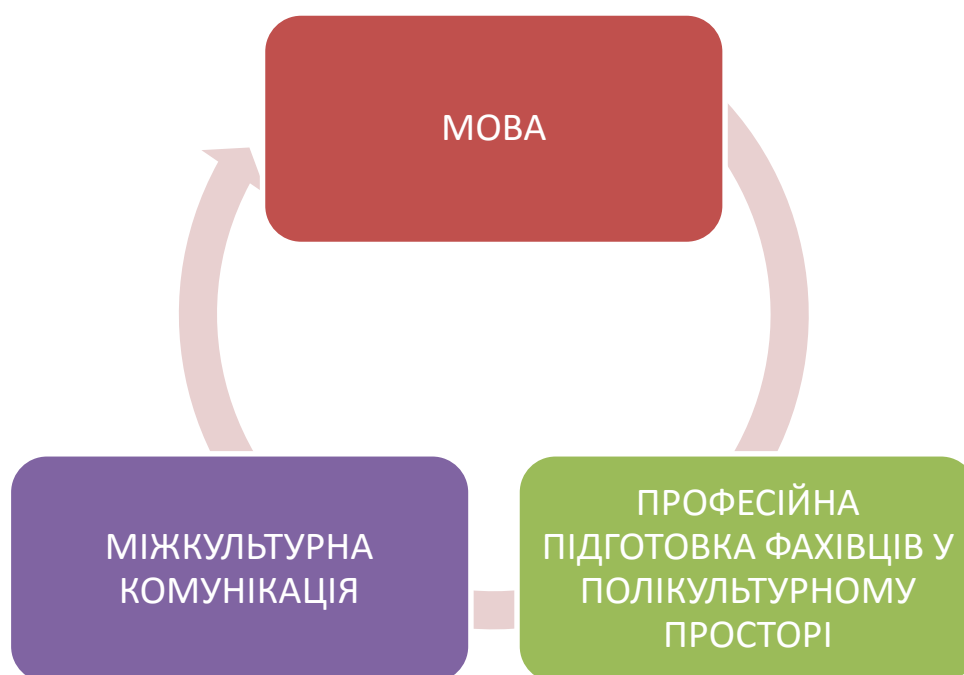


МАТЕРІАЛИ
II МІЖНАРОДНОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ
«АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ І
ПРОФЕСІЙНОЇ ПІДГОТОВКИ ФАХІВЦІВ У
ПОЛІКУЛЬТУРНОМУ ПРОСТОРІ»



ОДЕСА – 2016

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II МІЖНАРОДНА НАУКОВА КОНФЕРЕНЦІЯ

**«АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ І ПРОФЕСІЙНОЇ
ПІДГОТОВКИ ФАХІВЦІВ У ПОЛІКУЛЬТУРНОМУ
ПРОСТОРІ»**

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THE ONYMIC SPACE OF THE INTERNET

Computer existence that is a sphere of research that is brand new to both linguistics and onomastics is studied in the presented thesis. Currently both linguistics and onomastics lack the terminological system to properly describe this sphere. Existing Ukrainian and foreign studies concerning this topic are summarized in the thesis which allows to outline the distinctive linguistic and onomastic features of the Internet discourse and the WWW discourse.

It is suggested to use the term “Internet discourse” to refer to the communication that takes place on the Internet including all its constituents. The WWW discourse, which is the discourse of the World Wide Web, is its component. They are both global, responsive, theoretically limitless, widely available, anonymous, uncertain (more often than not one cannot be sure that the intended interlocutor is really the one who he or she is currently communicating with), wide-reaching, interactive, electronically-mediated, partially visually decontextualized, creolized, archivable, the users have equal rights, the communication is mainly premeditated, the speech is not standardized, the norms of it rather being dictated by the situation of communication. It is only the WWW discourse that is hypertextual [6].

The personal names that nominate the constituents of computer existence play a vital part in its organization. In current onomastic studies a new sub-category of ideonyms is singled out – computeronyms which are personal names that nominate the objects of computer existence. The following subdivisions can be made: fileonyms, softonyms, virtualmythonyms (this category can be further subdivided into virtualmythoanthroponyms, virtualmythozoonyms, virtualmythotheonyms, virtualmythotoponyms, virtualmythoideonyms, virtualmythochrematonyms, virtualmythophytonyms, virtualmythocosmonyms, virtualmythoergonyms, virtualmythochrononyms, virtualmythoquestonyms, and virtualmythoexeonyms)

and internetonyms (that can be further subdivided into siteonyms, nickonyms, and epistulonyms). Our research is concentrated on siteonyms by which we refer to the site domain names. Every domain can also have a hierarchy of subdomains. There are three ways in which a site name can be used: full domain name, colloquial reference, and a conotonymic derivative [2].

The name of a site is heavily influenced by the functions of this site. Sites can be subdivided into seven groups according to their functions to which we will refer as functional zones (sorted by popularity): the commercial zone that incorporates such sites as commercial representative sites, trading sites, and transactional sites; the informational zone that incorporates such sites as search engines, relay sites, and non-commercial representative sites; the recreational zone that incorporates the following sites: browser games, photo sites, video sites, and network services; the communicative zone that incorporates such sites as social networks, e-mail, blogs, online discussions, short message exchange sites, and social bookmarking sites; the educational zone that incorporates the following sites: remote educational establishments, and text repositories; the file sharing zone that incorporates such sites as file repositories, and torrent file catalogues; such a group of sites as doorways, the only function of which is to redirect the user to another site, can also be separated into a functional zone of its own.

The siteonyms that nominate these sites can perform the following functions: to nominate, to cause involuntary memorization, to inform and advertise, to refer to something outside the Internet, to influence emotionally and to give indirect suggestions [5].

The choice of a name for a site is governed by a number of extralinguistic factors. Namely, sites can have descriptive, characterizing, locative, temporal, possessive, patronymic, memorial, ideological, symbolic, associative, nominal, and situational motivation. However, there are some cases when one siteonym can have two or more motives of nomination. In the research we have discovered siteonyms that have both descriptive and characterizing motivation, possessive and descriptive motivation, nominal and descriptive motivation, patronymic and descriptive motivation,

symbolic and descriptive motivation, patronymic and characterizing motivation, possessive and locative motivation, nominal and characterizing motivation, associative and symbolic motivation, possessive and nominal motivation, patronymic and nominal motivation, possessive and characterizing motivation, locative and temporal motivation. There was also one siteonym that combined three motives of nomination – namely, it had descriptive, temporal, and locative motivation [1].

Our statistical data shows that site developers try to achieve the following goals by means of choosing the right name for a site: 1) explain the nature and functions of their site literally (descriptive motivation) or metaphorically (symbolic motivation), thus their function is to inform and advertise; 2) refer to the site owner (possessive motivation); 3) create a vivid and unexpected image that would be connected with the site (nominal motivation) that can also describe the nature and functions of a site (symbolic motivation), that causes involuntary memorization of the site's name.

According to the structure siteonyms can be subdivided into: one-stem words (without or with derivational affixes), compounds (without or with derivational affixes, abbreviations, and complex shortenings), and word combinations (noun+preposition/article/numeral structure, noun+noun/adjective/adverb structure, verbal structure) [4]. The following word-building patterns have been outlined: compounding, shortening, affixation, blending, sound imitation, and the usage of a one-stem word. The structural peculiarities of siteonyms are caused by two opposite tendencies that govern the language of the Internet: the tendency towards compression (selecting the most compact form of expression possible) and the opposite tendency towards redundancy (compensating the absence of additional non-verbal information by verbal means) [3].

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TYPOLOGICAL AND SPECIFIC LINGUISTIC FEATURES OF MODERN OFFICIAL BUSINESS DISCOURSE

The research is devoted to the study of the official business discourse (*the object*) as a normative and standardized determinant of general cross-discursive communication, identification as well as systematization of the linguistic means aimed at realization of its communicative and standardized strategies and tactics.

The subject of the research is the linguistic framework of the determined discourse.

The aim of the research is to reveal the communicative-and-standardized specificity of the official business discourse in the viewpoint of the study oriented at defining its corresponding strategies, tactics alongside with the means of its