdly as a very close to the exhaustive embodiment substant elements of modern computer being at their own substance as a whole, and at substant features newly verbal units) identification of the structure of the content EICTs onthological referents reveals typological peculiarity EICTs as an innovative linguistic sign specific genesis.

"Substance gene" of European innovative computer terminos system substant is a pillar of the meaning of the latter, phenomenologically manifested in the plane of the substrate lingual EICTs.

Meaningfully discrete unit of onthological referents EICTs is defined as a substantemese – in-depth and essential element of the content European computer innovation that is identified deductively and inductively. Deductive identification is by layering phenomenological diagnosis (Shpet, R. Ingarden, M. Merleau-Ponty) [388, 255, 134] of the content elements of the microstructure European innovation logosphere CB phenomenological reduction and parallel semantic content elements CB to determine "points of phenomenological crossing »□ isomorphic content substant components. procedure

To determine the amount, quality characteristics and dynamics of the vector content of discrete units of European innovative computer being logosphere used appropriately reinterpreted, considering the language specifics material analysis, operational elements phenomenological reduction method [93, 94]. Phenomenological reduction procedure [399, 625] involves continuous epistemic deconstruction object analysis (European innovation units) from the empirical sign substrate corresponding to the dialectical notion of "phenomenon" through intensional and extensional level of the content to substant characteristics referent corresponding dialectical concept of "nature."

In particular, the eidetic reduction procedure is used to determine the typology of the elements of the content of the European innovative computer terminos; procedure transcendental reduction, \neg to determine the direction of qualitative dynamics of the structural elements of the content and expression of discrete units of European innovative computer being logosphere.

Inductively substantemese identified through procedural component analysis and correlation of multi-level conceptual structures of the content EICTs. Substantemese indicator is exponential distribution function of elements of the content of the European computer terminos innovation that involves actual / implicit / potential osluhov to pattern EICTs meaning.

"Substance gene" is an essential phenomenologically found "module" of EICTs meaning - an area of absolute convergence of qualitative characteristics of the content item EICTs quality and relevant opportunities for their actualization. According to the dialectical nature of serial correlation level structure of the content EICTs within the opposition "entity / phenomenon", where step (1) "onthological referents" corresponds to the dialectical concept of "nature", step (3) "lingual denotata» - dialectical concept of "phenomenon" , discrete elements step (3) of the content EICTs (seven) and discrete elements step (1) of the content EICTs (substantemese) are isomorphic.

The inventory of the representative components configuration of onthological referents of EICTs inhomogeneous system is the

taxonomy of substantemes involving hierarchical qualifiers (substant taxa of the content EICL) and their corresponding discrete elements subordinated hypo-hiperonimichnym principle (Table 1-1):

Table 1-1

Substant elements of EICTs meaning chierarchy

Substant taxon	Substant unit	
	Substant hyperunit	Substant hypounit
[SUBSTANCE TYPE]:	<ul style="list-style-type: none"> - [COMPUTER BEING] - [SUBSTANCE QUALITY]: - [VIRTUALITY] - [NETWORK] 	<ul style="list-style-type: none"> - [TECHNOGENESIS] - [CYBERMORPHISM]
[SUBSTANCE AFFILIATION]:	<ul style="list-style-type: none"> - [CB OBJECT] - [CB SUBJECT] - [CB SIMULACRUM] 	-
[SUBSTANCE DURATION]:	<ul style="list-style-type: none"> - [SPACE]: - [TIME]: 	<ul style="list-style-type: none"> - [SINGULARITY]
[SUBSTANCE FRACTURE]:	<ul style="list-style-type: none"> - [SPACE] - [TIME]: 	<ul style="list-style-type: none"> - [ESCHATOLOGY]

Distribution of these elements substant level ontological referents of the content EICTs within the structure of the European innovative computer being logosphere is qualified by the disproportionate quantitative indicators (Table 1-2):

Table 1-2.

Quantitative distribution of EICTs substant units

EICTs substant unit	Representativity within in-depth meaning structures of EICTs (%)	Representativity within surface meaning structures of EICTs (%)	Token EICTs
SUBSTANCE TYPE: COMPUTER BEING	100	88	<i>bitlegging, darknet, blogiverse</i>
SUBSTANCE QUALITY: TECHNOGENESIS	61	47	<i>digital divide, in silico, dotbam</i>
SUBSTANCE DURATION: SPACE	54	37	<i>neogeography, Googleverse, a-geographic, blogosphere</i>
SUBSTANCE AFFILIATION: CB OBJECT	41,1	38	<i>smartifact, dotbomb, Easter egg</i>
SUBSTANCE QUALITY: CYBERMORPHISM	39,3	38	<i>e-textile, hardlink, tradigital</i>
SUBSTANCE AFFILIATION: CB SUBJECT	23,4	32	<i>script kiddie, technology butler</i>
SUBSTANCE FRACTURE: SPACE	12,4	9,2	<i>inline tweet, splInternet, bit bucket</i>
SUBSTANCE DURATION: TIME	8,1	7,4	<i>Age of Bits, Digital Age, Evernet</i>

The highest index of representativeness within the public sample EICTs find the following discrete elements substant: | SUBSTANCE TYPE:COMPUTER BEING |, | substantive QUALITY: technogenesis |, | substantive duration: SPACE |, | substantive AFFILIATION: Computer BEING Objects |.

The remaining fixed substant elements of the content analyzed EICTs exhibit sporadic representation within vertical layers of the content of the total sample EICTs. Note that the inner form elements substant EICTs isomorphic or similar in terms of meaningful to the elements of the conceptual core area (including substance hiperelement | Computer subjects BEING |) characterized zvorotnoproportsiynoyu representative to in-depth (OD) and

surface (LD) layers of the content EICTs (23 4% and 32% respectively).

As a result of dynamic processes outlined onthological and substantial plane of European innovative computer being logosphere is a specific "rhizomes" modification (U. Eco). That is, in this sense, the projection of the conceptual core logosphere on the European innovative computer being logosphere transformed into a decentralized structure, diffuse periphery without a center. It may be noted that substant level is recreating the 3-step process, within the lexical-semantic level implementation of innovative European logosphere we offer computer being identified as "reversible semantic transformation." This process can be represented as a three-stage cycle dynamics: In the first (initial) phase is formed and operates lingual determining unity of items / products of objective reality (for example: hardware, silverware).

In the second phase the current unit content of the innovative European logosphere is involved to refer being immanentnyh computer objects (such as software, as in these cases - software, fritterware, careware, malware, cuddleware, etc.);

Task pit-stop:
◦ **Consider the contextualized innovations;**
◦ **Identify the latest vocabulary installments based on the same model**

a novelist and co-author (with Paul Andrews) of a recent biography of Microsoft mogul Bill Gates, named this kind of program fritterware.

(The Los Angeles Times, September 12, 2003)

One of several online self-help groups that have sprung up to deal with the fallout from electronic entertainment they call heroinware. Its forums are swollen with refugees of various online worlds, all with harrowing stories of runaway gaming habits.

(The Guardian, April 3, 2003)

The third (final) stage of the reversive linguistic-onthological dynamics is to apply innovative cyber-transformed meaningful element to indicate "simulacrum" referent of the second level within noncomputer being (for example: treeware, retroware).

The only way to compete with treeware is with an electronic counterpart that provides many of paper's attributes.
(*Electronic Publishing, January 1, 2007*)

In view of the above it is pointed out that the formation of specific subsystems innovation logospherechnosti European to refer to computer-being can be roughly divided into two stages (stage). During the first stage (call it "initial") stage there is available anthropocentric conditionality and focus modes lingual updating computer being. In the second stage, the shift of balance between the periphery (which until recently was the innovative logosphere) and onthological center linguoculture in general tsentrostrimka speaker system gradually replaced by afferent. That is why we propose to identify this phase as "evolutionary."

As a result, there are diffuse processes in the area of conceptual core logosphere that are not only existent, but also existential [58, 59, 324] aspects. Representative configuration level conceptual referents, manifested by the presence in the structures of the content EICTs number of elements of the projection of the conceptual core logosphere on the European innovative computer logosphere: [COMPUTER BEING SUBJECT] - 96% static representativeness in the structure of the content EICTs anthropological reference correlation (for example - übernerd, cyberati - a specificist in the field of computer technology) content and its derivatives:

- [Anthropomorphism]: for example: thumb culture - stage of social development, based on the use of manual operated digital, knee-mail - prayer letters. "Message" is sent to the knees):

Task pit-stop:
◦ **Consider the contextualized innovations;**
◦ **Identify the latest vocabulary installments based on the same model**

I-mode is phenomenally popular, engendering a thumb culture of 30 million subscribers - an estimated 80 percent of people worldwide who currently use wireless devices to connect to the Net.

(Technology Review, July 1, 2002)

Sign spotted outside the Church of Christ in Mountlake Terrace: "God Answers Knee-mail."

(The Seattle Times, May 29, 2002)

- [Anthropogeny] (eg. Socialbot):

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

Now come socialbots. These automated charlatans are programmed to tweet and retweet. They have quirks, life histories and the gift of gab.
(The New York Times, August 10, 2013)

- [Agency] (e.g. Three-finger-salute, Vulcan nerve pinch - energetic restart of the computer system, demigod - a pro in software debugging

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

... To suddenly find that your keyboard is frozen or to watching the screen fill up with garbage. You may not even be aware of the two different types of crashes, the soft crash (recoverable by the three-finger salute, Ctrl-Alt-Del) or the hard crash (big red switch and count to 5 slowly).
(PC Magazine, 2006)

The most productive functional mechanisms transformations diffuse nature of the projection of the conceptual nucleus of the European innovative computer being logosphere is:

a) leveling of semantic element projection conceptual core (eg. [AGENCY] => 0- [AGENCY]):

Easter egg - 1) Regular meaning: participation in the game "to find Easter eggs Easter» → purposes. obtain the desired result; 2) EICTs meaning: performance unconscious, non-converting action to restore your computer system):

b) The state adaptation or a status devaluation element projection conceptual core due to the proportion substant status of

the content item corresponding EICTs implemented, usually by eksterioryzatsiyi content characteristics substant element of the content at the external form EICTs.

For e.g.: [COMPUTER BEING SUBJECT] => | SUBSTANCE TYPE: COMPUTER BEING | □ digital nomad - a person who is served by only wireless technology, dot-snot - arrogant user of computer technology, cyberarian - cyber (libr) arian - literally. "Cyberlibrarian" expert systems archive on the Internet): Silicon Valley has become obsessed with dot-com operations that focus on business models instead of technology.

Task pit-stop:

◦ **Consider the contextualize d innovations;**

The results of that obsession are a lot of interesting ideas and a lot of excessively rich kids - referred to locally as 'dot snots' - (PC Magazine, May 9, 2009)

◦ **Identify the latest vocabulary installments based on the same model**

Cybrarians have the same research and data gathering skills of traditional librarians, but they apply that knowledge to online technology. (CNN.Bouletin, September 6, 2010)

c) accommodation, incorporation or replacement semantic element projection conceptual core element of the content substantive appropriate EICTs. For example: - [Anthropogeny] => | SUBSTANT QUALITY: Philogenesis | = | SUBSTANT QUALITY: technogenesis |: Generation D(igital), Generation N(et) - generation of CB, screenager - young person that is the subject of CB - [Anthropomorphism] => | SUBSTANT QUALITY: CYBERMORPHISM |: word-of-mouth => EICTs word-of-post, word-of-blog - dissemination of information through a web-diary, couch potato => EICTs mouse potato - the subjects CB object, physical activity which is minimal.

Quantitative analysis and qualifications of empirical studies allow to postulate that the diffusion projection conceptual core logosphere on the European innovative computer being logosphere (based on the ambiguous nature of language units that serve konstytuantamy its microstructure) determined interdependent bilateral lingual transformations in the plane of the substrate EICTs:

- 1) changes of the content ("eidōs" [95, 561]);
- 2) changes in terms of expression ("morphs" [13, 421]) (for example, the emergence of affixed units, hybrid morphological constructions, false morphemes, etc.).

Representative configuration level of conceptual referents, MANIFESTED by the presence in the structures of the content EICTs number of elements of the projection of the conceptual nucleus of the European being innovative logosphere Computer: [COMPUTER BEING SUBJECT] - 96% static representativeness in the structure of the content EICTs anthropological reference correlation (for example - übernerd, cyberati - expert in computer technology) - and its substantial derivative: [anthropomorphism] (for example: thumb culture - stage of social development, based on the use of manual operated digital, knee-mail - prayer letters. "message" sent to the knees); [Human evolution] (e.g. Socialbot), [AGENCY] (eg. Three-finger-salute, Vulcan nerve pinch - energetic restart the computer system, demigod - a specialist in software debugging). The most productive functional mechanisms of transformative changes the diffuse nature of the projection of the conceptual nucleus of the European innovative computer logosphere:

a) leveling meaningful element of the projection of the conceptual core (for example: [AGENCY] => 0- [AGENCY] - rain dance, Easter egg - perform unconscious actions to restore the computer system);

b) The state adaptation or a status devaluation of an element projection on the conceptual core by the share status of substantive element of the content corresponding EICTs implemented, usually by exteriorization content characteristics substantive element of the content at the external form EICTs (for example: [COMPUTER BEING SUBJECT] => | SUBSTANCE TYPE:COMPUTER BEING | - digital nomad, dot-snot, cyberarian);

c) accommodation, incorporation or substitution of substantive element projection conceptual core element of the content substantive EICTs appropriate (for example: [anthropogeny] => | substant QUALITY: Phylogenesis | = | substant QUALITY: technogenesis | - Generation D (igital), Generation N (et),

screenager; [anthropomorphism] => | substant QUALITY:
CYBERMORPHISM | - word-of-post, word-of-blog, mouse potato).

Questions and Tasks for Self-Control



QUESTIONS AND DISCUSSION POINTS

- 1) What defines the phenomenology of the digital realm?
- 2) Identify the digital realm as a reality model
- 3) Identify the digital realm as a mythology
- 4) Identify cyberspace as a linguistic worldview
- 5) What features constitute a digital term as a category?
- 6) What features constitute a digital term as a logos?



APPLIED TASK

By using digital tools of deep lexicographic search - select examples of language innovations for the relevant foreign language being studied, respectively. (5 examples for each model).

Recommended digital tools:



[Sketch Engine](#)



[WordSpy](#)



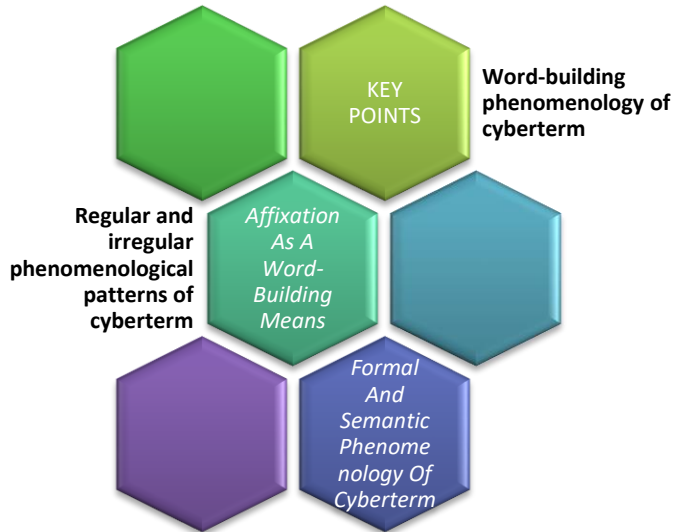
[Urban Dictionary](#)



[Lexonomy](#)

Chapter Two

LINGUISTIC MICROSTRUCTURE OF THE DIGITAL REALM



KEY TERMS

Word-Building Phenomenology of the Digital Term

Linguistically the development of European computer terminology acquires an ambivalent character.

Primarily, the sources of European computer vocabulary root in the conventional word-formation types, such as affixation, abbreviation and acronymy, telescoping, etc. and semantic derivation.

However, according to our research results, the enrichment process of the computer terminology of European incorporates the emergence of the word-formation ways and means, quite authentic to the given lexical sub-system, such as: *semantic-functional transorientation, motivationally heterogeneous reduplication of linguistic units, false morphemization.*

One of the fastest growing (and therefore potentially most productive) means creating and branching of formal European microstructure innovative logosphere By Computer is being affixation.

Extremely effective way to fund the affixaion tools anhlomomvnoyi innovative elements logosphere computer being a "content-functional" European rebirth innovative computer terminos (62% of sample units European innovative computer logosphere). The result is a two-stage process, in particular, the formation of elements of word forms unlimited *productivity (cyber-, digital-, web-, electronic-, dot-, information-).*

The first stage is commonly usually avtosemantychna linguistic unit is subject to semantic transoriyentatsiyi (A.E. Levitsky; Yenikyeyeva S.M.), which is involving the appropriate level of the content of the plan "computer" meaning components - seven "such relating to digital "and isomorphic substantemes | SUBSTANCE TYPE:COMPUTER BEING |, | substantivel AFFILIATION: OBJECT / SUBJECT COMPUTER BEING | (cyber (from the Greek. kybernētēs - to pilot) - autonomous robotic mechanism → part of information system; digital - digital (1) → digital (2): one that qualifies technology based software, "digital technology»; web - 1) web (1), 2) network (1) → 3) network (2): Internet; 4) web (2): Internet; electronic - electronic, one that describes the technologies based on the use of the properties of the electron current → one that describes a wide range of computer technology typological and morphological characters, dot - dot → functional part of an Internet address → typological characteristics of an object belonging to the sphere computer being; information - I) n. information, ii) adj. information → I) no. information "computer"

etiology / morphology II) adj. qualifying communicative and technological environment of the computer being).

In the second (final) stage of the process, cyber reborn unit becomes a functional status word-formative element further involved in the system of relations within the European innovative computer being logosphere as a formative component structure (cyber-: cybercasting, cyberpark, etc. ; digital -: digital divide, digital di.e. ting, etc., web-: webrarian, webucation, web-casting, electronic-: electronic paper, electronic nose; dot-: dot-snot, dot-con, dot-file, etc., information -: information triage, information tamer, etc.).

As a result of observations, the recorded format structural and semantic transformations considered innovative structural word formants as elements of the expression of surface structures EICTs, phenomenologically corresponds deep level | ontological referents | microstructure of the content EICTs and phenomenolization of a substant taxon | SUBSTANCE TYPE: COMPUTER BEING | both level structure of the content units examined, and the level of their structural features, demonstrates diffuse nature of the dynamics of conceptual projection kernel on the European computer logosphere innovative.

Regular and Irregular Phenomenological Patterns of Digital Term

Semantic-functional transorientation

Semantic-functional transorientation – is a transformational process comprising of 2 stages. Throughout the *initial stage* a lexical unit semantics acquires a “technogenic component” (some rendered as “of or referred to modern computer technology”).

The *ultimate transformational stage* involves the attribution of a new functional status to the semantically modify

d unit which proceeds through computer terminological paradigm as a structural component.

Up to date within the European cyberterminology the given pattern is rendered via such elements of unlimited productivity as *cyber-, web-, electronic-, virtual, techno-,* etc:

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

"Sony plans to roll out a national chain of high-tech cyberparks in at least four cities across the United States: San Francisco, Los Angeles, Chicago and Washington, according to sources familiar with the project."¶

(The San Francisco Examiner, October 10, 2003).¶

... The personalization features of the Internet provided by various filters and customization tools have the potential to lead to the cyberbalkanization of the on-line public sphere into increasingly insulated groups..."¶

(Newsweek, June 14, 2002).¶

"If the technorealists' ideas are so obvious, I wonder why we continue to hear so much breathy drivel about how the Internet is remaking reality?"¶

(Washington Post, April 2000)¶

"... a transaction should be accounted for the same, whether it's an e-business or a brick-and-mortar business."¶

(The New York Times, March 29, 2000)¶

"Georgia is implementing statewide e-voting at a time when voter confidence is still recovering from the 2000 presidential election disaster."¶

(Atlanta Journal and Constitution, Sept. 2002)¶

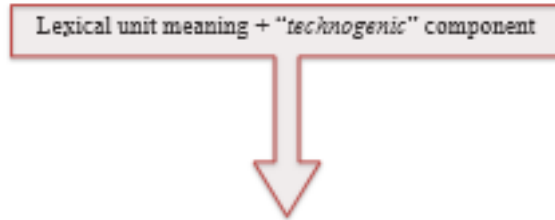
"That was one day after BarnesandNoble.com chief executive Jonathan Bulkeley championed the clicks-and-mortar philosophy that has become the mantra of electronic retailing."¶

(Washington Post, May, 1999)¶

Table 2-1 Semantic - Functional Transorientation Scheme

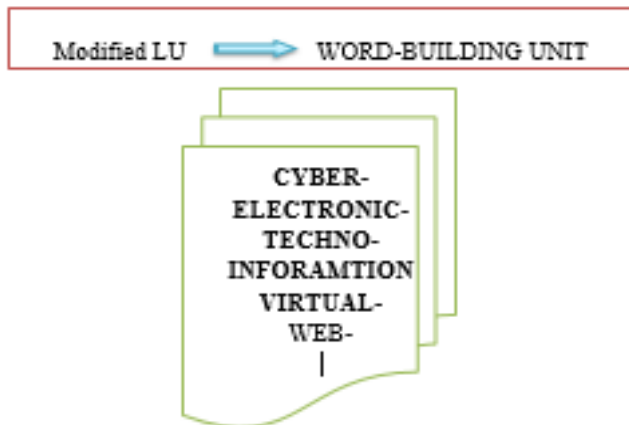
Stage I

Semantic transorientation



Stage II

Functional transorientation:



"False Morpheme" Dynamics

Processes integrative dynamics of the microstructure of the expression anhlomomvnoyi innovative computer being logosphere phenomenological enable identification of meaningful rebirth concept of "formative element" and, more broadly - linguistic form as integral microstructural integrity macrolingual objects. Within

the structural plan EICL identify specific in its typological characteristics formative element that - false morpheme. Kvalifikatyvnyy main parameter that distinguishes this element from the regular word-form element, it is meaningful (internal) nevmotyvovaniy. "False morphemes" are part of linguistic units that are not equal to their external element avtosemantichnomu mikrostruktury structure. At the level of the external form EICTs definitions phenomenologically represents the substance taxon | substant FRACTURE |, manifested typological meaningful indicator of the macro-and micro-structure of EICL isomorphism in general.

The following definition of this phenomenon is proposed: "false morpheme" is *a part of the output of the sign, which etymologically is not independently significant, which was randomly allocated to structure a coherent linguistic units continue to operate within the European innovative computer being logosphere in the status of morpheme, while maintaining The meaning of "parent word."*

Moreover, the progress of terminological system in cyberspace determines the new conceptual approach to the "word-formation element" notion. Our research results actualize the possibility to derive a unique element of word structure, designated as a *false morpheme*, the chief distinctive feature of the given unit being its arbitrary motivation.

False morpheme - a part of an inherently monomorphemic word arbitrarily singled out to productively function retaining the original meaning of the parent lexeme.

The empirical material allows to position as false morphemes an array of:

- 1) monographemic abbreviations
- 2) polygraphemic abbreviations
- 3) verbalized form of an electronic address unit.

TYPE	DESIGNATION	REPRESENTATION	EXAMPLES
I	“monographemic” abbreviation	a) initial MGA <i>e-, i-, v-</i>	<i>e-money, e-wallet,</i> <i>i-dea,</i> <i>i-way, i-biolog,</i> <i>v-commerce</i>
		б) terminal MGA <i>-b</i>	<i>blog, blogger, blog-</i> <i>master</i>
II	“polygraphemic” abbreviation	<i>-zine</i> <i>-jack</i>	<i>Webzine, cyberzine,</i> <i>zinester, page-jack,</i> <i>blue-jack</i>
III	secondary designation	<i>dot-com</i> <i>dot-</i>	<i>dot-commie,</i> <i>dot-com business,</i> <i>dot-snot</i>

Table 2-2. False Morphemes Typology

According to the available empirical material, we have identified three structural types of false morphemes 1) "books-phonemic" reduction:

a) initial "mono Letter" reduction [e-, i-, v-] - e-money (electronic money), E-stonia (electronic media facilitated environment of Estonia), i-dea (Internet transmitted idea), i-way (information / Internet way), i-biology (Internet biology), v-commerce (video-commerce).

A significant considering the specifics of operation false morphemes in the plane of the outer microstructure of European innovative computer being logosphere is presented by the fact that the content in the examined abbreviated formative elements as false morpheme involves only one aspect of the meaning of the output linguistic unit that directly relates to the field of AI computer technology, and therefore acts very phenomenolized substantive

taxon of the content (| SUBSTANCE TYPE:cOMPUTER BEING |)
newly linguistic signs;

b) terminal "mono Letter" reduce [-b] - blog, blogger, blogster. Item -b is an end of monomorfemnoho semantic neologism Web - "a worldwide computer network." This false morpheme, together with lexical unit log (1) entry in the logbook or diary; 2) download the computer program) formed a stable unity (b + log = blog - Internet diary), which, in turn, became the basis for an open generatrix formative paradigm derivatives EICTs: blogroll, blogging, blogger, blog-strategy, blog -master, etc. 2) "Poly-letter" reduction [-jack, -zine-] - -Webzine, cyberzine, zinester, page-jack. The -jack element is a part of the European verb hijack - "to steal", which refers to the words of the so-called "lost motivation" (I.A. Shirshov, A.S. Yakovlev). Therefore formant -jack, which at this stage is functioning in the sense of "stealing", "distract", it satisfies typological features "false morpheme" (for example to cyberjack - "to seize the information through the World Wide Web Internet", to page-jack - "steal" Web site and submit it to search the registry under a different address "). Item -zine-, removed from the surface structure of the external form of the noun magazine - «magazine." Later it functions in the sense of "amateur electronic edition of the medium, all povyazanno of production of and distribution of this publication)» - cyberzine, Web-zine - an online magazine, zinester - Editor online magazine.

c) Secondary designation [. = dot] - dot-commie (1) an enterprise of exclusively electronic form; 2) an entrepreneur carrying out business activity in computer environment), dot-com bubble (years 1997 to 2000 were characterized by increased profitability of Web-based businesses), dot-snot (user of computer technology too proud of his knowledge). Functional status of parts of electronic addresses, according to researchers still can not be considered certain. In this regard, it was suggested that the term "affix" in the light of the information revolution is the "virtual" meaning (Y.A. Zatsnyy). The "secondary designation" is understood as a phenomenologization of a meaningful (usually - substant as for the substrate type) element within the iconic European-language

resources of innovative computer being logosphere that has been updated in a sign of a graphics system using mark / marks punctuation system. In the first stage semiotic codification is ideographic (substance isomorphic or substance motivated) denote a particular entity.

The second step consists of implementing EICL substantive substantial resources (| SUBSTANCE TYPE:COMPUTER BEING |, | substant QUALITY: CYBERMORPHISM |, | substant QUALITY: technogenesis |). In the case of zitkayemosya "verbal actualization" graphic nonverbal sign ([.] = Dot).

Since, for obvious reasons we can not speak about the morphemic status of newly formant dot- ("genetically" it comes from non-verbal semiotic systems), we deal with the origin and functioning of a false morpheme of the third type.

Type 1) monographemic abbreviations

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

"The i-biology approach represents the consolidation of the many diverse data in life scienceresearch into refined information."

(Medical Industry Today, June 25, 2003).

"...the online journals known as Web logs, or blogs, have morphed from a cultish craze into a mainstream phenomenon..."

(Aus. Am-St., Sept. 5, 2003)

"Bloggers add their own foraging notes to links discovered on other weblogs. As a result, some estimate, anything new on the Web will filter through the blog-system in some form in about 30 days."

(Dallas Morning News, Apr. 15, 2000)

Type 2) polygraphemic abbreviations

Task pit-stop:

- Consider the contextualized innovations;
- Identify the latest vocabulary installments based on the same model

*"The Federal Trade Commission in Washington characterized the scheme as the **page-jacking** of as many as 25 million of the roughly 1 billion pages on the World Wide Web."*

(Reuters, September 22, 2001),

*„In this jockeying for position, some sites prefer to **search-jack**."*

(Globe and Mail, Feb., 2004),

*"The latest challenge to that guarantee is **Webjacking** - the nasty business of hackers".*

(InfoWorld, November 1, 2000).

*„In addition to excerpts from dozens of **zines**, the authors offer how-tos for would-be **zinesters** on raising money, distribution, the pros and cons of collaboration and more."*

(The Los Angeles Times, November 3, 2002)

*"...Until two years ago, I had no idea what a **zine** was."*

(Dallas Morning News, Oct. 28, 2004)

*„In the US, **dot-coms** infiltrated every market sector from groceries to electronics even to cars".*

(Business Wire, Jan. 7, 2000)

Type 3) verbalized form of an electronic address unit.

Task pit-stop:

- Consider the contextualized innovations;
- Identify the latest vocabulary installments based on the same model

*"But if **dot-com rage** turns out to be a factor in last week's attacks or others, I believe it should be seen not as a Robin Hood strategy to undermine the wealth of the e-commerce barons, but as a political statement akin to the protests in December in Seattle."*

(The New York Times, Feb. 14, 2001).

*„The results of that obsession are a lot of interesting ideas and a lot of excessively rich kids — referred to locally as **dot snots** — who wander around town as if they own the place."*

(PC Magazine, May 9, 2000).

Word-building heterogeneous equivalents

Further, consider the principles and results of the mechanisms shaping asymmetry discrete units EICL as phenomenological foundations of its dynamic interhratyvnosti at the micro level. In particular, within refereed research the phenomenon of shaping operation equivalent units, by motivating etymological grounds are not homogeneous. Under mixed formative equivalents we understand two or more derivational elements of different origin and assimilation degree in European usage, but identical, or nearly identical in terms of denotative and significative features.

Formants derivative of this type represent a bilateral one, which mezhih multi-substrat structures of the content EICTs phenomenologically attributed to isomorphous substantive computer features being. At the present stage of formation configurations content microstructure European innovative computer being logosphere can be found 6 major content elements (which are consistently projected in the structures of the content of higher degrees of abstraction), lingual phenomenologization which the etymological equivalent heterogeneous agents.

Heterogeneous equivalence in its turn - is word-building model based upon parallel simultaneous functioning within cyberterminology of authentic and borrowed (semiotically heterogeneous), semantically equivalent or identical formants.

It should be noted that not only affixes are (super- / über- / arch-) "heterogeneously cloned" but conceptually relevant stem morphemes as well (way / Bahn, city / polis / stan, etc.).

This serves as an apparent manifestation of cyber lexical units terminological nature through the transparency of the onthological connection between the lingual sign and notion / concept.

Inhomogeneously motivated exterior forms of EICTs are reproduced as segments correlates EICL existential dimensions (in this case substant and spatial "virtual space, label with Dynamic Components", "element of space, the location of a number of computer partytsypantiv society") and man-made elements anthroposphere being (such as "unsurpassed, highly skilled

specificist in the field of computer", "computer person, computer tycoon-industrial complex," "fear, rejection of innovations being computer"). All EICTs formed using relevant elements of word forms in turn codified content elements consistently designed in multi-substrate level content microstructure EICTs, that form a kind of mini-synonymous paradigm.

For example, consider a mini-paradigm of EICTs such as superhacker / supernerd, überhacker, archanerd. All of the termini was formed by prefixation involving various formative elements that at this stage of European functioning as a nearly absolute equivalents in the sense of "expert in computer technology-class."

Let us note that directly superlative component meaning of this concept transferred using three etymologically motivated nonuniform elements (super-, über- and arch (a) -, respectively): of Roman, Greek and German descent. In any case isomorphic exterior forms of EICTs stores to "better; surpassing others.

"Within one integrative substructure - a paradigm EICTs - formed involving derivational equivalents detected possible arbitrary configuration (Collocation) and interchangeability of parts konstytuyentnyh lexical units.

For example: übergeek - archageek; archanerd - supernerd; superhacker - überhacker (where geek / nerd - a dedicated and skilled posluhovuvach computer technology; hacker - «hacker" expert on breaking software systems). On the one hand, those facts is able to identify general dynamic (and somewhat uncertain) nature of such paradigms. On the other hand, such a formative mobility while maintaining protoMORPHISMu and microstructures of all isomorphism rinosubstatnyh level content structure EICTs (substant taxon / substance element: | substantive AFFILIATION: Computer BEING subjects | → conceptual sign / conceptual category [person] [the subject of computer being] → denotatum element "expert in the field of computer") enables the identification of empirical principles linguo-phenomenological recreation signs on the primacy of the content of the expression in the plane of the macro and microintegration EICL that is typological svoyeriznist appointed lingual object.

NOTION	Word-building component		Examples
	Authentic (English) equivalent	Borrowed equivalent	
“virtual space with prominent dynamic component”	- way - [highway]	- Bahn	I-way I-Bahn Information highway
„anthological state of being wired to the Internet”	live	- kai	online onkai offline offkai
“segment of space, techno- society locale”	- city - garden	- polis - stan - ville	cybercity; cybergarden; technopolis; nanostan, cyberville
“unsurpassed computer sphere professional”	- super-	- über- - arch(a)	superhacker, supergeek, überhacker, archanerd
“computer entrepreneur, representative of computer- industrial complex”	-	- mogul - czar	cybermogul, technomogul, cyberczar
“idiosyncrasy to technical innovations”	- fear - terror	- angst - phobia	technofear, cyberterror, cyberphobia, technoangst

Table 2-3 Heterogenous word-building equivalents

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

*"South Orange County is a classic **nerdistan** - largely newly built, almost entirely upscale office parks, connected by a network of toll roads and superhighways to planned, often gated communities inhabited almost entirely by college educated professionals and technicians" (Los Angeles Business Journal, Aug. 20, 2001)*

*"Cities need a people climate more than they need a business climate," [John] Florida says. They need technology, but they also need talent and tolerance. In his book [The Rise of the Creative Class], he describes three kinds of high-tech communities: the **nerdistans** of the Silicon Valley; "latte towns" like Boulder, "with plentiful outdoor amenities"; and older urban areas whose rebirth is "fueled by a combination of creativity and lifestyle amenities."*

(Denver Westword, June 19, 2003).

Abridged Forms

According to linguistic research, one of the most productive ways to replenish the occasional vocabulary of the European language at the present stage of its development is to reduce (S.M. Yenikyeyeva, Y.A. Zatsnyy, A.E. Levitsky). Exploring the European innovative computer being logosphere productive three primary types of reduction:

1) acronimy: to mung ("mash until no good"), - "to change the computer program to the extent that it stops working", narb (narrative bit) - «pi.e. ce of personal information people - being the subject of computer that can be tracked on the Internet», etc .;

2) abbreviations: TEOTWAWKI (The end Of The World As We Know It - unpredictable state of development in all spheres of life computer), PEBKAM (Problem Exists between Chair And Monitor - insulting designation custom error handling in the computer hardware), etc .;

3) Hybrid abbreviations (such as roponuyemo identify Abbreviations involving digital elements as semiotic elements correlates external form corresponding EICTs). Powered by derivational pattern can be divided into two subtypes:

a) model type N12N2 ... n, where the number 2 is homonymic marking preposition to, connecting nouns N1, N2, Nn, for example: C2B (consumer - to - business), P2P (person-to-person), B2B2C (business-to-business-to-consumer), S2B (consumer-to-business), B2C (business-to-consumer), etc.

This model reflects the economic means of interactive communication within the computer space;

b) model type Y2K ("Year two thousand") - determine the possible collapse of the computer systems at the beginning of 2000.

Abbreviated hybrid model "b" can be represented as a formula that consists of three main konstytyentiv: N + # + K, where N - abreviyovana form (usually used of initial letter) "baseline" noun (semantic and conceptual dominant computer terms) # - digital element (i.e. numerical attribution of the main noun) and K - the established pictogram thousand (from the Greek "kilo" - "a thousand"). As an example we can consider such items as Q2K (question 2000 - two thousand), W2K (Windows two thowsand), 2K1 (2001 - year two thousand and one). It is worth noting the fact that the first two components of the proposed formulas are hypothetical variables, while the latter konstytuyent - "K" - is a "constant" EICTs the expression of the type that make up the structural paradigm within the model. In view of this, we consider now be possible component (-K-) not only as an integrating medium smysloformuyuchoho meaning, but also as a standalone word-formative formant.

The fundamentals of European microstructure of innovative computer being logosphere determined on the basis of analysis of mechanisms lingual semantic asymmetry. European integrative parameter dynamics of innovation logosphere computer acts phenomenon being relevant public attractions discrete units innovative logosphere around content units that serve centers and structural word frazotvirnyh paradigms.

Quantitative and qualitative characteristics of the elements of the content and expression (e.g., performance simulators template elements surface microstructures) public EICTs microstructure in European innovative computer logosphere can be attributed to the existence of meaningful units as follows:

1) Implementation of modern digital technologies, which leads to the so-called "revolutions" in their respective industri.e. s (cable / wireless / network / cyber revolution).

2) Characteristics of temporal phase "total computerization" (Cyber / Digital Age, Age of Bits, Nano-Age.

In cases (1) and (2) branching EICTs synonymic series is based on an integrative element of both internal and external forms units produced (revolution - «revolution, large-scale social change" and age - «considerable period of time", respectively).

3) Language of computer being (cyberjargon / lingo / speech / style, software-speak, Netois) - this notion harbors a substantial number of multiple hiponimic EICTs subparadigms. First, the EICTs formed with the help of afixiod cyber-: cyberjargon, cyberlingo, cyberspeech, cyberstyle; Secondly, a number of derivational formed based formative element speak-, which operates mainly in the sense of "jargon of experts" (for example: software-speak - specific terminology used in the software guruspeak, Netspeak, bitespeak - jargon, which communicate computer "pros"). Hyponimic EICTs, indicating the newly formed "computer" usual and communication tools - cyberspeak - can be considered a transitional link between these groups of neologisms as combining at the external shape of the central derivative elements.

4) computer subject (cyberguru, cyberati, supergeek, etc.). It should be noted that the existing trend towards integration microstructure content EICTs, denoting industry professionals the latest digital technology, meaningful dominant "epistemiologic capacity" → «the necessary knowledge." At the level of the microstructure of the external shape corresponding EICTs such integration capacity provided structural word formants -guru («guru", "master»), -geek («stubborn") and -savvy («familiar» - from. Francs. "Savoir" - to know) .

They are the basis for these units, as cyber-guru, cyber-geek (technogeek) or computer-savvy (net-savvy). Significant amounts of formative performance also shows in the original format of "irregular" model telescopic joined word-formative element EICTs substantynvnoyi reference vidnesenosti | SUBSTANCE TYPE:COMPUTER BEING | with the word "literati" (from. Lat. - "Scribes educated, elected") lately functions:

a) as an autosemantic element in the sense of "highly qualified person professional" and

b) as a formative element abreviyovanoho external form EICTs -erati in the sense of (1) a specificist in different types of computer technology (software, digital communication, social networking, etc.) → (3) | substant AFFILIATION: COMPUTER BEING SUBJECT | (cyberati, digirati, tweetterati).

5) A person, being alienated from the computer (for example: Internot - a play on words based on correlation paronimichnoyi unit (Inter) net - a computer network, and deny tational particles not, neoludite - from historically motivated unit ludite «man that hostile to any technology »; leadite [le'dit] paronimichno plays similarity with the word ludite [lu'dit] and neolohichno nominate a person who like ludytiv refuses to use technological means (ludyty - loom ledity - PC 'to view these files and digital) "instead served by pencil, graphite pencil traditionally denoted Usual unit lead -« lead ").

Note that the plane of the dynamic interaction multi-substrat level of the content provided by the reference correlation EICTs qualified "phenomenological conflict" in the area of conceptual projection kernel of a representative substance item | SUBSTANCE

AFFILIATION: COMPUTER BEING SUBJECT | is in a state of dynamic dialectical opposition (opposition unity) isomorphic to the conceptual element of projection area of the Anthropic core - conceptual categories [computer being subject] through integration into the microstructure corresponding semantic level EICTs conceptual features [objection], [expression], [aggression], which, in fact, lead the complete replacement of transformative definite conceptual category into its own substantive opposite [non-subject of computer being] or [0- computer being subject].

The representative substantnyh units (substant taxa: | SUBSTANCE TYPE |, | SUBSTANT AFFILIATION |, and related elements substant | SUBSTANCE TYPE:COMPUTER BEING |, | SUBSTANT AFFILIATION: COMPUTER BEING SUBJECT |, | substant QUALITY: technogenesis |) manifestation in the area of the projection of the conceptual core of signification EICTs is, however, unchanged.

Moreover, defined substant elements tend to be extrapolated vertical surface microstructure corresponding EICTs level (at the level structures of linguistic expression phenemenolized by cumulative eksterioryzatsiyi substant respective units through convertibility zmistotvorchyh mechanisms of the external shape and internal form EICTs:

semantic element cyberadaptation of word forms (neo-) → affixation - neoludite, Internet ← | SUBSTANCE TYPE: COMPUTER BEING | ← | substant QUALITY: technogenesis |; functionally and structurally diverse secondary nomination riznosubstratna language game - neoludite, Internet leadite ← | SUBSTANT AFFILIATION: SUBJECT COMPUTER BEING |, neosemantyzatsiya - rejecter ← | SUBSTANCE TYPE:COMPUTER BEING | ← | SUBSTANT AFFILIATION: COMPUTER BEING SUBJECT |, etc.).

Content substance stability of these elements EICTs | SUBSTANCE TYPE:COMPUTER BEING |, | SUBSTANT AFFILIATION: COMPUTER BEING SUBJECT |, | substantive QUALITY: technogenesis | the substrate stage non-homogeneous microstructure of the content EICTs (CD and LD, respectively) and

Substrate in "hostile" environment zone of projection of meaningful conceptual nucleus EICL is provided by a symbiosis, partial incorporation, and absorption of substantial elements of a number of functional elements of the conceptual core area projection, in particular conceptual features [AGENCY] and conceptual categories [anthropogeny] .

As a result, there is a diffusive destabilization of meaningful conceptual structure of the categories [Non-subject computer being] by consistent, riznosubstratnoyi phenomenological devaluation of functional cognitive attributes (|SUBSTANCE TYPE: COMPUTER BEING | → | substant QUALITY: technogenesis | → [denial] ↔ | SUBSTANT AFFILIATION: COMPUTER BEING SUBJECT |, (| SUBSTANCE TYPE:COMPUTER BEING | → [expression] ← | SUBSTANT AFFILIATION: COMPUTER BEING SUBJECT | ↔ [0-agency] | substant QUALITY: technogenesis | → [aggression] → phenomenological devaluation by significative lingual tools - create comic effect, estimated connotative markovanist EICTs).

Formal And Semantic Phenomenology Of Cyberterm

Antonymy as a structurally relevant pattern of asymmetric EICL integrativity, based on our observations, except for some isolated cases asystemnyh formation antonymous pairs that are not subject to classification is represented by two main types of oppositions.

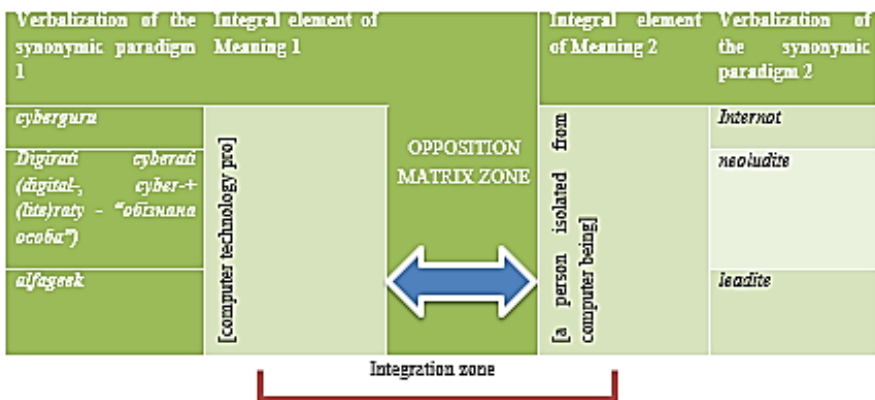
The first is attributed offer "linguistic-substant opposition" - European means innovative differentiation between two spheres of existence - real and computer-bound. To this type belong antonyms, in our opinion, such transponyattyevi opposition - formed on the basis of dialectical unity in opposition to one or more content elements as real reality (noncomputer being) vs. virtual (virtual) reality, augmented (added) reality, mixed (mixed) reality - computer being; meat space (noncomputer being) vs. cyberspace (noncomputer being). We emphasize that in the above antonymous pairs dominant external and internal forms (respectively: real and

virtual, augmented, annotated; meat and cyber respectively) to be in opposition is neosemantyzovanomu, "computer" sense.

As the second main type of paradigm antonymic European termini offer innovative computer positioned so called "matrix of the opposition." In this case antonymic opposition be not some innovative European units, and mini-goals are synonymous paradigm that formed around certain meaningful nodes of European innovation computer being logosphere (and represent thus the "matrix" verbal signs advocating integrated sub 'antonymic object of opposition). Illustrative example of this type of antonymy, given the principle of integrative dynamics of onthological and anthropological significant level European innovative computer being logosphere can serve as opposition synonymous paradigms that relate to such integral elements of the content as (1) "a leading expert in the field of advanced computer cybernetic technology "and (2)" the person being alienated from the computer "(see Fig. 2):

Table 2-4

Antonymy matrix of of EICTs



Note that in the total area of integration of the content of the original matrix opposition appears the substance element of the content presented in paradigmatic EICTs constructs (1 and 2,

respectively) - |substant AFFILIATION: Computer BEING
SUBJECT |.

Questions and Tasks for Self-Control



QUESTIONS AND DISCUSSION POINTS

- 1) What features define the word-building phenomenology of a digital term
- 2) What are the invariant affixation models for digital innovations?
- 3) Identify the regular and irregular phenomenological patterns of digital terms?
- 4) Are there potential “false morphemes” in the current developments of languages in the digital realm? Explain why.
- 5) What languages contribute to word-building equivalents in the digital realm?
- 6) Identify semantic phenomenology patterns of digital terms.



APPLIED TASK

Analyze current universal models of the formation of new language signs in the digital space

Enter the results of the search for examples in a common glossary of innovations. Try to find innovative word-formative analogues for related Romance languages, related Oriental languages, or Romance, Oriental and European languages.

Recommended digital tools:



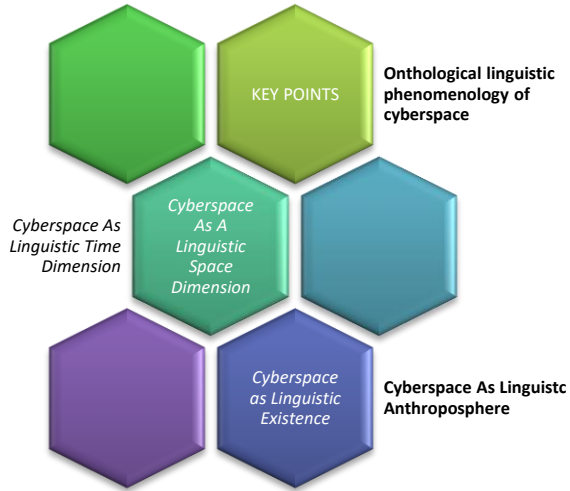
[Moodle Glossary](#)



[Lexonomy](#)

Chapter Three

LINGUISTIC MACROSTRUCTURE OF THE DIGITAL REALM



KEY TERMS

Ontological Linguistic Phenomenology of Digital Realm

Typological characteristics of substant and phenomenological parameters European innovative computer being logosphere macrostructure and, consequently, the system of discrete items in the designated logosphere - EICTs - necessitates defining characteristics of meaningful elements of European innovative

computer logosphere that is being phenomenological correlates multi-substrat ontological dimensions.

The space appears as the most important aspect of the model world, characteristic length, structuring, collaboration, coordination of certain elements of life. Along with space, time is a characteristic length of existence, rhythm, tempo, consistency, coordination, state changes and their sense of fullness to humans. Syhnifikatyvni signs listed existential dimensions allow direct identification of empirically very substantive elements of the structure of the content EICTs discrete and paradigmatic constructs EICTs appropriate referential correlation (| SUBSTANCE TYPE:COMPUTER BEING |, | substant Length: TIME |, | substant Length: SPACE |, and their respective derivatives).

Substance dimension in the structures of the content EICTs MANIFESTED also in dialectical unity "real" and "computer" options. And last (| SUBSTANCE TYPE:COMPUTER BEING |), the available empirical evidence is as dominant component of substantive actualization of continuous sampling discrete units of European public innovation logosphere of Computer existence and required substantive component of language updating substant signs of life outside the conthour EICL.

The dominant verbal means of such substant structures of the content is EICTs mechanism of retronimy (D. Sefir) or "differentiating renomination" (Y.A. Zatsnyy, S.M. Yenikyeyeva) The result of this process is the emergence of such units, such as, meatspace - "material space" as opposed to cyberspace - cyberspace, real reality - «reality» (tautology at the external form in this case is caused directly contrasting two realities, or two worlds - the real and the virtual computer) as opposed to virtual reality - "virtual reality" to implement the concept of "noncomputer being"; Outernet - «external network", as opposed to Internet, which literally means "internal network"

Each of these units at both the content and the level of expression, through the mechanism phrase-building analogy captures the major features of substant computer being as substantive and significative attributes of the noncomputer one - |

SUBSTANCE TYPE:COMPUTER BEING | → | Type of substance: Network | → | SUBSTANCE TYPE:virtuality |, | substant length: SPACE |).

Dynamic changes in the microstructure of the content within EICL outlined substantive dimension determined also transformative changes in the plane of a coherent and nonlinear interaction and vzayemovidnesnosti substant elements of the content. In particular, analysis of language material gives grounds to prove that the microstructure of the content European innovation logosphere noncomputer being subject substanty kibermorfizatsiyi (and, consequently, the corresponding linguistic-phenomenological recreation) due to accumulation in the deep structures of the content and posupovoyi, interpenetrating exteriorization in surface structures of the content and expression EICTs substant taxa | SUBSTANCE TYPE|, | substant AFFILIATION |, | substant QUALITY | substant elements and the corresponding hierarchical subordination | SUBSTANCE TYPE:COMPUTER BEING |, | substant AFFILIATION: OBJECT BEING Computer |, | substantive AFFILIATION: SIMULACRUM OF COMPUTER BEING |, | substant QUALITY: CYBERMORPHISM |. This process can be represented as a three-stage cycle dynamics:

Stage 1. Formation and Usage funktsionvannya to determine (1) the unity of items / products of objective reality (for example: hardware - household metal ware, silverware - silver cutlery).

Stage 2. The current unit content of the European Language Usage (-ware) involved for innovative notation phenomena / objects being computer (eg, (2) different types of features kvalifikatyvnymy media / software, as in these cases - hardware - «computer iron ": the processor, motherboard, software (« immaterial »software) and its analogical and metaftonimichni derivatives: fritterware (attractive software), careware (« caring », easy to use software), malware (software that can cause damage the computer), etc.).

These stages are characterized by dense convertibility process cumulation of representative substant elements in newly-created EICTs - | SUBSTANCE TYPE:COMPUTER BEING |, | substant

AFFILIATION: COMPUTER BEING OBJECT | and their expansion to the surface structures of the content EICTs by increasing the proportion of performance relevant element of word forms (-ware) in neological meaning (2).

Step 3. Involvement of cyber-transformed innovative content elements for phenomenologization (3.1) "simulacrum" (F. Baudrillard) referent of the second level (the object being → computer storage media) within noncomputer being (for example following retronimy: treeware, retroware - any "traditional" non-digital (tree → paper), or pre-Computer (retro-) media / way to organize and store information: newspapers, books, paper, etc.; meatware, wetware (I) - nervous system as a "biophysiological" (created with "flesh and blood") storage systems and data, and to the last unit hiperonimichna liveware, wetware (II) - any living organism [as (3.2) "biophysiological" system preservation and data]).

At this point in the plane of continuous vertical interaction structures of the content EICTs there is a) consolidation proportion substant elements deep layers of the microstructure of the content by the gradual convergence and interchange substantemes different taxonomic affiliation: | substant AFFILIATION: OBJECT BEING Computer | → | substant AFFILIATION: SIMULACRUM COMPUTER BEING | (cuddleware (2) → paperware (3)) → | substant QUALITY: CYBERMORPHISM | (retroware (3.1) → liveware (3.2)); b) vertical expansion substant elements relevant to the stage area projection conceptual core EICL that is the result, in particular, devaluation and partial assimilation of content elements [Computer BEING SUBJECT] by phenomenological (e.g., analogical) intensification sense-creating function substant item | substant AFFILIATION: Computer BEING OBJECT | (meatware, liveware, wetware).

Paradigmatic parameters of European computer terminology are also featured from the following perspectives: perception of basic dimensions of cyber-reality ("space" and "time") and anthropologic categorization of cyber-reality, thus both the

anthropocentric and the sociocentric paradigmatics of European cybervocabulary being reflected.

Cyber-reality emergence resulted in some significant alternations within perceptive sphere, that being, above all, the rethinking and reshaping of the corner-stone ontological and existential categories: Space, Time, Reality and Knowledge. The objective reality is exposed in the dialectical philosophic unity of real and virtual parameters, the latter being an indispensable implicit component of the lingual actualization of modern Being.

Moreover there could be identified the lexically fixed platonic binary division of the spacial dimension of the technosphere, namely the differentiation of cyberspace into ideal and material planes accordingly.

The leading conceptual and notional dominant of cyber temporal innovations i.e. s within the plain of Past vs. Future opposition – that is periods of *before* and *after* cyberspace elaboration. Linguistic elements of computer related temporal paradigm incorporate the apocalyptic semantics, terminal chronological parameters which serves as apparent validation of cyberspace existential nature.

The [world](#) surrounding a human being is endless in multiple varieties of its forms. In the course of centuries the mankind has been fulfilling the attempts to represent the objective (as well as subjective) reality in the language as fully as possible. Adding up to the lexicon the words denoting newly appearing realia and concepts has always been one of the most optimal ways for such “self reflection”.

This way two significant dominants can be observed in defining culture – the generalized reality representation in the form of *Knowledge* and its alternation methods on the one hand and the direct negotiation of the Man with the World, socially and historically determined reflection of such cooperation in the human inner world, beliefs, principles, tastes, behavior, habits – on the other.

However, in the late XXth – the early XXIst centuries the human mind has progressed quality-wise in the ways and methods

of reality perception. There is no doubt that one of the greatest achievements of the turn-of-the-century period is the so called *virtual reality* creation – the world parallel to the common one still intercepting with it in hundreds of thousand ways, driving the “material” reality more and more dependent on itself.

The thing is that *virtual reality* development determined the necessity of cultivating specific ways of its phenomena treatment, which naturally drew to the new linguistic units emersion, since its been specified that the language is the sphere of the most urgent reaction of the human mind to the outer world changes.

As the famous German philologist and philosopher Wilhelm von Humboldt put it the Language is not merely the communication and socialization means, but is original to the human nature and necessary for spiritual development as well as for viewpoint formation. To his mind the Language should be treated not in terms of a static substance but in terms of a creative process. Moreover, the main emphasis should be laid on the language and mental activity correlation.

As we can judge *VIRTUAL REALITY* progress is closely connected with the fundamental changes in the sphere of the human mind. The so-called *virtual boom* (the constant emersion of the new computer-related lexical units) observed through the last decades might be explained from the evolutionary viewpoint. The period between the “Big Boom” in the universe up to the point when languages were created on the Earth, which took by rough calculations over hundreds of billions years, in the case of *VIRTUAL REALITY* creation was reduced to some ten years.

-
- Task pit-stop:**
- **Consider the contextualized innovations;**
 - **Identify the latest vocabulary installments based on the same model**

... Another mixed reality work on display will be New York artist Camille Utterback's *Text Rain*, where viewers catch falling virtual letters that appear in a mirror image of themselves."

(The Boston Globe, April 12, 2001)

"Writers, who can go for three or four days at a time without talking to people in *meatspace*, are particularly attracted to this form of *fri.e. ndship*."

(New Statesman, Dec. 4, 2001)

"Dyson ignores the sinister temptations of *virtual reality*, ..., temptations bound to grow as *real reality* gets ever *scari.e. r* and more complex."

(The New York Times, June 5, 2001)

"As the world is increasingly coming to appreciate, *physical space* and *cyberspace* operate according to different rules."

(The New York Times, May 27, 2003)

"In a conceptual leap that goes even beyond the idea of *virtual worlds*, the Human Interface Technology Laboratory of the University of Washington will be showing *Technology in Bloom*. This is an example of *augment reality*." (The Boston Globe, April 12, 2001)

"...such information overlays are called *annotated reality*."

(Wired News, October 19, 2003)

Onto-semiotic aspect of digital realm linguistic manifestation

So, as far as language is concerned, the "virtual mind" is still bouncing between the system of what is considered to be non-verbal sings on the one hand and the system of extended sings, commonly known as myths, on the other.

Some scientists consider "the sign" to be central to the language conception. This way B. Russell defines the essence of the language to be not just using some communication means but applying fixed associations. In these terms the tangible is the Sign and the idea is the Meaning .

Another scholar, V. V. Martynov considers the language to be a complex system of symbols each one of the denoting some definite outer reality phenomenon, while taken together they form the schematic picture of the environment, the given language speakers live in.

From the other perspective a linguistic sign is being interpreted as a myth. Roland Bart treats the myth as a secondary semiotic system, based on the preexistent sequence of signs. The myth structure according to Bart is of double character: the language system, which is the myth basis on the one hand and the Myth proper, which is the metalanguage.

The human language is the language of words along with being the language of signs. The Word overmatches all the other linguistic signs by its functions volume and character. The Word is the thinking processes basis and words hierarchy is the human cognition results storage.

As it has been specified so far the word, precisely the terminological neologism, is the *VIRTUAL REALITY* exploration, description and which is more understanding corner-stone, that making us consider the *VIRTUAL REALITY* as a linguistic phenomenon in terms of the signs theory (semiotics).

Here at once we deal with a paradox. The sign is supposed to be an ideal substitute for an object or notion. However, nothing is concrete as far as the *VIRTUAL REALITY* goes.

Moreover, most of its phenomena are conventional (consider: *e-money, virtual love, even the very virtual reality*), thus abstract but still perceived in terms of the language.

This way, the *VIRTUAL REALITY* happens to be an ideal (in platonic sense) environment, in which concepts have been alienated from realia and embodied by means of symbolic representation:

Task pit-stop:
◦ Consider the contextualized innovations;
◦ Identify the latest vocabulary installments based on the same model

"The site is run by Adam Hiltebeitel, Hossein Noshirvani, and Marc Jacobson, friends who — like most twentysomethings — yearned to join the get-rich-click set."

(Star Tribune, February 8, 2000)

"That was one day after BarnesandNoble.com chief executive Jonathan Bulkeley championed the clicks-and-mortar philosophy that has become the mantra of electronic retailing."

(Washington Post, August, 2002)

"...I see it somewhere between a digital sit-in and cybotage..."

(The New York Times, May 31, 2004)

["Webucation will be big, but will it be profitable? After all, the public has grown accustomed to getting information for free on the Web - it has on network TV.

(Forbes Magazine, May 2000)

"In what they describe as a new science of Webology computer scientists at the Xerox Palo Alto Research Center in Silicon Valley recently funneled a large portion of the Web, about 55 million pages (leaving out the pictures), onto 400 billion bytes of disk space."

(The New York Times, Jan. 11, 2003)

"If the technorealists' ideas are so obvious, I wonder why we continue to hear so much breathy drivel about how the Internet is remaking reality?"

(Washington Post, April 2000)

"That was one day after BarnesandNoble.com chief executive Jonathan Bulkeley championed the clicks-and-mortar philosophy that has become the mantra of electronic retailing."

(Washington Post, May, 1999)

"...a transaction should be accounted for the same, whether it's an e-business or a brick-and-mortar business."

(The New York Times, March 29, 2000)

"Georgia is implementing statewide e-voting at a time when voter confidence is still recovering from the 2000 presidential election disaster."

(Atlanta Journal and Constitution, Sept. 2002)

Cyburban myth: the linguistic aspect

We may note that many of the newly appearing “virtual concepts” have undergone certain mythologization, having been classed by collective “virtual” mind as *cyburban myths* (this word combination was formed by blending the preexistent notion “urban myth” with the productive “virtual” affix *cyber-*, which fact denotes the interdependence of the *VIRTUAL REALITY* existence and the urban, end-of-the-century civilization).

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

"A quick ping out to the router and our Internet connection will be restored automagically"

(The National Journal, June 23, 2001)

"Many Web designers aren't coders, so they enhance their pages with voodoo programming..."

(The San Francisco Chronicle, Jan. 24, 2003)

"Tim had no idea why the computer wouldn't boot, so he decided a rain dance would be in order."

(The Washington Post, April 22, 2002)

"They are trying to generate word-of-mouse, but I am skeptical."

(Los Angeles Times, Sept. 18, 2001).

This way the *VIRTUAL REALITY* equivalence to the concept of the “real” universe is manifested in the neologism *deep Web*, acquiring in this context the features of a mythologeme.

The World Wide Web has become so big that search engines can't index all; in fact, they find only a small proportion. There's also lots of info out there - mostly in databases - that can't be accessed at all by the conventional search technologies in use since the Web began, the same as the far off galaxi.e. s earthly techniques are still unable to reach.

The firm Bright Planet has estimated that this *deep Web* (a term it seems to have invented) contains 7,500 terabytes of data,

compared with about 19 terabytes of data on what it calls the *surface Web*, numbers impossible to visualize in other than the vaguest way.

Even if these figures are overestimates, it still suggests that there is a lot of material out there that would be useful if only one could find it. The firm also points out that the deep data is usually of excellent quality, and that most of it is publicly accessible without charge.

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

Bright Planet estimates that this so-called 'deep Web' could be 50 times larger than the surface Web that most search engines try to cover.
[NewsScan Daily, Jan. 2001]

The FAA database is part of the invisible Web, sometimes called the "deep Web" – a vast repository of information hidden in databases that general-purpose search engines don't reach.
[The Industry Standard, Sep. 2000]

Moreover, the *VIRTUAL REALITY* cosmogonic character is proclaimed in denoting the so-to-say “primordial” processes, which take place in cyberspace independent from the human will.

They are presented in the following abbreviations: *PEBCAK* (*Problem Exists Between Chair and Keyboard*) or *JOOTT* (*Just One of Those Things* – an inexplicable Net collapse). Besides that a new notion *automagically* describes a process that occurs automatically and with a certain level of mystery so that it seems somewhat magical.

Information as a mythical premise of cyber-reality through vocabulary development

To add up to the mythological virtual world picture we shall have to consider Information as the generic, “chthonic” (in a way) force for the *Internet community* members, resembling the Earth in the ancient mythology. The statement acquires validity taking into account that the given phenomenon is the attraction center of a substantial number of new lexemes denoting the latest information realities.

For e.g. the *World Wide Web* has been referred to as *infostructure* (note the analogy with “infrastructure”). The “battle” for information ownership – and, as a result, *Information superiority* – usually leads to the so-called *information warfare*. Moreover, the necessity to deal with huge amounts of information on the daily basis turns us (the *cybergeneration* representatives) from ordinary species into *informavores*. This word is always applied to human beings.

Task pit-stop:
◦ Consider the contextualized innovations;
◦ Identify the latest vocabulary installments based on the same model

“Building the infostructure: Monumental investments are being made to develop and enhance the information superhighways.”

(The Futurist, Aug. 19, 2001)

“Col. Charles J. Dunlap, staff judge advocate at the U.S. Strategic Command, doubts whether information superiority is possible, given the proliferation of sources for all sides.”

(Milwaukee Journal, June 5, 2002)

“The information rich have good access to information—especially online, but also through more traditional media such as newspapers, radio, television, and books—and can plan their lives and react to changes in circumstances on the basis of what they know or can find out. The information poor don't have such access and are vulnerable to all kinds of pressures.”

(PC and Home, 2003)

“Although information has been a key component of waging war since humanity's earliest days, the modern military concept of information warfare is so new that it was classified until about five years ago.”

(Milwaukee Journal, June 5, 2003)

By analogy with terms herbivore and carnivore, it seeks to suggest that we are a species that lives by processing and communicating information. It's not a particularly appropriate linguistic analogy as a matter of fact, as the only thing all these words have in common is the suffix -ivore. That's a close kin of "voracious", and comes from the Latin vorare "to devour". So it properly refers to consumption rather than manipulation.

Though it's sometimes said that we humans devour information, we actually process it, not consume it. Cognitive scientists usually take *informavore* to refer to our ability to manipulate representations of the outside world inside our heads and to transmit information to each other through language. These are regarded by many as the crucial abilities that distinguish modern humans from all other species.

The word is sometimes used in connection with the huge growth in information media in the developed countries in the latter part of this century. Its coinage is usually attributed to the psychologist George Miller in the 1980s, but it has achieved wider circulation in the 1990s through popular works by Daniel Dennett and Steven Pinker.

Task pit-stop:

- Consider the contextualized innovations;
- Identify the latest vocabulary installments based on the same model

"The user is an adaptive informavore who makes use of extensive resources, interleaving planned and opportunistic episodes and using both automatic and intentional processes.

(People and Computers, 2000)

The user is an adaptive informavore who makes use of extensive resources, interleaving planned and opportunistic episodes and using both automatic and intentional processes.

[Lisa Tweedie, "Interactive Visualization Artifacts", in People and Computers X, Proceedings of the HCT95 Conference (1996)]

We would expect organisms, specifically informavores such as humans, to have evolved acute intuitions about probability.

As we can see such way of info-reflection is also the Information personification means, which is achieved through language. This fact apparently testifies to the information mythological nature in terms of *VIRTUAL REALITY* discourse.

Digital realm as a Linguistic Space Dimension

The prominent paradigmatic parameters of European cyberterminology are featured from the following perspective: the terminological (lexico-semantic) perception of basic ontological dimensions of cyberreality (that being “space” and “time”).

Virtual reality emergence resulted in some significant alternations within the perceptive sphere as well, that being, above all, the rethinking and reshaping of the corner-stone ontological and existential categories: Space, Time, Reality and Knowledge.

Here at once we deal with a linguistic (or rather philosophical) paradox. From the metaphysical point of view “reality” is an environment given to our perception and observation. Herefore, there seems to be no need to attach an attribute “virtual” to it, which bears its initial meaning as something “true” (or “real”).

On the other hand, the space the World Wide Web opened access to forms in itself some sort of a “fourth dimension” which cannot be sensually perceived nor recorded to the utmost and thus cannot be logically defined as “reality”. But it does exist. There are no doubts of it. The cyberspace is in current being and moreover, functions in the ways resembling greatly those of “natural” reality.

Linguistically the paradox proper has been solved in a peculiar way. The “virtual” notion has changed its meaning to a complete opposite, denoting now something non-existent, imperceptible or WWW-related.

Besides that a peculiar tendency is observed lately, to conceptualize and denote the natural environment in terms of its opposition to cyberspace. In the recent years such retronymic neologisms have been recorded as *real reality* (note the deliberate tautology for opposition sake) and *meat space* (contrary to cyberspace).

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

"Writers, who can go for three or four days at a time without talking to people in meatspace, are particularly attracted to this form of friendship."

(New Statesman, Dec. 4, 2001)

"Dyson ignores the sinister temptations of virtual reality, ..., temptations bound to grow as real reality gets ever scarier and more complex."

(The New York Times, June 5, 2001)

"As the world is increasingly coming to appreciate, physical space and cyberspace operate according to different rules."

(The New York Times, May 27, 2003)

Apparently, the objective reality is exposed in the dialectical philosophic unity of real and virtual parameters, the latter being an indispensable implicit component of the lingual actualization of modern Being.

The ordinary, non-cyber world is rendered recently as *Outernet* as opposed to the Internet. Thus we may reach a conclusion that with impending extrapolation of computer assisted technology and cyberspace spread the concept of the Net acquires the peculiar ontological status.

As long as it has been assumed that cyberspace exists as some specific sort of material entity the question arises of how it should fit into the necessary matter parameters – namely those of Time and Space.

As for the Space, cyberspace is apparently endless (or at least its boundaries have not been distinguished up to now – hence the emergence of such concepts as *deep Web, Internet 2, black hole, forking*), therefore this very characteristics may not be defined numerically but only descriptively (thus through vocabulary means).

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

"The FAA database is part of the invisible Web, sometimes called the "deep Web" - a vast repository of information hidden in databases that general-purpose search engines don't reach." (The Industry Standard, Sept. 2000)

"BrightPlanet estimates that this deep Web could be 500 times larger than the surface Web that most search engines try to cover." (NewsScan Daily, Jan. 19, 2001)

"..Especially controversial is the use of deep links, which point directly to Web pages or other content within another site."

(The New York Times, Aug. 10, 2002)

"The kind of fragmentation that crippled Unix also haunts Linux. Minor examples of forking already exist."

(Washington Internet Daily, Nov. 25, 2002)

"..The practice, known as 'cybersquatting,' is not only legal, it can be highly lucrative."

(The Washington Post, The Washington Post, Jan 19, 2000)

".. The personalization features of the Internet provided by various filters and customization tools have the potential to lead to the cyberbalkanization of the on-line public sphere into increasingly insulated groups..."

(Newsweek, June 14, 2002).

"South Orange County is a classic nerdistan - largely newly built, almost entirely upscale offices, parks, connected by a network of toll roads and superhighways to planned, often gated communities inhabited almost entirely by college educated professionals and technicians" (Los Angeles Business Journal, Aug. 20, 2001)

"The Federal Trade Commission in Washington characterized the scheme as the page-jacking of as many as 25 million of the roughly 1 billion pages on the World Wide Web."

(Reuters, September 22, 2001),

What is extremely peculiar is that the main emphasis is made again on the real reality connection.

Cyberspace, still being treated as Reality, may be referred to as *augment reality* or *annotated reality* revealing thus the notion being somewhat supplementary. However, metaphorically it is also defined as a *greybar land*, this very notion signifying the ideal space beyond certain perception limits.

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

"In a conceptual leap that goes even beyond the idea of virtual worlds, the Human Interface Technology Laboratory of the University of Washington will be showing Technology in Bloom. This is an example of augment reality." (The Boston Globe, April 12, 2001)

"...such information overlays are called annotated reality." (Wired News, October 19, 2003)

Moreover there could be identified the lexically fixed platonic binary division of the specific dimension of the technosphere, namely the differentiation of cyberspace into ideal and material planes accordingly (*technopolis, nerdistan*).

Topography of the spatial dimension of the structures of the content EICTs is phenomenologised by static and dynamic representation in the through vertical structures of the content EICTs following substantive items: | substant Length: SPACE | (cyberspace, data haven), | substant FRACTURE: SPACE | (back door, forking, cyberbalkanization), | substant QUALITY: CYBERMORPHISM |, | substant isomorphism: SPACE |.

Note that one of the best presentative phenomenological mechanisms lingual updating dynamic mobility substant last component is productive fraزتvorcha model EICTs or protoforma Silicon + N₀ = macroscopic geographical center of production of digital technology: Silicon Valley (case-unit Computer Technology Center in Palo Alto, USA), Silicon Wadi, Silicon Glen, Silicon Gorge, Silicon Mallee etc., where silicon - (1) semantic neologism → (2) affixalized formants - "one that relates to the production of digital technologies (initial motivating sign - material production (silicon structures) », N₀ - Auron attracted to significantly isomorphic to the plane of the inner form, and syhnifikateyvnoho inhomogeneous in the plane of the external form of nomination geographical location in different geographical regions that substance - spatially, topographically - is similarly isomorphic, or relevant case - in linguo-phenomenological, signifacative and substant level - object

"valley meadow» (valley): | VALLEY | ≈ Wadi (Israel) ≈Gorge (England) ≈Glen (Scotland) ≈ Mallee (Australia), and so on. Note that the model undergoes further significative and substance and derivation are as follows aloform, while maintaining representative substant characteristics of the content relevant EICTs (| substantive fracture: SPACE |, | substant QUALITY: CYBERMORPHISM |, | substant AFFILIATION: Objects Computer BEING |):

a) hypoform: Silicon + NmT = silicon - «one that relates to the production of digital technology», NmT - microtoponyms (parcellated compared with case-vertical elements of the microstructure of the content relevant EICTs topographic signification of various kinds of spatial microscopic and significative national cultural (conceptual) specificity - Silicon Cape, Silicon Alley, Silicon Mill, Silicon Shipyard, Silicon Vineyard, etc);

b) hyperform: Silicon + N_{CH} = Keep, topographic signification any spatial objects that are geographical centers of computer being (EDO) outside substantive outside last (Silicon Taiga - Design Bureau in Russia, Silicon Forest ,, Silicon Beach - polireferentno and, accordingly, polisemichno phenomenologizes EDO in at least six different geographic areas, Silicon Peninsula, Silicon Corridor Silicon Border, etc.);

c) substance-structural isoform of the hyperform model (b): E + N_O (N_{CH}), (where E - the representative element of onthological referents EICTs - substance Tucson | SUBSTANCE TYPE:Computer BEING |), which combines structural and formal elements protoformy content and aloform this EICTs paradigm (for example Bit Valley, Cybervalley, Syber District).

This way, the research of system dynamics of the content and expression of integrated paradigm EICTs specific substance-dimensional vidnesenosti (object → noncomputer space center computer being) give rise inversely proportional to fix the direction of mobile interaction depth and level surface microstructure of the content of relevant EICTs. In particular, the content characteristics substant element structure onthological referents | substant isomorphism: SPACE | within the microstructure of the content paradigm EICTs hipomorfnoyi model (a) Silicon + N_{mt}

accommodation of a part in the microstructure level conceptual referents by functional, sense-creating and significative representative differential conceptual features [locus] [type] [size] [geographic specificity] → [national character] and their respective linhvodenotatyvnyh correlates of surface structures EICTs content. Accordingly, substant content characteristics of the microstructure of the content paradigm EICTs hipermorfnoyi model (b) Silicon + N_{CH} izodeli and (c) E + N_O (N_{CH}) in phenemenolized schyabelyah surface microstructures of the content EICTs by penetrating vertical convergence representative substant elements (| substant FRACTURE : SPACE | ← | substant AFFILIATION: objects Computer BEING |, which leads to the following synchronous transformative changes at all level microstructures of the content paradigm relevant EICTs: (1) assimilation substant element EICTs | substant isomorphism: SPACE | in meaningful extent similar in substrate status degree of abstraction and content elements (| substant FRACTURE: SPACE | and | substant AFFILIATION: objects Computer BEING |;

(2) The state of destabilization, ultimately - isolation and elimination of microstructure zones of EICTs conceptual core functional differential conceptual features [size] [type] and [national character] by the cumulative density and the ability to accomodative, incorporative horizontal and vertical mobility representative, substantially stable elements U (substant taxa | SUBSTANCE TYPE|, | substant AFFILIATION | substant and related items | SUBSTANCE TYPE:Computer BEING |, | substantive AFFILIATION: objects Computer BEING |);

(3) continuous phenomenologization a step structure of the content EICTs all levels of abstraction (onthological referents - OD, conceptual referents - CD and lingual denotata - LD, respectively) representative substant item | substant AFFILIATION: Objects Computer BEING | (due, in particular isomorphic denotative eksterioryzatsiyi specified element in the structure of the external shape corresponding EICTs - silicon, bit, cyber).

Note that the dynamic interaction mechanisms substantive elements of the microstructure EICTs different levels of abstraction

(OD, CD, LD) iii functionally realized by heterogeneous qualitative characteristics akomodatyvnyh meaningful transformation of trace elements in the projection area of conceptual nucleus EICL. In particular, spatial conceptual features (term by M.V. Pimenova) [vertical orientation] akomodovano by linear expansion substant item | substant Length: SPACE |.

At the surface level of microstructures of the content and expression of relevant EICTs this process may phenemenolized by riznosubstratnoyi (verbal - analogical, metaphorical, non-verbal - digital, ideographic) semiotic updating these components lingual meanings:

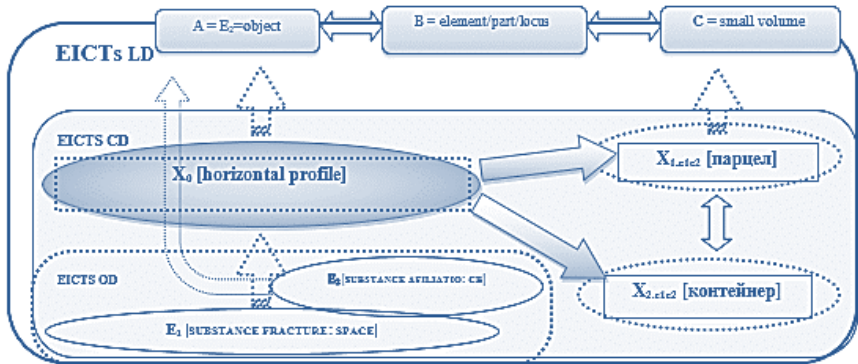
1) "Depth» (deep Web, invisible Web, Internet 2 - remote layers of information on the Internet);

2) "singularity", "cognitive unpredictable prospects of structure» (evernet, extranet - macroagglomerates of different types of computer networks);

3) "significant amount» (blogosphere, Netscape, Googleverse, Twitterverse - riznosubstratni types macrointegration online space where ekteriorizatsiya indicated substantial element in the plane of the external form EICTs achieved by formants corresponding correlation reference: -sphere - scope, -scape, -verse - apheresis from [land] scape - landscape, [uni]verse - the universe involved in the respective Telescope EICTs within the meaning of the original Usual units). In turn, the spatial conceptual basis [horizontal orientation] is accommodated ans contaminated partly in the area of the projection of the conceptual core of EICTs microstructure (CD EICTs) due to nonlinear, multidirectional upward mobility in the surface layers of the content plane (LD EICTs) substantive elements (e.g., $E_1 = |$ substantive FRACTURE: SPACE $|$ and $E_2 = |$ substantive AFFILIATION: COMPUTER BEING OBJECT $|$, as shown in Figure 3-1:

Fig. 3-1

Substance contamination of the EICTs conceptual nucleus projection zone



It's worth denoting that on the surface level of the microstructure of the content and expression EICTs appropriate reference vidnesenosti phenomenologization appointed kontaminatyvnoho process implemented by the following (primary and secondary) components lingual meanings:

1) "object" (for example secondary nomination back door - «additional fragment code software»; firewall - antivirusne software);

2) "fragment / share / place" (for example splInternet - multiplicity of fragmented local networks where splinter- - analogical correlate "splinter, splinter»; walled garden - safe for access segment information content on the Internet; blogistan - limited (thematically, the degree of information availability, etc.) set of online diari.e. s, nerdistan- suburb, place of residence of the local specificists in computer technology, where formant -stan (which as avtosemantychnoyi units are horonimom Turkic unity macroheohrafichnoyi to describe objects of the country) in new functional status productive structural component of the external

form elements of EICL undergoes enantiosemic transformation and takes the meaning "microspace computer being object");

3) "small amount" (for example, EICTs microblog, nanoblog - a kind of electronic "micro" diary of a limited amount of information valid text content; microchannel - online resource designed for limited target audience, where micro- and nano- hiponimichno subordinated eponimichni formants productive in the sense of "very small, microscopic», bitbucket - virtual locus saving unnecessary data, which correlate analogical bucket "bucket, pail").

Note that (as shown in Fig. 3) the transformative dynamics at the level of conceptual referents corresponding set of spatial EICTs implemented firstly -through direct vertical expansion of the surface layers of the content EICTs basic representative substantemes (|SUBSTANCE TYPE: COMPUTER BEING|, | substantive fracture: SPACE |), which is a phenomenological implementation by involving multi-substrat significative inner form elements (eg, direct nomination - bit, blog, Net, Web; secondary, metaphorical and analogical nomination as a mechanism "of computer" neolohichnoyi semantization eg . firewall (1) fire-prevention fence → firewall (2) antivirus "fence»; garden, back door: local private microcell → noncomputer being local, private microcell computer being) and configuration mechanisms external form (compounding - bitbucket, Web -site, affixation - microblog, nanoblog, semantic and transorientation affixalization - nerdistan) relevant EICTs. Separately, we note that continuous vertical mobility extracted in the deep structures of the content studied EICTs representative substantemese | substant AFFILIATION: OBJECT OF COMPUTER BEING | phenomenologically manifested by attracting isomorphic lingual component meaning ("object") to the surface, primary and secondary structures of the content of all EICTs appropriate reference correlation (for example nerd-bird - plane for avid users of digital technology, home page - basic Internet browser interface page, tweetseat - a place equipped with rapid access to social communications online). The outlined process rod upward mobility substant representative of your content leads to a partial functional depreciation within an integrated microstructure of the content

EICTs representative conceptual element - differential conceptual features [horizontal length].

Secondly, let us point out that the processes substance contamination zone conceptual referents corresponding set of spatial EICTs realized by nonlinear (indirect) substance accommodation dissipation and conceptual elements. In particular, the analysis of the available empirical data helps identify structures within the conceptual stage of the content together EICTs "horizontal" spatial refence of conceptual hypoqualities [parcels] (micro-, nano-, splinter-, wall, etc.) and [container] (bucket, walled, door, etc.), which phenomenologized are mixed - the type, scope and functional activity - linguistic means.

The morphological characteristics as additional qualifiers content relevant elements linhvosemantychnoyi EICTs configuration, defined conceptual features ([parcels], [container]) are isomorphic, or hypomorphic base representative substantemes | substant FRACTURE: SPACE | essential for meaningful specifications (including parameter submission of a fundamental opposition PART \leftrightarrow WHOLE, PARTIAL \leftrightarrow UNIQUE \leftrightarrow GENERAL).

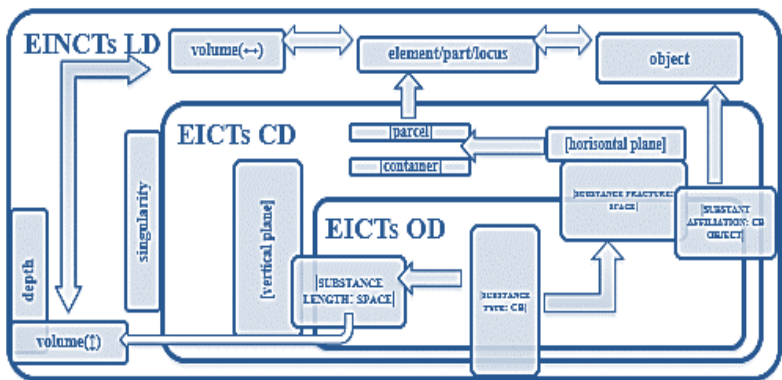
The above isomorphism defines the principle of nonlinear functional interaction depth (OD) and surface (LD) level of microstructure of the content relevant EICTs. Refereed conceptual features are meaningful mediation channels of upward mobility substantemese | substantive FRACTURE: SPACE | to the surface level of the content.

Definitions phenomenologized is mechanism mediated by the configuration of the surface microstructure level internal form EICTs content elements "fragment / share / place" conceptual correlates which are mainly defined conceptual features ([parcels], [container]), the functional status of conceptual qualifier (as a meaningful basis for the formation of primary LD configurations - [parcels] \leftarrow microblog, portal site) and in the functional status of conceptual qualifier (as meaningful, in particular - metaphorically base formation of secondary configurations LD - [parcels] \leftarrow inline tweet, [container] \leftarrow filter bubble).

Cumulative density of phenomenologization in convertible surface configurations of internal and external forms of EICTs representative substant items | SUBSTANCE TYPE:COMPUTER BEING | and | substant FRACTURE: SPACE | lets talk about the process of substantial reduction of the corresponding element level conceptual referents EICTs to the status of functional operators (correlative categories) of continuous dynamics lohosubstance fragments integrated micro-and macro-structure EICL. In general, modulation parameter macrointegration EICL structure in linguistic-phenomenological substancy plane spatial dimension computer being (as seen in Fig. 4) is characterized by a non-linear (e.g., stereoscopic by volume basis) type of interaction level microstructure of space orientation EICTs:

Fig. 3-2.

Dynamic interaction of EICTs microstructure contents layers



We emphasize that the specified type of stereoscopic (three-dimensional) mobility of cross-substant microstructures of the EICTs content implemented by pervasive expansion of integrative substant structures onthological referents (eg, substant items |

SUBSTANT length / FRACTURE: SPACE |, | SUBSTANT AFFILIATION: OBJECT OF COMPUTER BEING |), which, as a result of the mechanisms of successive linear transformations qualitative characteristics of the elements of the microstructure conceptual referents EICTs, phenemenolized by cyclic (on the basis of their flatness) interaction - "circuit" static circuit - elements in surface microstructure EICTs zone phenomenological intersection isomorphic substant and denotative unit plan content EICTs (respectively, integral archseme LD - the amount (of substance), object (agent) and integrable substant taxa OD | sUBSTANCE TYPE |, | SUBSTANT AFFILIATION |).

Digital realm as Linguistic Time Dimension

Before long Time has existed in cyberspace “virtually” (in the newest meaning of the notion). This implied that every member of the Internet community used the time convenient for him/her according to his on-the-spot location.

In other words Time was “fragmental”, distinguished in direct correspondence with the non-virtual one. In other words Time was “fragmental”, distinguished in direct correspondence with the non-virtual one.

But, however, a proposition has been made throughout the Web to provide a single uniform Internet time, measured not in terms of minutes and seconds, but in terms of information units (1000 per day). (Note yet another linguo-onthological cornerstone of cyber-reality - information).

Task pit-stop:

- Consider the contextualized innovations;
- Identify the latest vocabulary installments based on the same model

*"So it was that at @786, or about one hour after the sun was overhead in New York City, or 1752 Greenwich Mean Time, Mr. Carreno, 29, a computer consultant, explained his enthusiasm for the **Internet time**."*

(The New York Times, March 16, 2001)

*„You come back next week, you partake in the next **webisode**."*

(Wired News, Oct. 12, 2002)

It ought to be pointed out that the leading conceptual and notional dominant of cyber temporal innovations i.e. s within the plain of Past vs. Future opposition – that is periods of *before* and *after* cyberspace elaboration (*yestertech* / *retroware* - yesterday technology, and *new chip* - newly introduced technology).

Moreover, the lingual elements of computer related temporal paradigm incorporate the apocalyptic semantics, terminal chronological parameters (*doomsdate, Y2K paradigm, TEOTWAWKI - The End Of The World As We Know It, Y2K leap year bug, Y2,38K problem*), which serves as the apparent validation of cyberspace existential nature.

Task pit-stop:
 ◦ **Consider the contextualized innovations;**
 ◦ **Identify the latest vocabulary installments based on the same model**

TEOTWAWKI – The End of the World as We Know It: "There is, however, a class of people who not only believe TEOTWAWKI is upon us, but are positively looking forward to it..." (The Daily Telegraph, September 22, 2002).

„By now, you've heard that many of the world's computers will roll the date clock forward from '99' to '00' with potentially disastrous consequences.... But that isn't the only computer doomsdate looming." (Star Tribune, September 18, 1999)

"Some firms worry that Y2K glitches might force unprepared clients, customers, and suppliers out of business, and to guard against such unpleasant surprises many are now creating leper lists to protect themselves from potential plague victims". (Wired News, Jan. 11, 1999)

"First it was Y2K. Then the Euro conversion." (MSDN Online Buzz, 2004).

"You're ready for Y2K, but are you ready for W2K?" (Home Office Computing, Nov., 1999).

"Starting in this town, in this place, at this hour, we will fight back, Mr. Quayle said forcefully, prompting cheers of Q2K!" (The New York Times, Feb., 2000)

„GUI got a letter from Mahmoud Saleh alerting him (reminding him, actually) of a similar problem that will face C and C++ programmers in coming years: we can call it the Y2.038K bug." (MSDN Online Buzz, 2001).

„...the first time the market indicator would be expressed in five digits—might create a problem similar to the year 2000 debacle, that computers used to four-digit Dows aren't prepared to handle. It's already being dubbed the D10K problem." (The Sun, October, 1999).

Temporal dimension level microstructure of EICL is phenomenoogised by forming layers struktur the content "temporal" EICTs undertaken by phenomenologization propositional language and substantive opposition | Past↔Present / Future | (contrasting periods "before" and "after" computerization).

Similarly determined mainly various types of digital technologies, for example: yestertech / retroware - Appliances "yesterday" and the new chip - a new technique that is not widely

used, future-proof - technology "immune" from obsolescence. As you can see, phenomenological manifestation substantive opposition to stage verbal referents updated with elements chronological semantics: yester- and retro - for past and new - for the present and future. Several EICTs of temporal reference correlation were created based on the concept of "eschatological" point computer being, that moment in time when technological civilization will cease to exist (which supposedly will signify the computer systems collapse).

Thus, generalizing the definition for this concept are considered semantic EICTs Doomsdate (literally - "Judgment Day"). Note that pershochynno this notion comes from Christian mythology and is usually used to determine the last day of existence of human civilization - the beginning of the Apocalypse (MWDE). At the turn of the millennium, with the widespread introduction of new digital technology these concepts were attracted to the path of European innovative computer logosphere and substance of it has undergone a corresponding transformation. So, now within EICL currently functions as a linguistic sign terminos innovative computer (including - semantic innovation) to identify the hypothetical point in the future when worldwide computer systems will also fail, leading to a man-made disaster and the death of humanity.

It should be noted that in the late 90s of last century, most likely eschatological horizon considered the night of December 31, 1999 January 1, 2000. Given this, there was quite an extensive synonymous paradigm that correlate with this concept. This includes units such as 2000-compliant, Y2K problem (where Y - year, K - thousand from the Greek kilo - thousand) - the year 2000 problem, Y2K leap year bug (where Y - year, K- thousand) - a virus that is projected to cause a computer collapse was a leap in 2000.

Given the objective nerelevantnist predictions for the year 2000 chronological paradigm units has been extended due to linguistic units phenomenologize "shift" and blurring the boundari.e. s predicted eschatological "end of computer reality»: Y2.038K leap year bug (where Y - year, K- thousand) - the virus that

is projected to cause a computer collapse in 2038 leap year, leap year bug - the virus that can cause a computer collapse in any leap year. Objects and subjects of reality (companies, enterprises and organizations) that are potentially more affected by the collapse of computer systems that make up the so-called leper list.

Let us note that the European concept of "leper", in addition to the primary meaning - "leprosy pati.e. nts" - is also a carri.e. r of additional meaning - "cursed; doomed, fatally unlucky ", and it is involved in the content structure EICTs leper list. Substantemese | substant FRACTURE: TIME: | substant FRACTURE Time: ESCHATOLOGY | is phenomenologized in the surface structure of the content EICTs

a) by the elements and operators form the internal configuration of the linguistic signs: metaphor - Doomsday, metaftonimiya - leper, metonymy - leap year;

b) due ekteriorizovanyh configuration elements and operators of the external shape corresponding AUKTs: hybrid semiotic forms - 2000, 2,038, 9,999, Y20K («happy ending" forecasts for 2000, where Y2 - where year two, K - 1) thousand; 2) acronymized exclamation "o'kay = OK»; OK - transcription of said exclamation); abbreviations - Y2K, Q2K, Y2.038K. Thus, the time dimension in the structures of the content of macro-and micro-structure EICL manifested by identifying in cross-substant structures of the content and vertical expansion of EICTs representative substant elements: | substant Length: TIME | (Digital Age, Age of Bits, Cyber Age, Internet time, etc.); | Singularity | (TEOTWAWKI - The End of the World As We Know It) and | ESCHATOLOGY | (Doomsday, Y2.038K, leap year bug, etc.), which is a particular case of updating substant items | substant length: Time | and | substantive FRACTURE: TIME |, respectively.

Digital realm as Linguistic Anthroposphere

Large-scale introduction of new technologies, formation and branching areas of "virtual reality" leads to a qualitatively new modes of human existence. Computer reality is artificial anthropic space consisting of a combination of an unlimited number of individual selfhood, language consciousness which is exactly. Meanwhile the sealing foundation, which is directly tied to the computer being updated objective laws of anthropic life can be applied and adequately performed not only in the "real" world, but also in the plane of the computer being [3, 4, 54, 129], which, in turn, built and played pershochynno on anthropic principles that gradually transformed.

Phenomenological manifestation of the aforementioned transformative changes are the dynamic changes in microstructures plan change that elements of European innovative computer being logosphere and relevant taxa its macrostructure (eg, in computer being linguoanthroposphere). It is logical, in our opinion, to assume that the computer reality, as well as the outside, the person is a fundamental parameter epistemichnyy substance and anthropic principles exist [59, 80, 78]. Specifically this is true for virtual space, because it is a product of the human mind [172, 175, 182].

Accordingly, the computer is an artificial being anthropic space consisting of a combination of an unlimited number of individual self [215, 218, 295], linguistic consciousness [295, 211] which is exactly the solidifying foundation, which is based directly updating virtual life . Thus, a person within the computer is not being a "user", it is the center of new linguistic-existential continuum - a partial measurement noosphere [65] modern life. Noospherology - a modern complex scientific discipline, emerging as an interdisciplinary space science, humanities (zakrema, Philosophy and Social Sciences). Subject noosferolohiyi - noosphere - an interconnected complex of constructive human activity on a planetary scale [65, 82].

The fundamental threadline of Noosphere Studies are the mechanisms accelerating the transformation of the biosphere into

the noosphere. Characteristics noospherology - interdisciplinary and encyclopedic coverage of a wide variety of industri.e. s pryrodnaukovoho, social and humanities. Noosferolohiya promotes contemporary anthropocentric worldview [24, 147, 175, 155], provides an understanding of the basic principles of society. Existential option "reincarnation" (a kind of manifestation which we consider the location of the individual in the coordinates of artificial computer reality), according to researchers [301], is of fundamental importance for human outlook. This category sets a peculiar mode of existence. Thus, H. Plessner reason relates split human existence with "nature break" the man [300, c. 126], which caused a sharp transition from being inside their own flesh - and being out of the last (cf. "computer being technogenesis, being in cyberspace"). Outlined gets split expression and ways in which a person seeks to compensate for it. Such ambivalent ways of human self-assertion qualified as "basic anthropological laws" [10, 362, 138, 601.147]: "The law of natural artificiality" (natural or unnatural) [37, 76].

Thanks to such features of human existence it becomes a "quasiautonomous area". A person is in a situation antinomy: it has yet to make itself what is already there. This "eccentric creature" [281], devoid of balance - out of space and time, it is in Nothing [373]. And people samovrivnovazhuyetsya, creating "out of natural things" that get their weight and independence. In the circumstance outlined, as well as the fact that property rights are essential opacity of its relationship with other people is considered one of the main reasons of social organization.

The law of "indirect proximity" [601, 617, 433] follows from the fact that life is an "twill-direct" relationship with the environment. The attitude is the form of communication where intermediate mediating need to provide a combination of need. Indirect immediacy inherent in man means that this creature becomes the "point of mediation" between it and the environment. Mediated immediacy permeated conscious man's relation to the world and to itself [418, 33]: the man knows himself as the soul and body of others, living beings and things directly only as a phenomenon and the contents of consciousness, but through them - yavlenist of reality.

"The law of utopian location" [131, 148]. Aware of their own "ephemerality" people thus realizes "the nothingness" of the world. Face to face with the nothing man begins to feel their unity and multiplicity one, and this - individuality of this world. Thus, the absolute randomness of existence nurtures the idea of absolute world-foundation.

The anthropic principle (from the Greek. Ανθρωπισμός - man [337]), the principle or the principle antropnosti Zel'manov-Carter - one of the principles of modern methodology of knowledge which argues that the world's best physical constants appropriate for the emergence of the biosphere and early sotsiogeneza [138, 262, 264]. Principle establishes the dependence of human existence as a complex system of ontholoihchnyh parameters of the universe [147]. There are different approaches to the formulation of the anthropic principle, but often it is used in two statements (weak and strong). In particular, the so-called "weak" anthropic principle [147, 1, 3] argues that what we expect to observe must be restricted by the conditions necessary for our existence as observers. "Strong" anthropic principle determines that the Universe (and hence the fundamental parameters on which it depends) must be such that it at some stage of evolution assumed the existence of observers [147, 601, 465].

In other words, the basis of cognitive and phenomenological modeling of world order is the parameterization conditions under which it is possible anthropogeny. Obviously, in ideological terms anthropic principle embody.e. s the philosophical idea of the relationship of man and the universe put forward in antiquity and developed galaxy of philosophers and scientists [138]. The problem of man in mizhparadyhmalnyh research is one of the most pressing. The network of modern humanities arose single direction - Philosophical Anthropology [601, 11, 78].

Philosophical anthropology - in the broadest sense - is a philosophical doctrine about the nature (essence) of man [71]; in the narrow - trend in Western Europe, primarily German, philosophy of the first half of the XXth century, the ideas coming out of the philosophy of life [110] phenomenology of E. Husserl [93] and

others, in which attempted to recreate the integrity of the concept of a person through the use and interpretation of the different sciences - biology, psychology, ethnology, sociology, linguistics and so on. Direction, whose task is to study and systematic study of the essence of human life and human personality.

Often the term "philosophical anthropology" is understood in a broader sense - as a philosophical doctrine of man, or the philosophy of man [112, 282]. Crystallization philosophical understanding of man, especifcly in the early stages of the development of philosophy, took place on the basis of myths, legends, [199, 202, 363] and laid them ideas, images, concepts and kind of dialogue between mythology and philosophy. In methodological foundations of modern philosophical thought with its pronounced desire to get closer to a single living person, with the discovery of deep irrationality of human inner world, her spirituality acquire the necessary evaluation. Duality, the inconsistency of human nature forms its integrity through internal unity of spiritual life. This complex process of synthesizing combined with active outdoor activities and conscious human forms [173, 194]. As a result, the creative act is overcome the animal nature of man actually increases his consciousness, it formed an essential attribute - spirituality [195].

In turn spirituality is understood as a measure of humanity [293] as dannaist that is rooted in the depths of man's inner life and through which natural human personality can realize himself as a person. In modern philosophy, there is another important feature in the interpretation of the specific characteristics of human nature - its ability to transcendence [94, 3, 33]. Man can be defined as a living being that can say "I," realize itself as an independent meaning - Erich Fromm observed [363].

However, the content, the understanding of this essential factor is interpreted differently, which is quite natural in view of the different ages, and the extremely complex and contradictory object of study - the man. Therefore it is advisable to have several distinguishing features of what is inalienably "human" [58, 591], in particular:

- Presence of mind (the concept is the most common and relatively stable. Aristotle to I. Kant, from G. Hegel and H. Popper, it almost has not changed);

- Sociality (man is a being whose existence because of necessity (the need for foraging, protection and play with others, acquiring their own human qualities) is associated with social organization);

- Purposeful efforts to establish the necessary conditions to meet its biological, social and spiritual needs first creation tools);

- The ability to create characters first word (word thanks man speaks, facilitates and improves the process of social activity - employment, social, political, spiritual);

- As a measure of spirituality yakisnosti person of humanity (that gives a person unique unique among all life on the planet, what is peculiar only to it. It determines the quality is not externally prevailing phenomenon, and domain activity of the human samospryamovanoyi to meet their internal physiological needs).

These characteristics are interrelated and characterize a person as an active complex integrity, which originally combined their constituents in line with the concept of non-classical paradigm of "holism" [24, 212, 216]. To analyze such integrity only through understanding the fullness of its essential forms and conditions of existence. Objective laws anthropic being obviously be applied and adequately performed not only in the "real" world, but also in the domain of "computer reality" which, in turn, pershochynno built and played on the principles antropotsentrychnosti, which gradually transformed the principles of the so-called "antroposferychnosti."

This way, anthroposphere of European Computer Innovation logosphere is considered as a set of CB, their activities and cultural heritage that is methodologically act substantive correlate the region of the core conceptual logosphere on the European innovative computer logosphere.

One of the linguistic-substant indicators diffuse processes of conceptual projection kernel logosphere on the European innovative computer being logosphere we offer position available for the first transformation anthropocentric approach to the development of

innovative European computer logosphere in reality similar to the status of "antroposferychni" basis. At last we propose to realize the generalized patterns "phylogenetic" development of artificial existential environment and current development of the latter in accordance with the "primary" (pre-computer) existence.

So, in this regard, we note that the linguistic-onthological combination of two worlds, and accordingly - European lohosfer different diachronic status - (meatspace - the real world and cyberspace - cyberspace) generates a unique double-linguistic-onthological model that is constituted set of inherently present introvertynyh "self", existing in a single sotsiosemantychnomu field.

For example, a set of specific weblogs - "blogosphere" (blogosphere) - is not nothing but a set of individualized ekstravertyvnyh fields [518, 589], the occurrence of which manifests growth fragmented "computer" anthroposphere (and consequently , European innovative computer logosphere).

Task pit-stop:
 ◦ **Consider the contextualized innovations;**
 ◦ **Identify the latest vocabulary installments based on the same model**

"An extension of blogging is to collect, display and store all types of digital information about one's life in a single Place for one's family and fri.e. nds to access. Such a collection has been called a lifelog. "

(Computers, Jan., 2011)

Video bloggers, also known as vloggers, are people who regularly post videos on the Internet, creating primitive shows for anyone who cares to watch. Some vlogs are cooking shows, some are minidocumentari.e. s, some are mock news programs and some are almost art films.

(The New York Times, July 25, 2005)

This process, in turn, can be divided into two main phases:

a) at the beginning (let us designate it conventionally as a "blog boom" (blog-boom)) there was observed the effect of the principle substant and lingual isomorphism computer being (and virtual reality, as its main existential manifestation [58]) and reality (which in turn, is performed by the principles of individualism and freedom of expression within the computer environment);

b) Thereafter, simultaneously with the growth of a critical mass of blog-a process of gradual disintegration anthropic center

being a computer that could hypothetically lead to the predicted initial leveling principles anthropocentrism European innovative computer being logosphere consolidated as the basis of modeling the universe.

At the level of linguistic-onthological structure of European-language implementation of innovative computer logosphere being similar trend manifests branching paradigm innovative European computer termini appropriate reference correlation (for example: social networking fatigue, born-digital, etc.):

Task pit-stop:
◦ **Consider the contextualized innovations;**
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This is why there's been a growing online grumble about "social network fatigue." It's more than a frustration with signing up for umpteen useless accounts; it's the exhaustion that comes from being asked to build an online identity over and over again. Yes, young people have an inexhaustible desire to try on and discard alternative personas like clothing. But the point comes where you say, can not I just be me? (The Globe and Mail, February 16, 2007)

As a result, the tendency to a kind of "dehumanization" of computer reality: Linguistic and onthological means European innovative logosphere computer being built syhnifikatyvna "easement" existential constructs: For example a number of telescopic EICTs: - Twitiverse (Twitter + universe) - «universe» microblogging system "Twitter" - Googleverse (Google + universe) - information "universe" search engine Google, - Wikiality (wiki + encyclopaedia + reality) - information "reality" encyclopedic resursuWikipedia and its sectoral and thematic analogi.e. s, etc. All of the units are formed by the same templates:

a) form-building:

O + ap (E)

Legend:

O - onim (attribution type plane computer being - Twitter, Google, Wiki), AP (E) - apokopa of units that structure EICTs exteriorized macrosubstant referential affiliation (universe, reality, respectively).

b) sense-building: | SUBSTANce fracture: SPACE | ↔ | SUBSTANCE TYPE| :: | SUBSTANCE TYPE: COMPUTER BEING |.

This process, according to the algorithm developed by us onthological, epistemichnoho and phenomenological analysis of the semantic elements of European innovative computer being logosphere accompanied by a reversion substant dominants of the content within the European-speaking populace innovative computer terminos.

Observed decrease of qualitative and quantitative indicators the proportion of elements of the first and second level dynamics projection conceptual core logosphere on the European innovative computer being logosphere (2: 1 ratio of the total sample of the European empirical data) with conceptual element [subjects BEING COMPUTER] on isomorphic substance item | SUBSTANT AFFILIATION: COMPUTER BEING SUBJECT | and representative taxon EICL | SUBSTANCE TYPE:COMPUTER BEING |. Hosanna, in turn, is further argument of the dynamics of the content elements of European innovative computer logosphere: techgnosis, technopropism, serial-killer app, word-of-blog, word-of-post, word-of-mouse, etc.

Task pit-stop:

- **Consider the contextualized innovations;**
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Malapropism is a great word but does not quite work to describe what can happen when language and the tools of technology collide when using, for instance, spelling checkers. For that, there's a new word: technopropism.

(InfoWorld, February 12, 2006)

According to Maxwell, email is not just today's killer app; it's today's serial-killer app-one that kills and keeps on killing.

(The Wired, Oct., 2008)

Thusly, the definitions replacement anthropological semantic index elements European innovative computer being logosphere the "computer" is accompanied by the release of onthological referents

in terms of content relevant elements of European innovative computer being logosphere and is an indicator of diffuse processes dynamics projection conceptual core logosphere on Anglophone innovative computer logosphere being.

While in the process of technosphere observed peculiar fashion "familiarizatsiyu" virtual space, adapting it (including language) under the "patterns" of the real world in the field of language phenomenologization, at this stage of the computer being the trend underlined to abstraction of reality computer from its "twin", providing computer and being under simulated logosphere attributes "umozornosti."

The paradox, in our opinion, is manifested by the fact that it was that stage in the field of linguistic representations of tehnospheric penetration parameters to the means of perception of the real world. It is when "virtual" is almost declared an inherent part of reality, when techno-component already involved in substance formula is being intensified, the isolation of EICL dynamic, content (phenomenological) manifestation of "self" as lingual lingual environment and consolidated model of the universe takes place.

Cyber-Reality Anthroposphere Universalized Categorization

The anthropologic terminological categorization of cyber-reality involves both the anthropocentric and the sociocentric paradigmatics of European cybervocabulary.

It seems appropriate to systemize the present and potential European computer neologisms through multidimensional aspects of anthropic virtual existence, namely:

- self-identification,
- emotive investment,
- gnoseological social stratification,
- economic interaction, etc.

While Time and Space are the ontological categories by which Reality is defined, Knowledge (Gnosis) may be considered one of the dimensions human mind has established itself with, the anthropocentric coordinate within the ontology of Being.

Investigation of mechanisms and outcomes of the dynamics of macro and microstructure European innovative computer being logosphere in terms of phenomenological korelyatyvnosti multi-substratmy categories and elements of the anthropological dimension of existence and computer being, in particular, is determined by

a) the original isomorphism modeling of anthropological universals and principles of language implementation and computer circuit noncomputer being, respectively;

b) consistent modification of the model anthropological universals and principles of linguistic expression in European circuit innovative computer being logosphere given substant and typological characteristics of the latter.

As the basic model of dynamic analysis parameters anthropic European innovative computer being logosphere proposes to follow the so-called "anthropic pyramid" - a system of anthropological universals and principles of their implementation language (LI Gorin, AM Lobok, R. Pinker).

And Level I universals chthonic forces (fire / water / earth / air) and elements of the cosmos (sun / moon / stars, etc.);

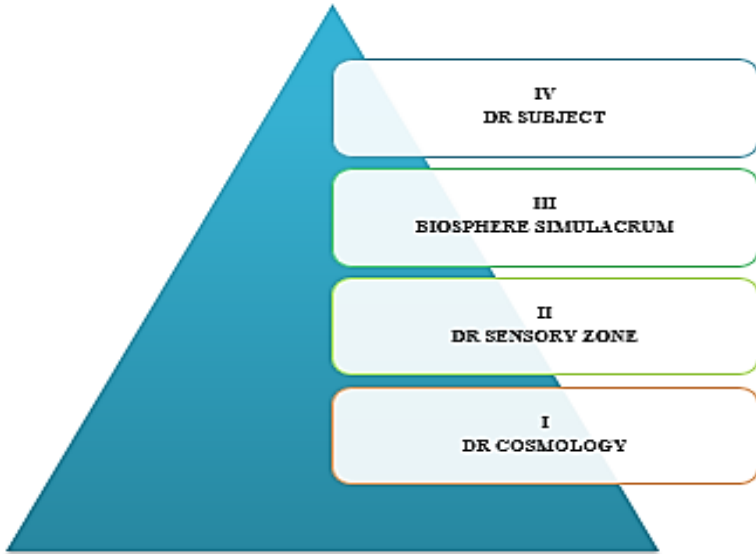
Level II universals contains elements of "neighbor" to the human world of objects to be sensible or empirical perception (through sight, hearing, smell) - stone, sound, smell, etc.;

Level III universals - a natural organic (flora / fauna);

Level IV universal is the human being in existential diversity - kinship terms; existential modes (birth / life / death), manifestations of emotional states (joy / sadness / anger). Given the nature of the research object (European innovative computer logosphere) and empirical research material, isomorphic pyramidal model of anthropological universals and principles of their implementation by means of discrete units of European being innovative logosphere computer takes the following substance.

Given the nature of the research object (European innovative computer logosphere) and empirical research material, isomorphic pyramidal model of anthropological universals and principles of their implementation by means of discrete units of European being innovative logosphere computer takes the following substance.

DR Anthropics Universals Pyramid



Legend:

Level I universals involve "chthonic" elements and structure "cosmogony" computer being (information, information processes, information units, software algorithms, etc.) - 15% of the sample anthropic reference EICTs;

Second-level universals constitute elements of a computer being subject to sensory perception (through sight, hearing) - 2.4% of the sample anthropic reference EICTs;

On the third level there are universals simulacra elements of the biosphere noncomputer being - 1.3% of the sample anthropic reference EICTs;

IV Level of universals include the man as the subject of computer being - 81.3% of the sample anthropic reference EICTs).

Furthermore, let us consider the dynamics of innovation computer being logosphere on Level linhvointroposfery computer model being (cosmogonic elements of computer being). According to the concept of attributive information (VM Glushkov), the latter understood as objective an intrinsic property of all material objects, it is contained in all the cells and systems of life. Thus, we note the corresponding element MANIFESTED at any stage of the content EICTs appropriate reference correlation becomes evidence base substantemese EICL | substant TYPE |, which determines the direction of the projection of the dynamics of conceptual core EICL.

Fundamental, life-giving (originally "chthonic") force, which for men was last Earth [204, p. 136], the existence of anthroposphere computer information can be considered [408, 559, 548]. As linguo-phenomenological elements "Cosmos" computer being can act units of information (bits, data - as productive paradyhmoheneruvalni formants EICTs) and one "materialization" of reality computer (pixels). Summary - abstract concept that has different meanings depending on the context. Derived from the Latin word «informatio» [337], which has several definitions:

- Clarification; statement of the facts and events; interpretation;
- Representation concepts;
- Familiarization, education.

The general concept of information presented in philosophy, where the reflection of it determines the real world.

As a philosophical concept of information is regarded as one of the attributes of matter, reflecting its structure [382, 547]. Look for information in terms of its consumers outlines the following definition: information - new information taken, understood and appreciated by her as helpful. In other words, the information - this new knowledge which receives user (subject) as a result of the perception and processing of certain data [542]. Depending on the use of the term "information" received several epidemic, substant and functional identifications [139, 382, 541, 551, 588], in particular:

-It displays replacing the discrete meanings of the energy in the loop process control device control another discrete meaning;

-identified cybernetic system signal or set of signals (image), which reduces the number of choices its next action (command);

-a message;

-clarification, presentation;

- novelty;

- communication, during which uncertainty is eliminated (information entropy) [382];

-measure of heterogeneity in distribution of matter and energy in space and in time, the degree of change that accompanied all the processes taking place in the world;

-designation of content received from the outside world during our adaptation to it and adapt to our senses;

-negation of entropy measure of chaos in the system [46, 156];

-transmission of diversity [401];

-measure of structures complexity [115];

-probability of choice;

- mapping diversity

-property material objects generate and maintain a state that various material forms of energy can be transferred between objects;

-fundamental generalized single startless-infinite law establishing process of interaction and interconversion (in space and time) of energy, motion, mass and antimatter based materialization and dematerialization in micro-and macrostructure of the universe [175];

-Search intellectual (analytical and synthetic or heuristic) of a person in submitting information, messages, signals, codes, images, etc;

-universal substance that permeates all spheres of human activity, serves as a conduit of knowledge and ideas, a tool of communication, understanding and cooperation, strengthening stereotypes and behavior [198].

Almost all the numerous views on the nature of information are grouped in methodology within two concepts - the attribute and functional [542, 586, 597]. The most important, from a practical

point of view, the properties of information is worth, authenticity and relevance [586, 624]: The meaning of information - is determined by the utility and its ability to provide the necessary conditions subject to reaching the goal. Reliability - the ability to objectively reflect information processes and phenomena occurring in the surrounding world. Generally considered the first reliable information that bears the unmistakable and real data.

During correctness should understand data with no hidden or random errors. Random errors in data are due, usually inadvertently distorting the human failures or technical means in the processing of data in the information system. While in the true meaning must be understood data it is impossible to challenge or deny. Relevance - the ability to meet the demands of today's information (the current time or a certain time period). Temporal properties determine the ability of data to transfer dynamic of the situation (dynamic).

This can be considered either a delay in the appearance of the relevant data of the object, or the difference between real features of the object and the same signs transmitted data. Accordingly, we can highlight: Efficiency - a data property which is that time of their collection and processing meets the changing dynamics of the situation; Identity - data property of the object meet. The public nature of information [624] determined that its source is the cognitive activity of people and society.

Language nature of information [546] is defined by channel expression: through language - the sign system of any genesis, which serves as a means of communication, thought, of expression. Language as a channel of information can be naturally used in everyday life and is a form of expression and a means of communication between people and artificial, man-made for a specific purpose (eg, language of mathematical symbols, information retrieval, algorithmic and others. Language).

Fracture of information is determined y the fact that its units as a means of transposition are words, sentences, excerpts of the text, and in terms of content - concepts, statements, describing facts, hypotheses, theori.e. s, laws, etc..

The main cause of aging information is not the time, and the emergence of new information, the receipt of which preliminary information appears incorrect, ceased to pass laws and phenomena of the material world, human communication and thinking. Information can be divided into types on several grounds [550, 542, 420, 457]. In particular, the method of perception. In terms of perceiving subject within the computer being substant information signs are divided into types depending on the type of receptors that perceive it.

Visual Information - perceived by sight (within microstructures European innovative computer being logosphere phenomenolized by hybrid semiotic forms):

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

"It's rather silly that teen flicks are racking up huge box office numbers and Hollywood's acting like it's some earth-shattering phenomenon. Studio execs, you're so 404."

(The Buffalo News, March 5, 2009)

Aural information - perceived by the ear. Note that, for the most part, within the microstructures European innovative computer being logosphere sensory information types that can be phenomenolized by secondary mechanisms of semantic category and phenomenologically different types of "cumulative" formative mechanisms (akronymy, abbreviations, affixation) - in general, to "linear", "descriptive" codification in the substrate plane sign EICTs sensory and sensorimotor parameters.

Task pit-stop:
◦ Consider the contextualized innovations;
◦ Identify the latest vocabulary installments based on the same model

"Rather than attacking Microsoft where it's strongest-its lawyers-NOISE should focus its efforts where Microsoft is weakest: the complexity of Microsoft's products and the relatively low payoff they provide in productivity."

(PC Week, Jul., 2004)

Tactile information - perceived tactile receptors:

Our data shadows - a term coined by Columbia professor Alan Westin - 'force us to live up to a new standard of accountability,' Garfinkel writes. "

(The Industry Standard, February 21, 2006)

Pister is the inventor of smart dust, or networked airborne motes of silicon that are designed to sense, measure and transmit data like temperature, humidity and light intensity.

(The New York Times, January 10, 2002)

Olfactory information - perceived olfactory receptors:

Electronic aroma-analyzers have also been used to test the quality of seafood, cheese, meat, coffee, beer, and wine, as well as a 'nose on a chip' that sniffs out gas leaks and pollutants. "

(Wired, September 29, 2003)

In Brin's way of thinking, each of our lives is a potential contribution to scientific insight. We all go about our days, making choices, eating things, taking medications, doing things-generating what is inelegantly called data exhaust.

(Wired, June 22, 2010)

Taste information - perceived taste buds^{aa}

|Cleanse your system with data fasts. Every now and then, turn everything off. It will help you to evaluate its real meaning.

(The San Francisco Examiner, May 19, 2008)

During the presentation is divided into the following types:
Text - transmitted in the form of symbols intended to denote tokens language; Numerical - in the form of numbers and symbols that represent mathematical operations; Graphic - in the form of images, events, objects, schedules; Sound - oral or in a record transfer tokens by auditory language.

By appointment:

Mass - contains trivial information and operates a set of concepts for granted most of society.

Specific - contains a specific set of concepts, using the data is transmitted, which can not be understood by the bulk of society, but necessary and understood within a narrow social group, which uses the information.

Personal - a set of information about any person that determines social status and types of social interaction within a population.

Contemporary cybernetics formulates the principle of indissoluble connection of information to the management, operation with intelligent and self-organizing systems (technical, biological and social) [156, 155, 447].

This notion suggests that the management of these systems is the process of conversion (conversion) of some central device information derived from primary data sources (sensory receptors) and transfer it to those parts of the system where it is perceived as its elements in order to perform a particular action. After the implementation of the actions, sensory receptors are willing to convey information about the changed situation to perform a new cycle of management. So organized cyclic algorithm (sequence of actions) management and circulation of information in the system [624].

It is important that the main role is played by the content of information transmitted by receptors and the central unit. Information processes also find organic qualities of living systems [451, 458], which distinguish them from inanimate nature, essential substance of living matter, mind, consciousness.

The information serves as a universal "life force" that controls the metabolic processes in living creatures [458, 440], organizes the environment and adapts to it, ensures the maintenance and transmission of hereditary traits that form the population, biocenosis and the biosphere as a whole, determines the biological evolution.

The functional concept of information [402] presented two currents: - Cybernetic, - Anthropocentric. Supporters of cybernetic flow [406, 452, 473] state that the information (information processes) are present in all the complex technical, biological, social, and, consequently, language systems. Anthropocentric trend [483, 503, 502] limits the scope of the existence of information interactions and information exclusively to human society and consciousness. The existence of information in living, and especially in inanimate

nature is denied; considered that the information appeared in the antroposotsiogeneza operate and it can only socialized personalities who speak the language, consciousness and self-consciousness. In fact antropocentric trend identifies the notion of "information" and "social information" because no other information other than social, does not recognize.

According to attributive approach to the understanding of information [619, 624], the latter understood as objective an intrinsic property of all material objects, it is contained in all the cells and systems of life. Hence, we note the corresponding element manifested at any stage of the content EICTs appropriate reference correlation becomes evidence base substantemese | SUBSTANCE TYPE |, which determines the direction of the projection of the dynamics of conceptual yadralogosphere on the European computer logosphere innovative. Information according to this concept is contained in the form of material objects inherent structures (such information has been called structural, potential, a priori, inside information, the information "in itself" [19, 546]).

With this approach, the definition of related information as a reflection of diversity. Information in its most general sense is a measure of heterogeneity of distribution of matter and energy in space and time, as changes that accompanied all the processes taking place in the world. "That information provides an idea of the nature and structure of matter, its orderliness and diversity. It can not exist without matter, and therefore it can collect, store and process. Accordingly, the learning process is considered as a decoding information [382] contained in the objects of the real world.

At this stage of European development the phenomenon of information (information, data) is a semantic node density of paradigmatic significant correlation structures of the content and expression EICTs that simultaneously phenomenologize broad and dense spectrum of new information reality anthropic dimension integrative macrostructure EICL.

For example: infostructure - «information structure", Internet-based incentives in the form of foreign EICTs - a mechanism similar correlation patronymic and infrastructure; information warfare -

«Information conflict», information pollution - pollution of the living environment of human elements redundant information).

Worldwide Web (WWW) has metaftonic [471] determination of the appropriate substance affiliation in the form EICTs infostructure - "information architecture" (the formal analogy with the Usual unit of infrastructure):

Task pit-stop:

- Consider the contextualized innovations;
- Identify the latest vocabulary installments based on the same model

the loss of security of our financial and medical records through theft; information pollution that Americans are unable to sort through in order to make better decisions about all aspects of their lives.

(Accounting Today, June 2, 2003)

"Building the infostructure: Monumental investments are being made to develop and enhance the information superhighways."

(The Futurist, Aug. 19, 2011)

The fight, which takes place for the right to have information, and as a consequence - "information superiority" (information superiority) invariably leads to the so-called "conflict information" on the web - information warfare

Task pit-stop:

- Consider the contextualized innovations;
- Identify the latest vocabulary installments based on the same model

"Col. Charles J. Dunlap, staff judge advocate at the US Strategic Command, doubts whether information superiority is possible, given the proliferation of sources for all sides."

(Milwaukee Journal, June 5, 2012)

"The information rich have good access to information-especially online, but also through more traditional media such as newspapers, radio, television, and books-and can plan their lives and react to changes in circumstances on the basis of what they know or can find out. The information poor do not have such access and are vulnerable to all kinds of pressures." (PC and Home, 2011)

"Although information has been a key component of waging war since humanity's earliest days, the modern military concept of information warfare is so new that it was classified until about five years ago."

(Milwaukee Journal, June 5, 2006)

The need to constantly handle immense amounts of information transforms the representatives of the "Internet generation" for true informavores - i.e. specific "biological" species that lives off its consumer information [607]. This term arose by direct analogy with derivative-conceptual patterns existing terms «herbivore», «carnivore» («herbivorous" / "carnivorous" under ¬ from Lat. «Vorare» - «digest»). Within the paradigm of innovation constructs European CB logosphere formant signifies this "acceptance, perception, processing and transposition" of information.

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

We're all informavores now, hunting down and consuming data as our ancestors once sought woolly mammoths and witchetty grubs. You may even buy your groceries online.

(New Scientist, November 11, 2000)

However, in the plane of the synthesis and substant phenomenological level of the content corresponding EICTs manifests substant feature of information (information environment), as an objective, biological [402] and cognitive [409, 416, 593] caused by the mode of human existence (which phenomenologically realized expansion to surface level of the content relevant EICTs following substantive items: | SUBSTANCE TYPE:COMPUTER BEING |, | SUBSTANT QUALITY: technogenesis |, | SUBSTANT QUALITY: CYBERMORPHISM |).

Note further that mythologized [494, 492, 547] is within the framework of the innovative content of the European CB logosphere phenomenologization the processes occurring in CB regardless of the will of the subject (which, in turn, is related to the element of "existential dimension" system parametric characteristics EICTs). Broadcasting updating these phenomena become shaped units such

as, for example. ABEND (ABnormal END - spontaneous failure of software); or JOOTT (Just One of Those Things - a network failure that can not be explained).

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

I came in yesterday morning and the computer booted up fine, JOOTT.

(Orange County Register, October 20, 2009)

The peculiarity of the method of formation of such EICTs - abbreviations - provides "double codification" of these elements chthonic level anthroposphere CB at their vnurishnoyi and zovninoyi forms. Specific items to be rethinking semantic paradigm that correlate with referential field "nadrealne", "charming", that is something that is beyond logical interpretation [363].

In this connection element "magic", its paradigmatic (magically) and epidyhmatychni derivatives (wizard - semantic neologism, one of the manifestations of asymmetric semantic element of innovation logosphere CB "skilled expert in the field of computer technology") has become a productive and sense-building and form-building phenomenological element European innovation logosphere macrostructure size.

For instance:

«Automagically» (EICTs established by formal analogy with adverbatyvom automatically), □ processes taking place in the bowels of a computer network automatically with a certain destiny of mystery and magic may seem, - Heavy wizardry (EICTs established by formal analogy with the term heavy lifting - Weight lifting).

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

A quick ping out to the router and our Internet connection will be restored automagically "

(The National Journal, June 23, 2011)

In turn, black magic - «computer technology that works, though nobody not fully understand how to." It is even more mysterious process than voodoo programming, which can be played by the algorithm. The latter is synonymous EICTs such units as the black art and the deep magic - created by combining semantic substance significant within the macrostructure anthroposphere EICL elements of word forms - art, magic - the phenomenological representant conceptual features [0-AGENCY]).

Similar phenomena have become hiperonimichnoho refer cyburban myths (note that this phrase was created by combining existing telescope concept urban myth - "urban legend" [32, 455, 459] and productive computer afiksoyida cyber, which in turn has syhnifikuvaty correlation computer being and urban civilization thousands of years break).

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

Indecency on the Internet is a case of what Mike Godwin of the Electronic Frontier Foundation calls a "Cyburban Myth" -there is no real problem. "

(The Observer, June, 2007)

As the previous sections of this book revealed, from the perspective of language "virtual mind" is still teetering between the system of non-verbal signs, and system maximum extensionally so-

called "branching signs" that may be considered myths. By specifying some scientists, "sign" is central lingual concept of the universe. Substance object becomes a sign, and "perfect" essence - to [153, 285]. In addition, it is defined as a complex system of symbols, each of which denotuye some extra facility, while together they form a schematic representation of the environment, which are carri.e. rs of the language. From another perspective lingual sign is interpreted as a myth.

Myth is identified as secondary semiotic system based on the existing system of signs [22, 46]. Thus, the structure of myth is ambivalent character [202, 203] on the one hand construed by the system language of substrate foundation myth, and myth, which, in turn, is a substrate metalanguage svitouyalennya. Here we spitkayemosya with some controversy. On the one hand, the mark must be "perfect" substitute object or concept.

However, the computer being, in particular, virtual reality, by definition, can not contain organoleptically Gnostic objects. And most of the concepts within the computer being becomes conditional abstract and subject perception only in terms of language. In this regard, virtual reality appears "perfect" (in the Platonic sense [585]) environment in which the concept of alienated objects and phenomena and implemented by essentially symbolic representation. Taking into account the fact that virtual reality is onthologically well-structured, digital nature, there is an interesting fact that in terms of mental perception given onthological entity becomes quite eclectic.

Collective "virtual" consciousness synthesizes different (sometimes even conflicting) ideological paradigm within the general mythological worldview. In general, the collective consciousness of the computer being synthesized at the European circuit linguo-phenomenological By Computer Innovation logosphere different (sometimes even conflicting) ideological paradigm within the general mythological worldview. Thus, the "chthonic" interpretation CB, which is characteristic mainly for polytheistic worldview, "completed" concepts of Heaven, Hell and

Purhatoriyu that are inherent in the system of Christian cosmogony. For example: a conceptual identification of relevant EICTs:

- Data heaven 1) "locus" outside the digital network, where information and data are safe (for non-electronic media), 2) "locus" (e-poster), where data is protected from interference;

- Gray-bar land - uncertainty in the status of the operating system boot process.

Linguistic and phenomenological phenomenon means svitohlyadnoy "mosaic" - as part of the projection area of the conceptual core logosphere on the European innovative computer logosphere was being modified and fixed in two antonymous EICTs: data heaven and grey-bar land.

Regarding the formation of phraseological data heaven, recently it operates in two main ways:

1) to denote a specific "place" outside the digital network, where information and data are safe (for non-electronic media), 2

2) to describe the "locus" (electronic sites) at which data is secure from interference.

As you can see, the proposed interpretation of the concept of "paradise" is close to the corresponding concepts Paradise or Garden of Eden, where the creature has come upon happiness during his lifetime. In turn, the other side of the "mythological" opposition is the above-mentioned phrase Grey-bar Land, which serves the metaphorical designation of specific status, which is a computer that is attracting the terminology of modern times, "frozen".

Moreover, the concept of death within technological reality becomes specific linguistic actualization. For example EICTs that is involved to describe "failure mode Microsoft Windows operating system when you try to run the DOS box is represented by the phrase Black Screen of Death. The operating system turns off the display (it is black) and blocks the PC so tightly that he needs mechanical reboot (cold boot)":

Task pit-stop:
◦ Consider the contextualized innovations;
◦ Identify the latest vocabulary installments based on the same model

Microsoft switches to Black Screen Of Death (BSoD) for Windows 8.

(PC World, Nov., 2011)

That CAD rendering put me in graybar land for an hour.

(Security Systems, June, 2006)

"The government last night poured cold water on a plan by a group of entrepreneurs to establish a data heaven on a rusting iron fortress in the North Sea in an attempt to circumvent new anti-cryptography laws."

(Guardian, June 2000)

Genetically akin to the above EICTs (both substant, and the derivative level) is a neologism Blue Screen of Death - "a definition of spontaneous collapse additional operating systems MS DOS, because the underlying operating system (usually Microsoft Windows) has a number of shortcomings and errors. "Genesis EICTs, obviously, is that the dominant color of the interface of the system / MS DOS / - blue.

We point out in this regard the importance of semiotic use of the secondary color mini-paradigm: grey - black - blue. It should be noted that all three of the tokens that represent a color in the European languages-speaking world picture somehow relate to the idea of death and a kind of emotional "components" of this cognitive-existential scenario: grief, mourning.

So, as you can see, are elements of the semantic macro-and micro-structures of European innovative computer being logosphere located in close correlation with the characteristic Christian mythology and the corresponding type of reality outline - signs of "forgetting" and "afterlife." EICTs line 666 - with final conversation recording program that can result in loss of all data. Note that the numerical designation 666 serves semiotic and

phenomenological correlate of "Number of the Beast" - the Devil in the Christian myths ideological tradition, which, in turn, acts metonymically equivalent to the concept [Hell]):

Task pit-stop:
◦ **Consider the contextualize d innovations;**
◦ **Identify the latest vocabulary installments based on the same model**

"It works when I trace through it, but seems to crash on line 666 when I run it.
(Security Systems, Apr., 2007)

The structure of the content of all the above EICTs observed expansion substant item | SUBSTANCE TYPE: SPACE | as the phenomenological level (lingual denotata), and the conceptual level, resulting in a number of representative features of these concepts ([righteousness], [sin], [reward] [redemption] [cleaning]) marginalized. Also, as evidence of the legality extensionally parallels with real mythology can be considered a kind of "rituals" and the rituals associated with the above-mentioned processes.

"Rites" that are either directly borrowed from cults "natural" reality, or is very reminiscent of (the same applies to their lexical representation - either tracing or adapt elements of a reality / mythology to another).

For example: rain dance - "ceremonial sequence of actions when you connect to the Internet".

Moreover, it should be noted that the terminology and paraphernalia Haitian voodoo cult (at present time one of the most mysterious religions of the world) is a very productive source of replenishment system volume micro and macrostructure EICL in this area. For instance, the phraseological units to wave a dead chicken (borrowed by semantic transposition directly with cult-ritual vocabulary Voodoo) - in the structure of European innovative computer being logosphere means "perform a sequence of actions (rituals) in order to bring the

In turn, arose the concept of voodoo programming - "use the code that was created by another person, without a deep understanding of the principles of such a program." EICTs voodoo programming created based on analogical correlation, where formant voodoo involved in the structure of the internal form EICTs in the generalized sense - magical practice witchcraft.

Task pit-stop:

- **Consider the contextualized innovations;**
- **Identify the latest vocabulary installments based on the same model**

"Many Web designers are not coders, so they enhance their pages with voodoo programming ..."

(The San Francisco Chronicle, Jan. 24, 2010)

computer 'view these files to normal operation.

"I'll wave a dead chicken over the source code, but I really think we've run into an OS bug.

(PC World, Oct., 2009)

"Tim had no idea why the computer would not boot, so he decided a rain dance would be in order."

(The Washington Post, April 22, 2002)

Note that the given phrase apparently was created by analogy to the pre-existing concept of "voodoo economics", which is used to determine attractive, but not a viable model of economic development [671, p. 1601]. Thus, we conclude that the formant voodoo-, except as expressly provided a "magic" meaning is the bearer of extra - so to speak, "temporal" - semantic pulse. Thus, we have an existing certificate actualization deep "chronotypical" (i.e. , temporal and spatial) integrativity public macrostructure European logosphere innovative computer being. It's worth the attention that polivektor effects of language games in mikorointegrated EICTs given cluster is the result of conceptual parameter extraction [AGENCY] the structure of both internal and external form corresponding EICTs.

At the present stage of development of the European language there have been identified content provided formant dynamics. Within the paradigm constructs EICL he syhnifikuye "acceptance, perception, processing and transposition" information. However, in

the plane of the synthesis of phenomenological and substantive stage of the content corresponding EICTs manifests SUBSTANT feature information (information environment), as an objective, biological (J. Miller) and cognitive (D. Dennett) caused by the mode of human existence (which phenomenologically realized expansion to surface level of the content relevant EICTs following substantive items: | sUBSTANCE TYPE: COMPUTER BEING |, | substantive QUALITY: technogenesis |, | substantive QUALITY: CYBERMORPHISM |).

Cognitive prototypization, at most - the "mythologizing" within the structure of the content EICL, subject to the processes occurring in the computer being independent of the will of man (which, in turn, correlate with typological features "existential dimension" in the system parametric characteristics EICTs). Broadcasting updating these phenomena become shaped units such as, for example ABEND (ABnormal END - spontaneous failure of software); or JOOTT (Just One of Those Things - a network failure that can not be explained).

Attention is drawn to the feature of the method of formation of both EICTs - Abbreviations. Thus, we have noted that given the level of chthonic elements anthroposphere EICL be, so to speak, "double codification" - at vnurishnoyi and zovninoyi form. Specific items to be rethinking the paradigm of content that relate to the referential field "nadrealne", "charming", that is something that is beyond logical interpretation.

It should be noted in this connection element "magic", its paradigmatic (magically) and epidymatychni derivatives (wizard - semantic neologism, one of the manifestations of asymmetric meaningful element EICL "skilled expert in the field of computer technology") has become a productive smysloporodzhuyuchy and formoporodzhuyuchy phenomenological element macro struktury EICL.

See., Eg .: "automagically" (EICTs established by formal analogy with adverbatyvom automatically), - the processes taking place in the bowels of a computer network automatically with a certain destiny of mystery and magic may seem a bit heavy wizardry

(EICTs established by formal similar to the term heavy lifting - weight lifting), voodoo programming (formed from analogical correlation, where voodoo - magical practice witchcraft) - vyknannya operational program commands without understanding the principles of its action.

Let's point out that polivector effects of language games is the result of conceptual extract the [AGENCY] the structure of both internal and external form corresponding EICTs. Overall, the collective "virtual" consciousness synthesizes at updating circuit innovative European computer logosphere different (sometimes even conflicting) ideological paradigm within the general mythological worldview. In particular, the "chthonic" computer interpretation being that is common mostly for polytheistic worldview paradigm "completed" concepts of Heaven, Hell and Purgatory that are inherent in the system of Christian cosmogony (conceptual identification of the specified items under data heaven

1) a specific "place" out of digital networks, where information and data are safe (for non-electronic media),

2) to describe the "locus" (electronic sites), where data is protected from interference; gray-bar land - uncertainty in the status of the operating system boot process, Blue / Black Screen of Death - spontaneous collapse kompyuternoĵ system

3) line 666 - with final conversation recording program that could result in loss of all data (where 666 - semiotic and phenomenological correlate "number of the Beast" - the Devil in the Christian myths ideological tradition, which, in turn, acts metonymically correlate myths / concept of Hell).

Pay attention that the structure of the content of all the above EICTs reveals expansion of substantive element | substant TYPE: SPACE | both phenomenological level content (lingual denotata), and the conceptual level content, resulting conceptual features of these concepts ([righteousness], [sin] [reward] [purge]) get marginalized.

Dynamics of Innovation European computer logosphere on the second level model *linhvoantroposfery* computer being identified through the prism of analysis lingual phenomenologization computer elements being subject to sensory perception. Given the typological characteristics of subject and anthropic environment intersubyektnoho computer being visual perception serves dominant anthropic channel organoleptic perception and cognition of objects computer being (J. Ackerman, A. Meyer-Shonberher).

This explains, in particular, the emergence of paradigmatic cluster EICTs that *eksplikuyut* in the plane phenomenological level content of the visual impact of the personal virtual locus. Existence Assistant | perception | phenomenologically manifested at a different level of detail in EICTs structure (for example: metaphorical EICTs chip graffiti - "non-functional web page design" or dancing balooney and cornea jumbo - "too bright, absurdly decorated page, burdened by a large number of extra hyperlinks ") due to dynamic vertical correlation of these content elements:

(1) the onthological referents - | substant AFFILIATION: OBJECT OF COMPUTER BEING | → (2) conceptual denotata - [perception channel] [visual object] [aesthetic object], additional conceptual features [color], [intensity] [size] [amount] [rating] → (3) lingual denotata - web page; fittings; bad taste.

The share of elements within this model structuring step anthroposphere EICL is low (2.4% of the sample). However, it deserves a specific attention that the absolute (100% within the sample segment) representation of the structure of verbal denotata *feomenolohichniy* EICTs relevant units substantive elements of the content | substance TYPE: COMPUTER BEING | → | substant QUALITY: CYBERMORFISM |.

In turn, the dynamics of European innovative computer logosphereon the third level model *linhvoantroposfery* computer being determined in the light of the analysis lingual

phenomenologization elements being computer that is simulacra elements of the biosphere noncomputer being.

By simulacra of objects within the biosphere circuit EICL involved such items as semantic derivative mouse ("mouse") - a device to control the cursor on a computer screen. Note that at this stage stanovlenya EICL on the basis of the semantic neologisms occurred mini paradigm based on metonymy - word-of-mouse, mouse potato, mouse trar, drunk mouse syndrome, mouse wrist. Elements induced paradigm formed by a mechanism similar lingual (yes, we compare word-of-mouth (plitkuvannya) - word-of-mouse (gossip spread by means of computer communication), couch potato (ledak person that almost lifted the couch) - mouse potato (the person who almost fed from the computer), which is indicative of view is the phenomenon of categorical isomorphism between two existential constructs - real life and computer being.

Moreover, it should be emphasized that, obviously, there are some shifts available directly in the new semantic structure of these items (mouse). particular, the content involved substantive elements
| substances TYPE: COMPUTER BEING |, | substant
AFFILIATION: OBJECT BEING Computer | → | substantive
AFFILIATION: BEING SUBJECT Computer |.

Particular attention should be paid, in our opinion, such as the formation of synonymous virus "computer virus", bug ("insect") and worm ("worm"), which in its neolohizovanomu desyhnyuyut meaning of the term "specific computer program ravages".

It should be noted separately that the second component of the reduced synonymous pairs EICTs is a basis for further branching mini-paradigm: millenium bug, Y2K leap year bug, 9999 bug (for the category of computer programs hypothetical finite dysfunction - in 2000, 2038, 1999 respectively), heisenbug, schroedinbug, mandelbug, bohrbug (for the category attribute of software errors with certain functional (physical) characteristics: predictability / unpredictability, zero-locativity, chaotic nature).

We emphasize that from the beginning of the nuclear units given paradigm (virus, bug, worm) are not synonymous, as correlated with referents (objects) of different biological levels.

However, as a result of the mechanisms of secondary nomination and denotatumal semantic derivation differentiation was reversed, and the revised structure of the content relevant EICTs exported only one integral component of substantive element - | substantive AFFILIATION: OBJECT BEING Computer |, | substantive AFFILIATION: Computer simulacrum of existence |.

The study results make it possible to interpret the notion and degree of cyber-space involvement and its terminological realization as a specific social stratification criterion within the cyber community.

Task pit-stop:

- Consider the contextualized innovations;
- Identify the latest vocabulary installments based on the same model

"The Net Generation or N-Gen has arrived."

(The Globe and Mail, Oct. 30, 2001)

"... if Baltimore is serious about attracting Generation D — the digital generation of young computer wizards — it should use its ... front property to create places that would draw them."

(The Baltimore Sun, Sept. 24, 2000),

"...investors and Netizens alike were left wondering what went wrong".
(Newsweek, Nov. 12, 2000).

" 'E-commerce,' as it's known among those in the know, involves completing transactions on the Web; displaying detailed information on products and services; processing orders and credit-card purchases; and delivering confirmation and follow-up service."

(The Denver Post, Nov. 18, 2002).

„The e-wallet is designed to make online shopping more convenient by allowing consumers to store all their credit card and shipping information in a single spot."

(The San Francisco Chronicle, Oct. 11, 2001)

Cyberterminology Sociocentric Paradigmatics

Macointegrity of paradigmatic and systemic European innovative computer logospheredetermined not only by the form-building (internal) links between its elements, and, to a large extent systematic field of technosphere and sociosphere to which it is phenomenologically correlated. Social (Lat. Socialis - fri.e. ndly, civil [186]) - one of the basic concepts of sociology and social philosophy, one of the characteristic aspects of social life. Social - a set of specific features and characteristics of public relations, integrated individuals or communities in the process of joint activities in specific circumstances, manifested in their relationships, attitudes to their place in society and social phenomena and processes. Social evident everywhere, where the action of one person compared to another action [129, 264, 409]. The content is a reflection of social organization and of society as a subject of historical process [334, 88]. This integrative education, accumulating knowledge, experience, tradition and creativity and a real assessment of the development of society and its elements.

It expresses the nature of the use and potential of social allowance society, group, groups, and individuals to develop the optimum development of the whole social organism. Specific social characterize the following main features [509, 500, 591, 129]:

- General quality inherent in different groups of individuals resulting from the integration of groups of individuals, social groups, communities of social relations;
- Induced expression of social relations (economic, political, etc.). Certain state of individuals;

- Showdown various individuals and groups together, relationship to their position in society, the phenomena and processes of social life;

- Social is the result of joint activities of different individuals, which is found in their communication and interaction and can be expressed in culture, assessment, orientation, behavior, mental activity, lifestyle people, etc.;

- Social reflects the content and nature of interactions between actors (individuals, groups, communities) as well as the results of social roles defined man as it takes over, becoming a member of a social community.

Social may have *pozasobystisnu* form of life [520]. For example, the spiritual and material meanings of society, groups, individual; works of art and literature and many other things, which embody.e. s the idea of social rights as their spiritual creator. The concept of "social" serves primarily to detect and display the essence of social life (theoretical and applied problems of interaction between nature and society); specific social form of motion, i.e. differences of social groups of animals; contradictory unity of man as a social being and, at the same time, a biological organism; structure of social systems in terms of optimizing their operation and Development [262, 264, 348].

Thus, the concept of "social" reflects and expresses the specific character being of society as a subject of the life process in general, and therefore - the specificity of all social processes and social actors. In a broad sense, "social" is identical to the concept of "public" and means everything that belongs to society and distinct from nature [348, 186]. In a narrow sense [509], "social" means only those aspects of "social", which are defined place people in the social structure, relationships between social groups and representatives of different classes, nations, labor groups and others.

Hence, the concept of "social" and "societal" are synonymous when it comes to society as a whole as part of a supernatural being as a social form of motion, that is actually in the philosophical sense. On the other hand, "social" is one aspect of "social" in terms of *sfernoho* approach. In society as a whole system distinguishes the following areas: economic, political, social, spiritual, environmental. Thus, the "public" is a broader concept compared to the "social". The term used to describe the society as a whole, the entire system of social relations (economic, social, political, etc.). This way, it is proposed to understand the "public" as "societal". The concept of "societal" [131] is the subject of empirical sociology and synonymous with "social" in the narrow sense.

On the other hand, the proposed interpretation of the concepts of "public", "social" and "societal" meaning because of the ideal and the real: the nature of "social" is perfect, including, in the sense of commitment to the highest perfection [522, 155, 198]. The concept is "societal" reflects a society that is truly, with all its facts division, alienation and so on. Given the parameters substant anthropological dimension macrostructure European innovative computer being logosphere and directions microstructures investigated the dynamics of the relevant logosphere seen extensionally EICTs systematization according to the sectoral structure of the public sphere of computer being. As the modern linguists, to uncover the mechanisms that determine the impact of society on the language, it is vital to take into account all the factors that have influence on the social differentiation of language [378, 409, 593].

Moreover, the analysis involved elements as horizontal differentiation - different spheres of social life, and elements of vertical differentiation, with its hierarchy of levels of social subordination and control. However, during such systematization should not forget the further consideration of purely lexical features lingual units, because at this stage of consolidation and innovation logosphere European speakers computer being impossible to clearly separate "internal" (substrate) and "external" (substant) systemoformuyuchi factors .

Cyberspace As Cognition: Linguistic Incentive

While **Time** and **Space** are the categories by which **Reality** is defined, **Knowledge** may be considered one of the foundations humankind has established itself with.

Task pit-stop:

- Consider the contextualized innovations;
- Identify the latest vocabulary installments based on the same model

*„But there's plenty of motion out there already in the form of animated GIFs — or **dancing baloney**, as its detractors call it.”*

(The Houston Chronicle, May 25, 2000).

*„...Her study is part of a larger area of computer science called **affective computing**, which examines how computers affect and can influence human emotion.”*

(Computer Weekly, June 24, 2002)

*„Snuggle up. It's time to get cozy. Curl up to your new computer, car and kitchen gadgets and feel the happiness wrap around you like a warm, fuzzy blanket. **Cuddletech** is here.”*

(Metro Times, Oct. 14, 2004)

*„Although **malware** infections are relatively infrequent, they can seriously damage your network.”*

(PC Magazine, May 8, 2001).

*„An on-line forum for **flames**, bellyaches and the surrealistic **Naked Mole-Rats of Marketing Award**, it's fun to browse even if you don't have a gripe.”*

(USA Today, September 15, 2003),

*„There was a time when all that was required to use the office copier, printer or fax machine was the ability to fish out paper jams and a knack for **percussive maintenance** — known in layman's terms as a good hard thump.”*

(InfoWorld, July 30, 2002);

Task pit-stop:
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"Doh! Looks like Netscape is sucking mud again. Time for the old vulcan nerve pinch."

(Denver Westword, June 19, 2003)

"Perhaps the next great movement in English literature will somehow be fuelled by the new phenomenon of Netspeak."

(Time, Nov., 2001)

*„Knowles' site is written in **Internetese**, a sort of stream-of-consciousness ranting in which emphasis is provided by writing in all-capitals, and where one exclamation point is never enough."*

(The Globe and Mail, June 26, 1998)

*„Business-to-business transactions—that **B2B** thing—have grown to \$109 billion."*

(The New York Times, December 20, 2001)

*"Another general message to the bel.i.e. vers was: **B2B** (business-to-business marketing) and **B2C** (business to consumer) are so five minutes ago; from now on it's all about **B2B2C**."*

(The New York Times, April 23, 2001)

Though much greater number of *virtual* neologisms may be viewed as man-connected (both directly and indirectly) we would like to dwell here upon the ones defining precisely the WWW users. In this respect we find it possible to trace **Knowledge** "status" in the *virtual* environment.

It has turned out so "historically" that the *Internet* has been (and is being) created, used and altered simultaneously, dividing thus the ones who contribute to these processes into two large groups: those who know how to influence the very nature of *cyberspace* (!) and those who do not know how to do it and due to this use the Net solely for utility purposes.

The tendency has been thoroughly reflected in the language. One of the most prominent notions defining the **Knowledge** progress in the **VIRTUAL REALITY** is the so-called *information food chain*.

It has little to do with the one presented in nature (though there are certain metaphorical correspondences), but denotes a process of modifying Information from *raw data (bits) to processed data (information proper)* and later on to *assimilated data*, that being **Knowledge** itself. Besides, it specifies the long route from a computer neophyte to an expert.

The whole “crowd” of computer-related persons got the name of *computerdom*. Linguistically they have been divided into *cyberelite* and *cyberaddicts*. The common trend is to concentrate the new lexical units denoting computer-“pros” round the **Knowledge**-marked notions.

That way such new word-forming elements as *-guru*, *-geek* and *-savvy* have acquired outstanding popularity providing the basis for such neologisms as for e. g. *cyber-guru*, *cyber-geek (technogeek)* or *computer-savvy(net-savvy)*.

It should be specified that all the morphemes listed above bear the meaning of “professional” (as for the word *savvy* it was adopted into the European language from French as a “modified” form of “savoir” – to know).

Moreover, computer professionals are also referred to as *cyberati* or *digirati*. It is necessary to point out that this kind of word-building model, though new, has become widely used in the modern vocabulary creations.

The idea is to blend the corresponding word-forming element with the word “*literati*” which functions nowadays in the meaning of a “properly qualified; competent person”.

Besides that, new vocabulary units appear to add up to the specificists superiority status (due to the **Knowledge** they possess), defining them as being in charge of the affairs in the *Net: E-mentor* or *Webrarian* (Web + librarian).

The anthropologic terminological categorization of cyber-reality involves both the anthropocentric and the sociocentric paradigmatics of European cybervocabulary. It seems appropriate to systemize the present and potential European computer neologisms through multidimensional aspects of anthropic virtual existence, namely: self-identification, gnoseological social stratification, economic interaction, etc.

While Time and Space are the onthological categories by which Reality is defined, Knowledge (Gnosis) may be considered one of the dimensions human mind has established itself with, the anthropocentric coordinate within the onthology of Being. According to our calculations approximately 1/3 (one third) of the researched cyber-vocabulary consists of the human-factor related units. Though a much greater number of virtual neologisms may be viewed as anthropocentric (both directly and implicitly) we would like to dwell here upon the ones defining precisely the WWW users. In this respect we find it possible to trace Knowledge "status" in cyber environment.

It has turned out so that cyberspace has been (and is being) created, used and altered simultaneously, dividing thus the ones who contribute to these processes into two major groups: those who *know* how to influence the very nature of cyberspace and those who *do not know* how to do it and due to this use the Net solely for utility purposes.

The tendency has been thoroughly reflected in the European language. One of the most prominent notions defining the Knowledge progress and dynamics within cyberspace is the so-called *information food chain*. It has little to do with the one presented in nature (though there are certain metaphorical correspondences), but denotes a process of modifying Information from raw data (bits) to processed data (information proper) and later on to assimilated data, that being Knowledge itself. Besides, it metaphorically conceptualizes the intricate route from a computer neophyte to an expert.

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However, the difference between a new-comer and a cyber-professional at a certain point may be a vague one. Such lexeme as *knewbi.e.* may, for instance, serve as the best illustration for the statement. The neologism presents a general notion for a “pro” being actually a homophone of another neologism – *newbi.e.* – denoting a computer “novice”. So, as we can see, the first notion (*knewbi.e.*) semiotically integrates two “skill-wise” opposite categories of users, providing with a premise for their recomprehension and reconceptualization.

Unusual as it may seem, but non-professional computer users as a social stratum have found almost as various a reflection in the modern European language as the experienced gurus. Generally non-pros are referred to as *randoms*. Alongside they are subdivided into read-only users (the ones that use the Net only to fish out

information) and the so called *shiftless* - unaware of all the possibilities Internet provides. Besides that, there happen to be *users* in cyberspace (by phonetic analogy with the word "looser"), who use the Net by intuition, without knowing exactly how to operate it. Same way as it is in the "real" world, in cyberspace the absence of experience and expertise is being disguised under pretended or assumed Knowledge. That way a user, constantly installing someone else's HTML sources in order to look confident is referred to as *paster-boy* and the one pretending to great knowledge but lacking fundamental skills in "computer savvy" is linguistically presented as a *poser*.

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„Those who study apes call the dominant member of the group the 'alpha male.' In the office or workplace, the most technically knowledgeable person often is called the alpha geek.”

(Wired News, Nov. 14, 2002)

It needs to be pointed out that the Knowledge concept lingual manifestation within cyberspace is fulfilled via the following means:

- 1) through explicit verbalization (employing elements which nominate or refer to the concept of Knowledge directly) - *chief knowledge officer, knowledge engineer, knewbi.e., cyber-savvy, Net-savvy;*
- 2) via secondary semantization (the gradual transformation of the corresponding unit semantic plane as to incorporate the archseme "cyber-professional" - *geek, nerd, avatar, freak* etc.

On the other hand the referents of absence // lack of knowledge concept fall under further gradation:

a) the ones negating or claiming no reference whatsoever to cyberspace and / or computer technologies - *Internet, neo-Luddite, leadite*;

b) the ones using the Net as an information search tool - *read-only user*;

c) the ones unaware of the wider spectrum of WWW utilities - *shiftless*;

d) non-professionals, the ones utilizing the Internet and suchlike technology intuitively, not possessing the skills necessary to manipulate cyber-reality - *luser, random*.

It is worth noting that the Knowledge phenomenon in this context acquires a rather peculiar meaning and its opposition to the Absence of Knowledge is of a specific character. The paradox of the situation lies beneath: as it has been stated by some contemporary researchers the Lack // Absence of Knowledge possesses much greater development potential than the Knowledge itself. Besides, the Absence of Knowledge purpose in the world is environmental protection (in a way). As we can assume now, "plain" users are more likely to contribute to cyberspace prosperity than some of the geeks (let alone hackers), this being due to their apriori inclination to vertical evolution (self-education, self-development) and thus, creative (rather than destructive) activity potential. The study results make it possible to interpret the notion of Knowledge and its terminological realization as a specific social stratification criterion within the cyber community.

Cyberanthroposphere functioning is actualized upon objective anthropic principles. However, recently a tendency to reverse conceptual dominants within the cyber-related lexical corpus from total anthropocentrism to technospherism could be noted. The tendency is actualized via gradual release of the so-called ontological denotatum within the semiotic plane which, in its turn leads to the anthropic nucleus of linguocybersphere diffusion.

The "artificial" digital environment is acquiring more independence as far as the "parent" reality is concerned and establishes the basis for being considered a separate metalingual entity. Hence, one of the prior ways fundamental ontological

categories are exposed within cyberspace being through the language (precisely by means of contributing to the modern European vocabulary), it may be assumed the natural language itself finds its realization in ontological manner. Thus, the problem provides significant basis for further discourse.

*“Knowledge” as a social stratification category within
technosphere*

Besides, as it has been already pointed out, the “human factor” plays a notorious part in *cyberspace* creation process. In this respect a prediction can be made as for soon *virtual society* emergence possibility, for there have been recorded (linguistically) certain indications of this.

And we intend to present the latter lingo-social trend as the ongoing research subject. In fact, we cannot help admitting that **virtual reality** development, essentially endless as endless is **Being** itself, opens a promising perspective for its operating mechanisms further observation and analysis in terms of both philosophical and linguistic criteria.

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Alongside they are subdivided into read-only users (the ones that use the Net only to fish out information) and the so called *shiftless* – unaware of all the possibilities Internet provides. Besides that, there happen to be *lusers* in cyberspace (by phonetic analogy with the word “looser”), who use the Net by intuition, without knowing exactly how to operate it.

Same way as it is in the “real” world, in cyberspace the absence of experience and expertise is being disguised under pretended or assumed Knowledge. That way a user, constantly installing someone else’s HTML sources in order to look confident is referred to as *paster-boy* and the one pretending to great knowledge but lacking fundamental skills in “computer savvy” is linguistically presented as a *poser*.

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It is worth noting that the Knowledge phenomenon in this context acquires a rather peculiar meaning and its opposition to the Absence of Knowledge is of a specific character.

Talking of the randoms (let us select this particular term for non-geeks), we are to keep in mind that those people are not absolutely clueless of modern technologies, moreover, a lot of them are quite keen on incorporating those technologies in their everyday life. The following fact grants us a chance to place them into the Knowledge-possessing category. But the level of their penetration into the cyberspace operating mechanisms approaches zero.

That way, drawing parallels with the real reality, it may be concluded that the randoms, though being an evolutionary stage up from the Internots (the ones who refuse to deal with computers at all), are on savage stage as far as their comprehension is concerned, still judging by exterior phenomena rather than by interior exploration.

But the paradox of the situation li.e. s beneath: as it has been stated by some contemporary researchers the Lack // Absence of Knowledge possesses much greater development potential than the Knowledge itself. Besides, the Absence of Knowledge purpose in the world is environmental protection (in a way).

As we can assume now, "plain" users are more likely to contribute to cyberspace prosperity than some of the geeks (let alone hackers), this being due to their apriori inclination to vertical evolution (self-education, self-development) and thus, creative (rather than destructive) activity potential.

The study results make it possible to interpret the notion of Knowledge and its terminological realization as a specific social stratification criterion within the cyber community.

Dynamics of Innovation European computer logosphere on the fourth level model linhv antroposfery computer being parametryzuyetsya by analyzing the principles lingual phenomenologization computer elements being (human being as the subject of computer). Innovative public European-language implementation of computer-based life, mostly (81.3% EICTs appropriate reference correlation) to direct speech representations that phenomenologize substant features: 1) | EPISTEMIC CAPACITY | (presence / absence of the subject system knowledge about the computer being); 2) According to (1) | FUNCTIONAL CAPACITY | (specificist / nefahivets in the computer field).

Language Update episteme "knowledge" within the computer is anthroposphere following main ways:

1) through direct (immediate) verbalization (i.e. , involving the respective units of tokens, tokens or p.i.e. ces that completely relate to the concept / conceptual categories [knowledge] is his nomination, or involved in its verbalization pryadernoyi zone (for example: chief knowledge officer, knowledge engineer - where formant knowledge = «knowledge» → person responsible for monitoring computer technology in the enterprise, cyber-savvy, Net-savvy - where formant-savvy (from French. savior - know) = knowledgeable person → professional specificist in a web-technologies),

2) due to "secondary semantization" (i.e. , a gradual rethinking of common linguistic units (geek, nerd, avatar, freak etc.) within EICL, which resulted in the phenomenological level content units provided "implanted" integral component to "specificist areas of advanced computer technologies" that priorytezuyetsya in the

structure of the content newly EICTs, thereby gaining substantial features: (cyber) geek , (techno) -nerd, (cyber) -guru. Note that "kibermarkovani" formants cyber-, techno- in the structure of the external form of the aforementioned items by the synchronous cut almost fixed, and thus all of the EICTs - geek, nerd, avatar, freak - can be considered semantic neologisms).

A significant manifested by the fact that a substantial component of the presence or absence of updated knowledge on substantive as well as on phenomenological levels (in the plane of the configuration of the internal form appropriate EICTs plane configuration and the external shape corresponding EICTs).

Structure content of EICTS latest, most voluminous and dense lingual implementation element model linhvointroposfery computer being characterized representative konverhovanisty substance and epistemichnyh / cognitive features both ontological and on phenomenological levels (plane configuration corresponding EICTs inner form and outer plane configuration appropriate forms EICTs - knowledge engineer, newbie, cyber-savvy), which in general manifests potential to substantivizing elements area projection of conceptual nucleus of the European computer logosphere innovative (dynamic movement typological characteristics of these elements to the content level limit - existential - degree of abstraction ontological referents) as a functional mechanism innovation logosphere European speakers computer being.

Questions and Tasks for Self-Control



QUESTIONS AND DISCUSSION POINTS

- 1) What elements constitute the ontological linguistic phenomenology of the digital realm?
- 2) What is the structure of cyberspace as a linguistic space dimension?
- 3) What is the structure of cyberspace as linguistic time dimension?
- 4) What parameters define the digital realm as a linguistic existence?
- 5) What linguistic features inform the anthropocentrism of the digital realm?



APPLIED TASK

Attribute phenomenological annotation to the following logoses of the digital realm:

#	☺	F2F
□	404	>^.^<
@	ROFL	:(((

CONCLUSION

European innovative computer being logosphere as an object of holistic linguistic research is defined as macrointegrated and microintegrated plurality of European verbal units that are relatively comprehensive phenomenological correlates multi-substrat elements of computer being. in synchrony.

In categorical grid of logocentric innovative approach European computer logosphere recognized as a holistic, syncretic macro-level empirical gnostic (verifiable knowledge through the available empirical material) at the micro level, dynamic, object language, which is a synthesis of linguistic-meaningful , ontho-anthropo-substantive and meaningful parameters linguogenerative (appertceptive, cognitive, sense-generative, formative, codifying and communicative) activities of European community in terms of computer realm.

Integrity of macro-level of European innovative computer being logosphere is coordinated by a range of typological features and implemented firstly - by significative coordination elements of internal and external forms of European innovative computer being logosphere and signs of substance substrate and originality computer being in general; second - through phenomenological correlation elements of internal and external innovation logosphere European form of computer being and diverse structural elements of the computer being (onthological, epistemological and anthropological, respectively).

Discrete units of European innovative computer being logosphere microstructure are identified as European innovative computer termini (EICTs). Phenomenological uniqueness of EICTs is determined by objective conditions of modern semiosis (at microstructures external and internal forms) within anhosfery serving medium primary and priority codification multi-substrat elements of computer being. Typological peculiarity EICTs determined by the isomorphism identification of configurative taxa and operational mechanisms of integration patterns of external and internal forms and EICTs taxa and operational mechanisms of

integration macrostructure European innovative computer being logosphere.

At the foundation of methodological principles identify qualitative and quantitative characteristics, attributes and properties of structures integrativity European innovative computer being logosphere - parameterization category of "dynamics" in the macro and the macro level. Accordingly, the dynamics of European innovative computer logosphere defined as categorical qualifier ways, directions and relevant linguistic and structural mechanisms for implementing meaningful change in quality of integration zone as a vertical collection (and corresponding accumulation) and takeoff (and the corresponding dissipation) and multi-level elements multi-substrat the content of discrete units microstructure European innovative computer being logosphere (EICTs).

Typological characteristics of European innovative computer terminos cause approach to framing and methodological introduction and methodological foundations of the configuration language of the content of this element. The static structure of the content of the European innovative cybernetic terminos is a level interaction inhomogeneous degree of abstraction strata and consistent through-meaning which satisfies dialectical categories of "essence» → «phenomenon":

- 1) - ontological referents;
- 2) - conceptual referents;
- 3) - lingual denotata.

Identification ontological referents in the structure of the content of the European innovative computer terminos makes typological peculiarity EICTs linguistic sign as the specific nature of the discrete integral structures of macro and micro level EICL.

The basis of the microstructure ontological referents European innovative computer terminos *zmistoporodzhivalna* is discrete, and *zmistorelyatsiyina* *zmistokorelovana* unit - substantemese - deep essential element of the content of European-language computer innovation that defines the area of absolute *zhornutosti* qualitative characteristics of elements inside form EICTs

quality and relevant opportunities for their actualization significant.

Priority vectors of dynamic interaction of multi-substrat level of the content within EICTs European innovative computer being logosphere zasuchayut continuous direct vertical expansion to the surface layers of the content EICTs basic representative substantemes corresponding hierarchical subordination (| SUBSTANCE TYPE:COMPUTER BEING |, | substant QUALITY: technogenesis / CYBERMORPHISM |, | substant AFFILIATION: objects / subjects / simulacrum Computer BEING |, | substant FRACTURE / length: SPACE / TIME |); continuous indirect vertical expansion to the surface layers of the content EICTs representative substantemes appropriate conceptual korelyatyvnosti (| substant AFFILIATION: objects / subjects Computer BEING |, | substant FRACTURE: SPACE / TIME |); continuous vertical convergence substant representative elements of different hierarchical subordination (| SUBSTANCE TYPE:COMPUTER BEING | ↔ | substant AFFILIATION: objects / subjects Computer BEING |; | substant FRACTURE: SPACE / TIME | ↔ | substant AFFILIATION: objects / subjects Computer BEING |) in the heterogeneous structure of the content EICL; stereoscopic mobility riznosubstartnyh microstructures of the content EICTs; cyclic horizontal mobility polysubstrat microstructures of the EICTs content by phenomenological cross section integrated denotative units of the content EICTs (respectively, the amount (of substance), object (agent), time (agent) and integrable substant taxa U (| SUBSTANCE TYPE|, | SUBSTANT AFFILIATION |, | substant FRACTURE |).

Categorical operators when running dynamics microstructures onthological referents EICTs phenomenologically are identified as full or partial exclusion / incorporation / acquisition / replacement anthropocentric and anthropogenic parameters of the content (conceptual categories, discrete conceptual features) that make up the cluster region substantive elements mediated by subjective and collective cognitive experienceEuropean speakers in the area of operation and use of

computer technology (conceptual core area projection on the European innovative computer logosphere).

Lingual mechanisms, ways and means of innovation dynamics microstructure European computer logosphere manifested through interdependent transformations. First, transformative changes in the different types of content structures of external form of EICL elements (semiotically heterogeneous self-similar reproducibility, functional evolution, functional degradation formative elements EICL) corresponding to a meaningful level | onthological referents | dynamics projection conceptual nucleus of the European innovative computer logosphere.

Secondly, lingual mechanisms of European innovative computer being logosphere are actualized by transformative shifts at substantial internal structures of EICL form elements. The latter, accordingly, is determined by substantial principles substrate, temporal and spatial parameterization and anthropological microstructure of the content of European innovative computer being logosphere in particular.

Asymmetric changes in surface microstructures of internal and external forms of EICTs are an indicator of the potential of this type of units to quality transformative linguistic-substance (cumulative, inkorporatyvnoyi, integrative) and linguistic-conceptual (dissipative, diffusive) mobility in the plane of vertical and horizontal integration of innovative microstructures European logosphere comp cybernetic being and macrostructure EICL in general.

Empirically direct phenomenological identification of substant representative structural elements of the content EICTs and paradigmatic constructs EICL appropriate referential correlation (| SUBSTANCE TYPE:COMPUTER BEING |, | substant Length: TIME |, | substant Length: SPACE |, and their respective derivatives) provided by phenomenological account identyfikatsiyyi substantive elements of the computer being substant measurements (fundamental, ahnostychnist, relatively independent of the will of the subject of knowledge).

Quantitative and qualitative indicators empirical parameterization dynamic changes of macro and microstructure of the content European innovative computer logosphere system being allow to identify meaningful elements of the projection of the conceptual nucleus of the European innovative computer being logosphere ([COMPUTER BEING SUBJECT] and its substantial derivatives: [anthropomorphism] [Human evolution] [AGENCY]) as a diffuse zone projection conceptual nucleus of the European innovative computer being logosphere due to the relative instability of the status of these elements in the structures of the content EICTs.

The indicated diffusive instability zone manifested through processes of accommodation, incorporation, isolation and replacement elements projection conceptual nucleus of the European innovative computer being logosphere representative substantive onthological elements Footsteps of the content relevant EICTs: | SUBSTANCE TYPE:COMPUTER BEING |, | substantive AFFILIATION: objects Computer BEING |, | substant QUALITY: technogenesis |, | substant QUALITY: CYBERMORPHISM |.

The “artificial” digital environment is acquiring more independence as far as the “parent” reality is concerned and establishes the basis for being considered a separate metalingual entity. Hence, one of the prior ways fundamental onthological categories are exposed within cyberspace being through the language (precisely by means of contributing to the modern European vocabulary), we may assume the natural language itself to find its realization in onthological manner.

Cyber-anthroposphere functioning is actualized upon objective anthropic principles.

However, recently a tendency to reverse conceptual dominants within the cyber-related lexical corpus from total anthropocentrism to technospherism could be noted. The tendency is actualized via gradual release of the so-called onthological denotatum within the semiotic plane which, in its turn leads to the anthropic nucleus of linguocybersphere diffusion.

It may be concluded that the “artificial” digital environment is acquiring more independence as far as the “parent” reality is

concerned and establishes the basis for being considered a separate metalingual entity. Hence, one of the prior ways fundamental onthological categories are exposed within cyberspace being through the language (precisely by means of contributing to the modern European vocabulary), it may be assumed the natural language itself finds its realization in onthological manner. Thus, the problem provides significant basis for further discussion.

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APPENDIX: LANGUAGE DATA FOR FLIPPED LEARNING

**TOKEN COMBINATIONS OF THE SUBSTANT
ELEMENTS PERTAINING TO THE MERGER ZONE OF
INNOVATIVE DIGITAL LOGOSPHERE**

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SUBSTANT TYPE: COMPUTER BEING	
SUBSTANT AFFILIATION	SUBSTANT QUALITY: TECHNOGENESIS
CB OBJECT	
CB SUBJECT	[SUBJECT]

address munging, n

Altering your return email address in an effort to thwart companies and individuals who send out unsolicited commercial email (spam).

affective computing, n

Computer technology that uses biometric sensors to detect physical characteristics that relate to moods and emotions.

Alice and Bob n.

The archetypal individuals used as examples in discussions of cryptographic protocols.

alpha geek, n

The person with the most technological prowess in an office or department.

antirube, n

A sophisticated computer user, particularly a user willing to be among the first to adopt a new technology

arachnerd, n

A person that spends way too much time either surfing the Web or fussing with their home page.

avatar n.

1. Among people working on virtual reality and cyberspace interfaces, an avatar is an icon or representation of a user in a shared virtual reality.

2. superuser.

back hacking, n

Attempting to catch a computer hacker by tracing the path that the intruder used to infiltrate a system.

bells and whistles n.

Features added to a program or system to make it more flavorful from a hacker's point of view, without necessarily adding to its utility for its primary function

BlacBerry thumb , n

A repetitive stress injury characterized by swelling and pain at the base of the thumb and caused by prolonged use of the thumb while operating a BlacBerry or other personal digital assistant.

brute force adj.

Describes a primitive programming style, one in which the programmer relies on the computer's processing power instead of using his or her own research to simplify the problem, often ignoring problems of scale and applying naive methods suited to small problems directly to large ones. The term can also be used in reference to programming style: brute-force programs are written in a heavy-handed, tedious way, full of repetition and devoid of any elegance or useful abstraction

binary four n.

The finger, in the sense of 'digitus impudicus'. This comes from an analogy between binary and the hand, i.e.

1=00001=thumb, 2=00010=index finger, 3=00011=index and thumb, 4=00100.

baroque adj.

Feature-encrusted complex gaudy verging on excessive hardware or (esp.) software designs.

blammo v.

To forcibly remove someone from any interactive system, specifically talker systems.

bigot n.

A person who is religiously attached to a particular computer, language, operating system, editor, or other tool

burble, v

To post a message intended to insult and provoke, the "burbler" is totally clueless and ineffectual.

CGI Joe, n

A programmer who specializes in the Common Gateway Interface (CGI) scripts that accept and handle input from most Web page forms.

clicktivism, n

The use of social media and other online methods to promote a cause.

cyberhippy, n

A young person incorporating both the hippy-of -the-60-s and the modern technological outlook

cyber-inequality, n

Economic gap between the cyberspace users

cyberculture, n

The future computerized society

cyberlag, n

A constant inability to catch up with computer technology
dynamic progress

cyberpiracy, n

The purchase of an Internet domain name that includes a company's registered trademark name, with the intention of selling the domain name to the company.

cyberwar, n

The "warfare" / competition between different software systems

cyberbalkanization, n

the division of the Net into narrowly focused groups of like-minded individuals who dislike or have little patience for outsiders

cybervigilantism, n

The exposure or punishment of online lawbreakers by individuals not connected with the police or other legal authorities

cyberscriber, n

- 1) A person who writes about the Internet.
- 2) A person who publishes something in an Internet forum (a Web page, a Usenet newsgroup, etc.).

cybersquatting, n

The practice of obtaining and holding an Internet domain name that uses a company's registered trademark name.

cyberstyle, n

The writing style used in most online communications. This style is characterized by one or more of the following traits: frequent use of abbreviations, acronyms, and jargon; "street" slang, typos, misspelled words, and a general inattention to grammar and sentence structure.

A rambling, stream-of-consciousness style.

cybotage, n

The sabotage of computers, networks, and other electronic systems.

dark-side hacker, n

A hacker who uses his or her talents for malicious or criminal ends.

data shadow n

The trackable data that a person creates by using technologies such as credit cards, cell phones, and the Internet.

decorative, adj

Describes a specifically designed typeface that is supposed to convey a particular effect.

diaper change, n

A visit by a computer technical support employee to a troublesome use.

dictionary flame, n

A negatively-charged message that complains about a person's spelling mistakes, word usage, or grammar.

digital di.e. ting, n

Photographers' euphemism for the digital retouching techniques used to make subjects look younger and thinner.

digiteer, n

A person voting heartily for computer technologies provision

directronic, adj

Targeted e-mail ads sent by direct marketers to consumers who have indicated their willingness to receive those ads.

disk dancers, n

Kids who collect the ubiquitous America Online disks. They install the software, use up the free time, and then move on to another disk.

dog food, v

To use a product, particularly a software program, that was created by you or your company.

dot snot, n

A young person with an arrogant and self-important manner because he or she has become rich by creating a dot com company.

dot-com generation, n

Gen N, Generation I

dot-comeback, n

The process of returning to the electronic market (of a product, enterprise)

dot-com rage, n

Anger caused by the perceived commercialization of the Internet.

digital divide, n

The gap developing between those who has access to the Internet and those who does not. The implication was that poorer groups were losing out through lack of access to the information available online (a deprivation also referred to as being information poor). It is now widely distributed and has become common in much of the European-speaking world.

digitelite, n

A person who points out information technologies priority

e-cruitment, n

Online employee recruitment, including the electronic submission of résumés and online interviews with job applicants.

e-mentor, n

A counselor who provides help and advice to a younger or less-experienced person via the Internet.

e-leet, n

an alternative alphabet for the European language that is used primarily on the Internet.

e-wallet, n

A computer database or online site that stores a person's name, address, and credit card data and then enables easy retrieval of that information for online purchases.

egosurfing, v

Scanning the Internet's archives and search engines for mentions of your own name.

eigenface, n

A related set of facial characteristics that a computer uses to recognize a person's face.

emotag, n

Mock HTML tag used in writing to indicate emotional states.

emoticon, n

Computer screen icon designating a certain emotion / state / mood

ethical hacker, n

A computer hacker who attempts to infiltrate a secure computer system in an effort to learn the system's weaknesses so that they can be repaired.

e-volution, n

- 1) computer-assisted development of an individual
- 2) technosphere progress

False Authority Syndrome, n

The tendency to assume that a person who is an expert in one field is also an expert in a related field.

feature shock, n

A computer user's reaction when faced with a program that has a large set of features.

first-mover advantage, n

The advantage a company gains by being first to market with a new product or service

first-person shooter, n

A type of computer game in which the player assumes the perspective of a gunman.

flame, n

An insulting, emotional, caustic email message or newsgroup posting.

flame sandwich, n

A note that consists of a negative comment surrounded by two positive comments.

forehead install, n

An extremely easy software installation. In particular, a software installation with intelligent default meanings set up at each step, so all you have to do is press the spacebar (with your finger or your forehead) a few times.

Fri.e. nds and Family virus, n

A computer virus that replicates itself by using an infected machine to send out email messages either to people in the machine's address book or by replying to incoming messages.

geekerati , n.

The elite members of the technological class.

get-rich-click, adj

Describes people who want to get rich either through online investing or by creating an Internet-related business. (Cf. get-rich-quick.)

Generation D, n

Digital generation, the generation of kids to grow in the world of digital technology

Generation I, n

The 1st generation of kids to grow online

Gen N, n

Net (Internet) generation

Gen WWW, n

Syn. Gen N, Generation I

hacktivist, n

A computer hacker who breaks into systems in order to further an activist agenda.

information fatigue syndrome, n

The weariness and frustration that results from information overload.

information food chain, n

The progression of data from bits (raw data) to information (processed data) to knowledge (assimilated data). A spectrum that covers either technological prowess (neophyte to expert) or access to information (unwired to wired).

information superiority, n

The capability to collect, process and disseminate information while exploiting or denying an adversary's ability to do the same.

informavore, n

applied to human beings, to suggest that we are a species that lives by processing and communicating information.

Internot, n

A person who refuses to use the Internet.

keyboard plaque, n

The dirt, dust, and other grime that accumulates on computer keyboards.

kiddiot n

A young, malicious hacker who isn't smart enough or skilled enough to create custom hacking software, so must rely on programs created by other people.

knowbi.e. , n

A knowledgeable and experienced Internet user.

lamer, n

1) A computer user who pretends to great knowledge, but who in fact lacks fundamental skills and can only parrot the ideas and techniques of other people.

2) In online chat circles, a person who makes stupid or inappropriately profane comments.

3) In cracker circles, a person who steals codes and hacks but offers nothing original.

leet ("1337"), n

an alternative alphabet for the European language that is used primarily on the Internet.

leetspeak, n

an alternative alphabet for the European language that is used primarily on the Internet.

list Nazi, n

A mailing list subscriber who makes it a point to flame other list members for even the slightest violations of Net, e-mail, or mailing list etiquette.

luser, n

A person who doesn't have the faintest idea what they're doing and who, more importantly, refuses to do anything about it.

meforner, n.

A social network user who posts updates that mostly deal with the user's activities, thoughts, and feelings.

MillGen, n

Millennium generation. Syn.: N-Gen

millionerd, n

A wealthy person who made their money in computer software or some other high-tech industry.

narb, n.

An item of personal information posted online, particularly as it contributes, often unwittingly, to a personal narrative that individual is creating online.

P2P, adj

Person-to-person. Describes a payment service that enables one individual to pay another for an online transaction (such as an auction sale).

packet monkey, n

An unskilled computer prankster who can only ape skilled hackers by downloading and using their programs that are designed to infiltrate and compromise computer networks.

power newbie, n

A computer novice featuring extraordinary programming and software operating skills

paster boy, n

A person who copies other peoples' HTML source code and pastes it into their own Web page in an effort to look like they know what they're doing.

perfect programmer syndrome, n

An arrogant belief in one's own infallibility.

personal portal, n

A Web page that offers content and services customized for an individual.

Pierre Salinger syndrome, n

The tendency for online users, especially new users, to assume any information published on the Internet is automatically true.

random, adj, n

Adjective: Describes a person who is undirected, unproductive, and frivolous. Noun: A person who isn't a hacker.

read-only user, n

A person who uses the Internet exclusively for reading Web pages, e-mail, and newsgroups instead of creating their own content.

snert, n

A rude and obnoxious participant in an online conversation (usually a chat room). *snert* was originally an acronym for "sexually nerdish expressively recidivistic troll."

streamy, n

People who listen to Internet-based (i.e., streamed) radio or music broadcasts.

stupid, n

Derogatory term used by programmers to refer to the non-programmers ("suits") they deal with at work.

synthespian, n

A synthetic thespian. A simulated character who "acts" in 3-D animations.

screenager, n

A young person who has grown up with, and is therefore entirely comfortable with, a world of screens: television, computers, ATMs, etc.

screen sightedness, n

Myopia caused by too much time spent indoors staring at small screens.

script kiddie.e. s, n

Inexperienced and unskilled "hackers" who attempt to infiltrate or disrupt computer systems merely by running programs designed to crack those systems.

shiftless, n

A person who types entirely in lowercase letters.

super geek, n

Syn.: über nerd

smart mob, n

large, geographically dispersed groups connected only by thin threads of communications technology can be drawn together at a moment's notice to perform a collective action

troll, n.

A person who sends messages to a Usenet newsgroup to incite emotions and cause controversy.

technomania, n

An obsession with change based on technology.

technology butler, n.

A hotel staff member who performs computer-related tasks and helps guests with software and hardware problems.

technoplegic, n

A person who feels paralyzed mentally when faced with technology.

teleworkaholic syndrome, n

The tendency for some home-based employees to overwork.

Tetwrist, n

A form of repetitive stress injury caused by extended sessions playing computer games (such as Tetris).

typosquatter n.

A person who registers one or more Internet domain names based on the most common typographical errors that a user might commit when entering a company's registered trademark name

über nerd, n

Hi-profile, extra profici.e. ncy programmer

vanity plate, n

An annoyingly large Web page image that serves no useful purpose.

Webrarian, n

A person who is an expert at not only finding information on the World Wide Web, but also at prioritizing, organizing, and cataloguing that information.

white hat hacker, n

A hacker who, upon discovering a vulnerability in a computer system, alerts the system vendor to the problem.

Webucation, n

Education provided over the World Wide Web, a concept also sometimes called e-education.

word of mouse, n

Communication via computer-based means, such as e-mail, chat rooms, or newsgroups.

war dialing, n

A denial-of-service technique used by crackers that involves inundating a service provider with dial-in calls, thus immobilizing their modem pool and preventing regular users from connecting.

wave a dead chicken, v

To attempt to resolve a problem by taking steps that one believes to be futile but are nevertheless necessary so that others are satisfied that an appropriate degree of effort has been expended.

word of blog, n.

Communication that occurs via blogs.

word of post, n.

Gossip and news spread by online posts, particularly via social media or blogs.

SUBSTANT TYPE: COMPUTER BEING	
SUBSTANT AFFILIATION	
CB OBJECT	CB SIMULACRUM
SUBSTANT QUALITY: TECHNOGENESIS	[SUBJECT] [ANTHROPOGENESIS]
<p>AI-pocalypse, n. A disaster caused by an advanced artificial research.</p> <p>basement area network, n A home-based local area network.</p> <p>body shopper, n A contractor in a Third World country who recruits local programmers and shops them around to software companies in North America.</p> <p>birds of a feather meeting, n. A meeting held at a computer-related trade show or conference in which people who work in the same technology area at different companies exchange information and experiences.</p> <p>blogiverse, n The world of blogs.</p> <p>cyberpark n. 1. A large area of land where computer and technology companies are concentrated, or that has been constructed with a high-tech communications infrastructure. 2. A theme park where the theme has some relation to computers or the Internet.</p> <p>chief content officer, n A corporate executive in charge of creating and obtaining content for a Web site.</p> <p>chief knowledge officer, n A corporate executive in charge of structuring a company's store of technical and business knowledge, and ensuring that employees have access to that knowledge.</p> <p>citizen-terminal, n [SPACE] A person who uses "wearable" technology (such as a watch that holds appointment data or a pair of shoes that can transmit an electronic business card).</p>	

compci.e. rge, n

A hotel employee who assists guests with computer-related tasks and problems.

cometised adj

Used to describe Netscape when it freezes or jams. [based on the observation of a "shooting star" or a comet (cannot really tell) that appears on the Netscape button, in the upper right corner of a Netscape browser.]

crash test dummy, n

A person who buys the initial release of a software package, which will almost certainly be riddled with bugs and other "features."

daemon, n.

A program that is not invoked explicitly, but li.e. s dormant waiting for some condition(s) to occur.

Evernet, n

The always-on, high-speed, broadband, ubiquitous, multiformat Web.

fleshmeet n

A meeting in the flesh, especifcly one composed of people who usually or only converse online.

geek gap, n

The disparity between executives who approve or oversee technological projects that they don't understand and the information technology workers who implement and maintain those projects.

geeksploitation, n

To induce young computer programmers to work long hours by taking advantage of their enthusiasm and high energy levels.

hand salsa, n

The grimy substance that accumulates on a mouse or other input device after extended use.

info slave, n

A person in company's computer department that supports one or more other departments (such as Customer Service or Marketing) by keeping their software running.

knee-mail, n. .

A prayer (message delivered while kneeling).

LAN party, n

A gathering where people bring their own computers, connect them together into a local area network (LAN), and then play computer games (particularly first-person shooter games) against each other.

leadite, n

A person whose opposition to technology manifests itself in, among other things, a preference for pencils.

line 666, n

The notional line of source at which a program fails for obscure reasons

mixed reality n.

An environment that combines elements of both virtual reality and the real world.

Nerdistan, n

An upscale and largely self-contained suburb or town with a large population of high-tech workers employed in nearby office parks that are dominated by high-tech industry. e. s; any large collection of nerds.

snail mail, n.

The standard system of mail delivery in which letters, documents, and packages are physically transported from one location to another, in contrast to electronic mail [rhyming compound formed from roots snail and mail].

spam, n.

Multiple posts of the same message to the same or different Usenet newsgroups or to an e-mail account. The message is usually adverts or marketing promotions and contains no useful or worthwhile information.

spider, n.

A person or computer program that searches the web for new links and link them to search engines.

hackerazzi, n.

Online journalist who pursues celebrities night and day, dogging their every move.

telescam, n.

Illegal money-making schemes conducted by phony telemarketers.

televangelist, n

An evangelist who conducts regular religious services on television.

terraform, v

To technologically change a planet's surface and atmosphere so that life as it exist on Earth is possible.

transliteracy, n

The ability to read and write using multiple media, including traditional print media, electronic devices, and online tools.

troll, n

A person who sends messages to a Usenet newsgroup to incite emotions and cause controversy.

wordrobe, n

A person's on-line vocabulary.

peer-to-peer network, n

A network in which no one computer is singled out to provide specific services. Instead, all the computers attached to the network have equal status (at least as far as the network is concerned), and all the computers can act as both servers and clients.

ROM brain, n

A person who refuses to accept input and ideas from other people.

technorealist, n

A person who has a balanced and realistic view of technology.

user eye-D, v

To meet someone face-to-face for the first time after having established only a written or oral relationship.

virtual charter school, n

A school that that would allow students beginning in kindergarden to receive a public education at home with a computer-based curriculum

wearable, n

A computer designed to be worn as an item of clothing or as a wardrobe accessory.

wetware, n

1. The human nervous system, as opposed to computer hardware or software.

2. Human beings (programmers, operators, administrators) attached to a computer system, as opposed to the system's hardware or software.

Zen mail, n

An incoming e-mail message without any body text or attachments.

Zenware, n

Software designed to enhance focus by removing or blocking a computer's visual distractions.

SUBSTANT TYPE: COMPUTER BEING		
SUBSTANT AFILIATION		
CB OBJECT		CB SUBJECT
SUBSTANT DURATION: TIME/SPACE	[SUBJECT]	[AGENCY]
SUBSTANT FRACTURE: TIME/SPACE	SINGULARITY	

audiophile, n.

One who loves and collects audio equipment and media

cometised - adj. .

Used to describe Netscape when it freezes or jams.

All-digital, adj

Performed totally in digital format (of information, data)

augmented reality, n

A view in which a computer superimposes images ontho the user's field of vision.

automagically, adv

Describes a process that occurs automatically and with a certain level of mystery so that it seems somewhat magical

annoyware n

A type of shareware that frequently disrupts normal program operation to display requests for payment to the author in return for the ability to disable the request messages. (Also called `nagware') The requests generally require user action to acknowledge the message before normal operation is resumed and are often tie. d to the most frequently used features of the software.

back door, n.

A hole in the security of a system deliberately left in place by designers or maintainers. The motivation for such holes is not always sinister; some operating systems, for example, come out of the box with privileged accounts intended for use by field service technicians or the vendor's maintenance programmers.

black hole n., vt.

What data (a pi.e. ce of email or netnews, or a stream of TCP/IP packets) has fallen into if it disappears mysteriously between its origin and destination sites (that is, without returning a bounce message).

black magic n.

A technique that works, though nobody really understands why. More obscure than voodoo programming, which may be done by cooCBook. Compare also black art, deep magic, and magic number (sense 2).

Black Screen of Death n.

A failure mode of Microsloth Windows. On an attempt to launch a DOS box, a networked Windows system not uncommonly blanks the screen and locks up the PC so hard that it requires a cold boot to recover. This unhappy phenomenon is known as The Black Screen of Death.

Blue Screen of Death n.

This term is closely related to the older Black Screen of Death but much more common (many non-hackers have picked it up). Due to the extreme fragility and bugginess of Microsoft Windows misbehaving applications can readily crash the OS (and the OS sometimes crashes itself spontaneously).

barfogenesis n.

A seasick-like feeling that afflicts some people when they wear virtual reality headsets.

born-digital, adj

Of or relating to a document that was created and exists only in a digital format.

careware, n

Computer software in which the only "price" is to do a good deed or donate something to charity.

chrome, n

splashy program features that attract attention but do little or nothing to make the program more useful or more powerful.

clickstream, n

The virtual paths a person takes as they surf the World Wide Web.

deep link, n

A Web page link that points to a file within a site rather than the site's home page.

demotheatrics, n

That part of a technical demonstration that has been faked in order to gloss over a problem or to simulate a feature to be added later.

digitalia, n

Computer hardware and software and other organs of digital technology, taken as a whole.

dirt road, n

A frustratingly slow Web connection.

doomsdate, n

A future date that current computer software and hardware will interpret incorrectly, resulting in faulty logic or system failure.

digitopia, n

Utopical featuring of the upcoming technological (digital)future

data haven, n

One sense is that of a place of safety and security for electronic information, for example where encrypted copies of crucial data can be stored as a backup away from one's place of business. But it can also mean a site in which data can be stored outside the jurisdiction of regulatory authorities.

electric-can-opener question, n

The recognition that some older, low-tech products are superior to the newer, high-tech products that are supposed to replace them.

emoticon, n

A symbol, usually found in e-mail messages, made up of punctuation marks that resembles a human expression.

flame, v.

A personal attack within a post on Usenet. [metaphorical extension of flame]

macintrash, n.

A Macintosh computer. Derogatory reference.

netizen, n.

A person who spends an excessive amount of time on the Internet. [blend of Internet and citizen].

forking, n

The process by which a technology fragments into multiple, incompatible, versions.

fritterware, n

Feature-laden software that seduces people into spending inordinate amounts of time tweaking various options for only marginal gains in productivity.

hourglass mode, n

Waiting endlessly and helplessly for an expected action to take place. From the hourglass icon used by Microsoft

Internetese, n

A style of writing prevalent in Web sites, e-mail messages, and online chat rooms. Windows to indicate that the system is busy and that you

local bus, n

A high-speed data pathway that provides a direct link between the CPU and a graphics adapter's video circuitry. This way, the CPU can send its graphics instructions directly to the adapter without having to go through the slower expansion bus. The local bus is usually a VL-Bus for 486 systems and a PCI bus for Pentiums.

local resource, n

In a network environment, any peripheral, file, folder, or application that is either attached directly to your computer or resides on your computer's hard disk.

leaky reply, n

An e-mail response sent to the wrong recipient. This is usually caused by selecting the "Reply to All" option by accident, and thus sending the response to all the original recipients.

leper list, n

A list of companies and organizations that are vulnerable to the year 2000 computer problem.

malware, n

Crippled computer software

machinekind, n

The technooriented world as a uniform entity (Cf.: mankind)

meatspace, n

The flesh-and-blood real world; the opposite of cyberspace.

mischief to data, n

A criminal act that involves the unauthorized destruction, alteration, or restriction of computer data.

mousetrapping, n

A technique that forces a user to remain on a particular (and usually pornographic) Web page.

Outernet, n

The traditional (i.e., non-Internet) media, including magazines, newspapers, books, television, and movie s.

percussive maintenance, n

Attempting to solve a mechanical or electrical problem by hitting or kicking the failed device.

packet sniffer, n

Software that monitors network traffic to steal passwords, credit card numbers, and other sensitive data. Also, the person who uses such software.

page-jack, v

To steal a Web page and submit it to search engines under a different address. Users who run a search and attempt to access the page are then routed to another-usually pornographic-site.

Parkinson's Law of Data

Data expands to fill the space available for storage

password trap, n

A program or Web site that uses a legitimate-looking interface to fool users into providing their passwords.

PEBCAK, n

Problem Exists Between Chair And Keyboard. An acronym used a hardware or software problem is the result of user error.

PEBCAM, n

Problem Exists Between Chair And Monitor. An acronym used a hardware or software problem is the result of user error.

PEBKAM, n

Problem Exists Between Keyboard And Monitor. An acronym used a hardware or software problem is the result of user error.

real mode, n

The operating mode of Intel microprocessors (the 8088 and 8086). It's a single-tasking mode in which the running program has full access to the computer's memory and peripherals.

real reality, n

Everything that is not virtual reality.

reality distortion field, n

An aura or mystique, either inherent or generated by charm, enthusiasm, or salesmanship, that prevents technology from being seen as it really is.

retroware, n

A software program that's two or three versions earlier than the current version. Many people are returning to these older versions because they're familiar, fast, and free of the rampant "featuritis" that characterizes most modern programs.

smart dust, n

Tiny airborne devices-individually called "motest"-containing sensors and communications capabilities.

smartifact, n

A smart artifact. A device sufficiently sophisticated that it can be considered "intelligent" and "aware" of its surroundings.

serial-killer app, n

A piece of technology (such as a software application) the consistently and repeatedly spurs the sale or adoption of related technologies.

technopolis, n

The sum total of the technological infrastructure of society.

technopropism, n

A technical malapropism. The humorous misuse of a technical word or phrase

techgnosis, n

A high-tech update of gnosis, based on an early Christian belief in afterlife

2000-compliant

Syn: doomsdate

TEOTWAWKI

The End Of the World As We Know It

three-fingered salute, n [

A name for the Ctrl+Alt+Delete key combination.

Y2K, n. .

The year 2000. The problem in which some computer hardware and software are unable to process dates after 31 December 1999.

Y2.038K bug, n

Network collapse scheduled for 2038.

Y2K leap year bug, n

See: doomsdate

Y2K problem,

Syn.: 2000-complaint

vannevar, n

A wildly incorrect technology prediction. The word comes from Vannevar Bush's prognostication that computers would evolve into Empire State Building-sized electronic brains.

videophile, n.

One who loves and collects video equipment and media

voodoo programming, n

Using program code written by someone else without understanding how the code works.

Webology, n

The study of the content, structure, and interconnections of the World Wide Web.

zombi.e. computer, n

A computer containing a hidden software program that enables the machine to be controlled remotely, usually to perform an attack on another computer.

Навчальне видання

Rusudan Makhachashvili
MODERN DIMENSIONS OF LINGUISTICS AND
COMMUNICATION: MODELS OF LANGUAGE
DEVELOPMENT IN THE DIGITAL REALM

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Київський університет імені Бориса Грінченка
вул. Бульварно-Кудрявська, 18/2, Київ, 04053 kubg.edu.ua