IMPORTANCE OF THE TERMINOLOGICAL USE OF ENGLISH IN INFORMATION COMMUNICATION TECHNOLOGIES

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ANNOTATION

The problem of studying the borrowings of ICT terms into our language, especially modern ICT terms has an international impact. English plays a great role in the assimilation of international ICT terms into many languages, including our language. It plays a huge role in the dissemination of international terms, as the main intermediary language. Based on etymology, lexical material from international borrowings and the rapid development of information technologies, make possible to study and analyze the importance of the terminological potential of the English language in the field of ICT and emphasizes the importance of studying modern trends in the emergence and implementation of new ICT terms in the scientific-technical field and the information space.

Key words: ICT, blending, neologisms, compounding, abbreviations

Technology is always a good place to look for lexical change. The Internet, for example, has given rise to a lot of neologisms (new words or expressions or existing words used in new ways). There are a lot of new words and expressions that have become common, including the tech-friendly terms like mouse potato (someone who spends lots of time in front of a computer), ringtone (the ever-popular sound of an incoming cell phone call) and laptop (small computer that we can keep on the lap). We use them every day and don't even think about them. For many Internet users, the word g o o g l e is a noun - the name of a popular online search engine.

One of the big questions always with a language is: 'how do new words come into being?' We're all fascinated to see how new vocabulary comes into the language. But where does it come from? And how many words are truly new? Since brand-new words - words which have never been seen before in any shape or form - account for less than 1% of neologisms, it's perhaps surprising that most of the words that are new entrants

to the latest editions of Oxford's ELT dictionaries are actually recognizable as having existed in some form already. For example, only in December 2007, it was reported that facebook the verb and F a c e b o o k, the trademarked noun referring to the popular social networking site, had been added to the latest edition of the Collins English Dictionary. The formation of new words is not a random process. There are several distinct patterns and paths by which new words come into the language, falling into 8 major categories or methods of word formation that in turn are subdivided and illustrated with examples of computer terminology.

Compounding - joining two or more existing words together to make one word. The term c o u c h s u r f i n g (and related forms couch surf, couch surfer) meaning travelling on a budget, using a broad network of contacts in order to get overnight accommodation for free first appeared in 2004 with the launch of website www.CouchSurfing.org, the brainchild of American web consultant, Casey Fenton. Although the capitalized variants CouchSurfing and CouchSurfer are registered trademarks of the website, the lower case variants, either as open or closed compounds, are now regularly used. And also in education teachers use www.create.cahoot.it play interactive games with students. The name of the site was originated from the aim of the online site. Teachers create quiz-questions beforehand every lesson in order to make the lesson more interesting.

Abbreviations: Acronyms or Initialisms Acronyms and initialisms are both abbreviations made from the first letters of a group of words, the former are said as a single word while the latter are spelt out. There is a tendency in the present world to use abbreviations as self-dependent words and replacement of expressions by another more simple and understandable combination of words and letters. Acronyms An acronym w y s i w y g (meaning 'what you see is what you get') in this case it's not spelt as it sounds.

Initialisms are widely spread among ICT terms. Starting from WWW World Wide Web s or pages that users can access on the also known as the web, WWW or W3- refers to all the public websites or pages that users can access on their local computers

and other devices through the Internet. These pages and documents are interconnected by means of hyperlinks that users click on for information. Some words aren't really acronyms, but are just shortened versions that are quicker and easier to say, such as 'hi-tech' for high technology. As for, w i-f i - wireless fidelity - sometimes it is written with a hyphen, sometimes not. It is an implementation of IEEE wireless communication standard 802.11. Technically, it's standard ensuring that equipment works on a wireless network. It's an analogy with 'h i-f i', for high fidelity, that used to be common for recording some years ago. It's an interesting usage because it shows the return of a word that everybody thought had gone completely out of date - 'wireless'. It's used now for all sorts of applications - TV remotes can be talked about as wireless, if you control your garage door, it's a wireless control, mobile phones are sometimes referred to as wireless and GPS, satellite things in your car. Has a lot of associated terminology, of course, wi-fi is just one word of many that has come into usage in the last few years talking about the way in which we cope with the Internet. Have a look at F A Qs, you've seen them a thousand times on computer screens (they are computer text files containing a list of questions and answers, especially basic stuff on newsgroups where you want to find a quick reply). Basically URL means Uniform Resource Locator which is Web address from 1994. In the means of Internet terms HTTP is formed from Hyper Text Transfer Protocol. The Primary Applicability: Application layer. Today people use Internet from various IP addresses: IP or Internet Protocol is also an Internet Layer. LAN Local area network is a Link and other layers. As for a hardware PC is A personal Computer (host). 8

Conversion - using a word from one part of speech in another part of speech. Although S M S is an English abbreviation, the more common word in everyday use is text. This is a new word that has undergone a further change, by acquiring a new part of speech. So the noun t e x t has taken on a specific new meaning relating to mobile phones, and then has also become a verb. This is a very common phenomenon in language change when words acquire new functions, sometimes without even changing their spelling, that's why practically each described computer term undergo this way.

Blending - mixing words together, using parts of them These words that already exist in the language also team up in new ways to describe new inventions: Emoticon = emotion + icon (a visual character or sign which indicates emotion e.g. :)) Ezine = electronic + magazine (a magazine that only exists on the Internet) Hacktivist = hack + activist (a person who changes or manipulates information on the Internet in order to convey a political message) Screenager = screen + teenager (a young person who spends a lot of time using a computer) Spyware = spy + software (a type of computer programme to get information from someone else's computer system illegally) Webcam = camera + World Wide Web (a video camera that transmits over the Internet).

Affixation - adding suffixes or prefixes to existing words. Prefixes New technical terms are often a rather pleasing combination of ancient and modern. Prefixes like multi- or nano- that come from Latin or Greek, are combined with new words. The word byte was a truly new word made up in the 1960s, but since then it has been combined with Greek prefixes like giga- and kilo- or tera- (meaning 'monster' represents a factor of 1012). ·   The use of a single letter prefix with a hyphen is unusual, but not for computing such prefixes as e- and i- gave a birth to a vast majority of widely used set expressions. i.

The term e-books as an abbreviation for electronic books takes inspiration from the use of the e- prefix as in e-mail, e-commerce, e-learning, etc. The term iPod is a trademarked brand of MP3 player designed and marketed by Apple Computers. The use of the letter i originated with one of the company's other products, the iMac, a brand of personal computer shipped with everything necessary for connection to the Web (where i stood for Internet). However, the use of the prefix i had such a positive impact on brand recognition that the company adopted it more widely (e.g. iTunes) and associated it with other concepts such as 'individual' and 'independence'.

The importance of Internet grows rapidly in all fields of human life, including not only research and education but also marketing and trade as well as entertainment and

hobbies. This implies that it becomes more and more important to know how to use Internet services and, as a part of this, to read and write English.

Of course, the majority of mankind cannot use the Internet nowadays or in the near future, since they live in countries which lack the necessary economical and technological infrastructure. But the Internet causes polarization in developed countries, too: people are divided into Internet users and Internet illiterates, and as the use of the Internet grows and often replaces traditional methods of communication, the illiterates may find themselves in an awkward position.

In general, it is easy to learn to use Internet services. The worst problems of Internet illiteracy are, in addition to lack of economical resources of course, wrong attitudes. Older people are usually not accustomed to live in a world of continuous and rapid change, and they may not realize the importance of the Internet or the easiness of learning to use it.

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