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**SOME ASPECTS OF ENGLISH INTERNET NEOLOGISMS' TRANSPOSITION INTO
GEORGIAN**

Abstract

This article deals with the translation of English neologisms of computing, the Internet and virtual reality. The article is part of a more extensive study of modern day Media neologisms. The objective of the study is to determine the tendencies of translation of English Neologisms into Georgian, namely, to see what kind of neologisms are mostly transferred, what the main translation procedures and strategies are for their transposition, what are the possible reasons for choosing particular strategies of transposition and how this process affects the Georgian language.

The analysis of the data shows that for computing and virtual reality concepts two dominant translation strategies are loan translation and transliteration, the latter prevalent in oral communication. The study also revealed that in many cases there are several transposition options. One peculiarity proved to be phonetic variations of Georgian transliterations of English words. Also the study showed that there is a tendency of the development of a special jargon – the variety of the Georgian language for virtual communication, which is quite different from English Net speak as it does not serve the purpose of shortening the contents of messages and which mainly consists of transferred and naturalized English words for referring to different concepts and phenomena in virtual reality.

Key words: Neologisms, Virtual communication, translating strategies.

1. Introduction

1.1 General Overview

Communication is the most important aspect of human existence. Throughout the history of mankind language has always been the main instrument of social interactions. Social changes have closely been linked with new experiences, thus resulting in language transformations. One feature characterizing language development is loss and appearance of linguistic units. Any aspect of human existence is

reflected in the words we use. When the world changes – through inventions, discoveries, revolutions, evolutions and personal transformations, so does the language. (1; 82)

In the 21st century the language which has the greatest impact on a global scale is English, the reason for it being the status of it: in the era of technological advancements English is N 1 global language. It is a lingua franca of intercultural relations, international science, education, high technologies and the Internet, 80% of all electronically stored information being English (18).

1.2 Topicality of the Study

Living in the Information Age, a human faces the necessity of giving names to every new invention and concept on a regular basis. Never has the tendency of appearance of neologisms been as intense as in 21st century. That is why it is crucial to linguistically observe this process. Many studies have been devoted to neologisms worldwide. All substantial changes in the vocabulary of a language need to be reflected upon. Many English dictionaries now have a special segment for neologisms. Thus the *Berkley Pub Group* regularly publishes *The Oxford Essential Dictionary of New Words*, with approximately 2500 new entries. *The American Dialect Society* has annual nominations for the status of Word of the Year, in which the absolute majority of nominees are neologisms, *Fake News* (Author – Donald Trump) being the word of the year 2017. There are also special online dictionaries like *Wordspy.com* and *Netlingo.com* which record and analyze new lexical formations found in all kinds of media and publications. All of this proves the topicality of the issue of neologisms and the necessity to observe recent developments of this kind in the Georgian language.

1.3 Aim of the Study

Neologisms are imported from a source language into recipient languages when there is a necessity, or when a concept or an idea becomes widespread. As every language has its unique structure and features, neologism translation represents a challenge for linguists and this is particularly true about Georgian, which is radically different from English: while importing an idea or a concept, particular characteristics of a language phonology, morphology and syntax should be considered. Thus it is both interesting and essential to observe how English neologisms are transferred into Georgian, what the main tendencies of translation are and what kind of impact keeping up with this global process has on the Georgian language.

2. Methodology and Data Collection

This paper is focused on Virtual (Internet) neologisms. The study is carried out through descriptive, qualitative and quantitative methods. The first stage is collecting samples of neologisms. The main source is the internet – different kinds of websites, social networks, and videos. Afterwards, the samples are examined to define their qualitative values and to see their formation details. Being the most comprehensive system for studying neologisms, Peter Newmark's classification of neologisms and translation strategies serve as the basis for analysis. At the following stage Georgian equivalents are found and translation strategies and procedures – defined. Again, the main source of Georgian versions is the Internet. The analysis serves the purpose of determining what kind translation strategies apply to certain types of neologisms. Then quantitative analysis is done to see what type of neologisms are mainly imported and translated into Georgian and which translation procedures prevail. Finally, general tendencies of English neologisms' integration into Georgian and their impact on the language are outlined.

3. Results and Discussion

3.1 Concepts of computing and the Internet

Let us start the analysis from the names of inventions and concepts associated with computers and the Internet. The word “**to google**”(conversion from the noun “**google**”) is recognized to have been the word of the decade 2000-2010 by the American Dialect Society. It has been a concept of great influence. The word was formed in 1920 from the term “**googol**” – the figure 1 followed by 100 zeros equal to 10^{100} (16). In the Georgian language the transferred version is transliteration (**გუგლი/გუგლი/**). As for the verb – **to google**, it is formed through adding affixes(**და-**, **-ა**)to the English word for further naturalization (**დაგუგვლა-** /dʌgʊgvɭʌ/). The word Google itself has given rise to many different English forms: **google hack, google whack, ungoogleable, google docs, google earth, google maps, google chrome**. Some of these terms are transferred into Georgian through recognized translation of the second component (such as **გუგლისდოკუმენტები/გუგლის დოკუმენტები/**, **გუგლდედამიწა/გუგლ დედამიწა/**, **გუგლისრუქები/გუგლის რუქები/**). These forms can be found when keyed in in the google search engine as well as in the online technical dictionary compiled in 2014-2016 in TSU. However, along with these translated forms there still are transliterated options of

the neologisms (გუგლდოქსი/gugldoksi/, გუგლერთი/gugl erti/, გუგლმეფსი/gugl mep^hsi/)and, as we will see further, it is not a rare case.

Nowadays it is impossible to imagine our life without “**Smartphones**”. The English term for it is a compound. Right from the introduction of the concept to the Georgian society a loan translation was formed (ჭკვიანბიტელეფონი/tʃkʰvianɪ tʰelepʰonɪ/). Alongside this translation there also exists transliteration („სმარტფონი“ /smartʰpʰonɪ/ /smartʰfʰonɪ/) of the word. Both forms are presented in the above mentioned technical dictionarybut simple observation onthe Georgians’ speech reveals that transliteration is a dominant form in this case.

The Oxford Dictionary Word of the Year – “**Selfie**” was first used in 2002 as a shortened version of self-portrait (19). “_ie” suffix is considered by some to make the narcissistic motive of taking a selfie more acceptable. Others believe that as the form was first used in Australia, and as the Australians like clipping words (**Barbie** – **barbeque**, **firie** – **firefighter**), this form is also a clipping. The Georgian version is transliteration – „სელფი“(/selpʰɪ/). However, even if the Georgian language does not havevoiceless labiodental fricative“**F**” in its alphabet and the written version of the word contains “ფ”, which sounds like unvoiced aspirated bilabial stop“**p**” in English, in oral communication the dominant form is phonetically identical with English “**Selfie**” /'selfi/. This seems to be a tendency. Wherever there is “**F**” phoneme, in most cases the Georgians tend to leave it unchanged. “Selfie” is a very productive new lexical item in English as it has given rise to many new words. We could consider (_el)fi a productive suffix as it has formed such blends as **elfie** – selfie in an elevator, **belfie** – butt selfie, **delfie** – a selfie of a dog, **gelfie** – gym selfie, **nelfie** – nude selfie, **lelfie** – selfie of the legs, **welfie** – workout selfie, **drelfie** – drunk selfie. It is notable that even though most of these kinds of photos are actually taken by Georgian Internet users, none of these forms have been brought into Georgian. The only version for all kinds of auto portraits is **Selfie**.

The word **Internet** is a compound, first introduced in 1980s. In 90s a clipping – **Net**gave rise to many new forms. As a single word,**Net** is translated into Georgian as „ქსელი“/kʰselɪ/, which is a recognized TL translation. In compounds the Georgians, as well as many other nations worldwide, prefer a transliterated version. Words created on the basis of Net show a variety of translation options. **Net** and **Network** are both translated into Georgian as „ქსელი“. **Network access** has direct loan translation –

„ქსელზეწვდომა“/k^hselze ts'vdɔmΛ/, **Network interface** –
„ქსელურიინტერფეისი“/k^hselɔrɪnt'erp^hesi/ – is a combination of loan translation and transliteration, as the second component is a blend. Blends like **Netiquette** are transliterations – „ნეტიკეტი“ /net'ik'et'i/. Even from these examples it is quite obvious that when a neologism consists of two or more independent items, and when the components have standard equivalents, loan translation is the main translation strategy. But if a neologism or a component of it is a blend (Netiquette, Internet, and Interface), then transliteration seems to be the dominant strategy.

The same can be said about the word “**Screen**” („ეკრანი“/ek'rɔni/), which, when not a part of a compound or a blend, is transferred through a recognized TL equivalent. However, transliterations „სკრინი“/sk^hrɪni/ or „სკრინი“ /sk'rɪni/ are also quite popular. As for blends such as “**screenshot**”, “**screensaver**”, the translating strategy is transliteration – „სკრინშოტი“ „სკრინშოტი“ /sk^hrɪnʃɔt^hi/ /sk'rɪnʃɔt'i/ „სკრინსეივერი“, „სკრინსეივერი“/sk^hrɪnseiveri//sk'rɪnseiveri/. This is the way they are presented in online dictionaries. According to the rules of transliteration the SL voiceless phonemes /p,t,k/ are transmitted as non-aspirate bilabial, dental and pre-velar plosives /პ,ტ,კ/, but in oral communication “სკრინშოტი”, “სკრინსეივერი” are dominant forms, being phonetically almost identical with their source. As for the compound with the same word “**Screen Protector**”, here we have a loan translation (ეკრანისდამცავი/ek'rɔnis dɔmts^hɔvi/), with occasional variations of transliteration.

Hashtag has been very popular on social networks for the past several years. The word is a compound (**hash** - #, **tag**). There are several options in Georgian translation - ჰეშთეგი /'hɔʃtɛgi/, which has analogous sounding with the English version, ჰეშთეგი and ჰეშტეგი (/hɔʃtɛgi/, /hɔʃt'ɛgi/). As the English word is a blend, it is also transmitted through transliteration. The second component of the word - “**Tag**” is both a noun and a verb in English. In the Online Technical dictionary “**Tag**” – noun is transliteration while as a verb it is presented through a recognized TL equivalent – „მონიშვნა“/mɔniʃvnɔ/. On social networks almost nobody ever uses the latter while “**Tagging**”. Here a naturalized „დათავგა“/dɔt^hɔgvɔ/(transfer + standard Georgian affixation for verb formation) is

common. However, it should be mentioned that this naturalized form never leaves the context of social networks.

One noticeable tendency of certain types of virtual and computer neologisms is existence of parallel forms: recognized translation for dictionaries and transliteration for oral communication. In these words we mean those old forms of English which have acquired new meanings and which can be easily translated because of the existing TL forms. Let us see several of those. The word “Smile”, apart from its initial meaning also denotes icons of faces representing different kinds of emotions. “Smiley” was translated into Georgian as „ღიმილაკი“ /γimilak’i/, a diminutive form created through adding „-აკი“ /_ak’i/ suffix to the recognized TL translation. Nevertheless, this Georgian word is almost never used, just like “Mouse” – „თაგუნა“ /tʰaguna/, (also diminutive). However sad it may be, even if these are very accurate translations of new concepts, in oral communication they are rarely used. The same is true about the terms “Bookmark” and “Icon”. For the first word there is a naturalized form „დაბუქმარქება“ /dabuxmarkeba/ (და_ება affixes) particularly for the context of “Adding a web page to Favorites”. As for “Icon”, which has several meanings in English, number one being religious (a painted representation of Christ, the Virgin Mary, or a saint – „ხატი“ /xat’i/), in Georgian translation it is represented as „ხატულა“ /xat’ula/ – a diminutive form of „ხატი“, or „პიქტოგრამა“ /p’ikt’ograama/ – “pictogram”, neither of which turned out to be quite acceptable for the Georgians, probably the first being a bit too poetic and the second – devoid of associations with computing. The prevalent forms in this case are either a transliteration from English – „აიკონი“, „აიკონი“ /aik’oni/, /aik’oni/, or a Russian „იკონა“, „იკონკა“ /ik’ona/ /ik’onka’/. When the word is a part of a blend (“Emoticon” – a representation of a facial expression), just like in other cases above, it is transferred through transliteration („ემოტიკონი“ /emotikon’i/).

Unlike the previous forms the word “link”, which is a short form of “Hyperlink”, is a rare case, where the Georgian recognized equivalent has been successfully used widely and frequently in form of „ბმული“ /bmuli/. However, equally widespread is its transliteration – „ლინქი“, „ლინკი“ /lnk’i/ /lnk’i/. Word “Cyber”, which has existed in Georgian since 1960, and which is an abbreviation of Cybernetics, was initially brought into Georgian from Russian as „კიბერ“ (k’iber), which is an

authentic pronunciation of the word in its original - Greek language. The word is part of many compound neologisms, in which we observe prevalence of partial loan translation: **Cyberspace** - კიბერსივრცე/k'iber sivrts^{he}/, **Cyberwar** - კიბერომი/k'iber omi/, **Cyber age** - კიბერსაუკუნე/k'iber sauk'one/, **Cyber security** - კიბერუსაფრთხოება/k'iber usap^{hr}th^xpeba/. All these terms are phonetically convenient, have unambiguous meanings and stability. Thus, although there are occasional cases of parallel usage of partial transliteration of the word (e.g. საიბერუსაფრთხოება/saiberusap^{hr}th^xpeba/), transliterations probably will not ever become dominant forms.

“**Troll**” is a very interesting neologism. The name is taken from a Scandinavian mythological creature and in the realm of the Internet its new meaning denotes a person who posts a deliberately provocative message to a newsgroup or message board with the intention of causing maximum disruption and argument. Transposition of such terms does not pose any problem as a long-established word is given a new meaning. The Georgian equivalent for the word is „ტროლი“/t'rol/– transliteration. As“**Troll**”, which is a noun, also forms a verb in English through conversion – “**to troll**”, the necessity to denote the activity of **trolling** someone appeared in Georgian too. Just as in many other cases, the Georgian version was formed through affixation „და _ა“ – „დატროლვა“ /dat'rolva/and the form is currently being naturalized.

Rapid technological development and widespread Internet access have influenced the English language in one more way: widespread appearance of abbreviations and acronyms, which are not only for shortening long and complicated names of technological innovations to make them laconic and easy to remember, but also for making virtual conversations brief and convenient, enter the English language in large quantities: “acronyms, abbreviations, and neologisms have grown up around technologically mediated communication to help us be understood...acronyms help speed up a real-time typed conversation. On mobile phones they minimize the inconvenience of typing with tiny keys. And on Twitter they help you make the most of your 140 characters.” (13)The purpose of creating abbreviated neologisms in English is the same in these two cases: making forms shorter and more convenient. But from the translation point of view they are absolutely different and there are objective reasons for that. We can bring many examples of high tech abbreviations and acronyms which, despite having loan translations or descriptive translations for their full forms in Georgian, are generally “transferred” or

“transcribed” as acronyms. The examples of it are **Wi-Fi** - ვაი-ფაი/vai p^hai/, **IT** - აი-თო (აი-ტი)/ai t^hi//ai t^hi/, **HTML** - ეიჩთიემელ/eitʃ t^hi em el/, **IP** - აი-ფო, აი-პი/ai p^hi/ /ai p^hi/, **CCTV** - სისიტვი/si si t^hi vi/, **SMS** - ესემესი/es em esi/, **GPS** - ჯიპიესი/dʒi p^hi esi/. Generally, after the initial introduction to the society this type of neologisms are used as acronyms and abbreviations in most languages and in the majority of cases people do not even know what the symbols stand for. In Georgian they are presented through transliteration, either completely or almost completely identical with the English forms.

3.2 Net Speak and SMS Neologisation tendencies

Net Speak as a linguistic phenomenon has risen to global prominence as a result of the digital revolution. It is a constantly shape-shifting language, vibrant and in some ways unstructured, characterized with very specific features, one of which is the tendency of speakers to use abbreviations and acronyms in order to make messages shorter and more convenient. Hundreds of such kind of neologisms have been created in English since the beginning of computer mediated communication. It is very rare, however, for such English neologisms to be incorporated into Georgian. The fact of the matter is that these acronyms are shortened forms of standard words, phrases or sentences used in authentic English communication, e.g. **OMG – Oh, my god! LOL – Laughing out loud, BTW – by the way, ASAP – as soon as possible, CU – see you, B4 – before, 4ever – forever, IDK – I don’t know. IMHO – in my humble opinion.** The necessity of translation of this kind of forms does not exist in Georgian. Exceptions are very few like in case of **LOL** and **OMG**, which are spelt either in English or in Georgian (ლოლ, ომგ) by Georgian social network users. At this stage the Georgian language does not show any signs of prospective development of Georgian Netspeak of this kind. However, we can observe some new Georgian lexical items showing some features of English netspeak terms such as **B4 – Before, 4ever – forever.** Generally, these are the words a part of which is either a number or coincides with it in how it sounds. These forms are not neologisms in either of the languages as their purpose is visual shortening of standard words while pronunciation stays the same. These forms are: გა2მაგება/gADRMAgebA/(**doubling**), გა20ება/gADts^hebA/(**astonishment**), 105ათო/At^hinAt^hi/(**sun beam**), სამ7ობო/sAMfvidobɔ/(**peace-keeping**) and so forth. However, what should be mentioned is that these kind of clipped forms mainly appear on advertisements as their novel visual representation

attracts customers' attention. The absence of netspeak could be explained by the absence of capital letters in Georgian. As we know, netspeak acronyms consist of initial letters of each element in a phrase, which are spelt with capital letters and pronounced the same way as in the alphabet.

We mentioned above that English is the source of all types of Internet and virtual reality terms for all languages around the world. The Georgian language, as well as many others, has developed a kind of Internet jargon, lexical items of which are naturalized transfers or transliterations of old words with new meanings. This can be particularly easy to notice in case of English verbs. Although there are standard Georgian equivalents for these verbs, Internet users tend to transfer and naturalize them through application of Georgian rules of verb formation. As we know, Social networking sites such as Facebook, Twitter and others, have their specific linguistic style and forms. As Twitter users are considerably fewer in Georgia, the tendencies can be more obvious on Facebook. The words **“Post”**, **“Like”**, **“Tag”** are old forms with new meanings in English. Their standard Georgian equivalents are „გამოქვეყნება“/gʌmpʰvɛq'nebʌ/, „მოწონება“/mɔts'ɔnebʌ/, „იარლიყის მიხმა“/ɪʌrlɪq'ɪs mɪbmʌ/ – in this particular context - „მონიშვნა“/mɔnɪʃvnʌ/. Nonetheless, the tendencies reveal that if social networks are in focus, the majority of users tend to say or write naturalized transliterated forms like „დაპოსტვა“ /dʌp'ɔst'vʌ/(to post), „დალაიკება“/dʌlʌɪk'hebʌ/ (to like), „დათაგვა“ /dʌtʰʌgvʌ/(to tag), „დაფორვარდება“ /dʌpʰɔrvʌrdebʌ/(to forward), „დაკომენტება“ /dʌk'ɔment'ebʌ/(to comment), „დასეივება“/dʌseɪvɛbʌ/ (to save), „დამესიჯება“ /dʌmesɪdʒebʌ/(to message), „ლოგინი“/lɔgɪnɪ/ (to log in) etc. The tendency seems to be caused by the Internet users' desire to differentiate between virtual and real world communications. If we take a closer look at the Georgian case, we will see that these kind of words almost never leave the Internet context, unlike English, where Internet neologisms can be transferred to other spheres. A good example of it is “to click” – which, apart from its meaning in computing nowadays also means “at a very short distance” – “They're just a click away from getting together”. For Georgian users this type of vocabulary is associated only with social networks. Nobody ever uses „დავალაიკე“/dʌvʌlʌɪk'he/for expressing **“liking”** something outside the realm of social networks, or „დავასეივე“/dʌvʌseɪvɛ/– for **“saving”** not connected to computing. We can include words like **“wall”**, **“profile”**, and **“friend”** in the same category as although they have standard equivalents in Georgian („კედელი“/k'edɛlɪ/, „პროფილი“/vɔlɪ/

„მეგობარი“/p'rop^hil/), in social network context, alongside these standard translations they are more frequently used as transferred forms – /v^hil/, /p'rop^hil/, /p^hrendi/ or/frendi/.

Although the number of examples studied in this article is limited, general tendencies still can be observed. One of these tendencies is phonetic variation of word transfers. We mean voiceless Bilabial plosive /p'/, /ph/, dental plosive /t'/, /th/ and prevelar plosive /k'/, /kh/. These voiceless phonemes /p,t,k/ may have aspirate and non-aspirate variants. As we saw, it is quite usual for Georgians to use sharper phonemes non-existent in English (ჰ, ჰ, ტ) instead of aspirate variations (ქ, ფ, თ) which are much closer to the authentic pronunciation of the phonemes. When words enter the Georgian language directly from English, two options co-exist, Georgians tend to keep both affricate and non-affricate versions (**Bitcoin** - ბითქოინი, ბიტკოინი) and, recently quite frequently, authentic pronunciations dominate. The better the Georgians' competence in English, the stronger the position of transliterations with English pronunciation.

Conclusion

We analyzed neologisms of two main groups: 1. high tech and virtual neologisms which are names of new concepts and inventions; 2. Terms created and used by the internet, social networks and forum users. The tendencies are listed below:

There are two main strategies of translating high tech and virtual neologisms: 1) Loan translation; 2) Transliteration (loanwords). Loan translation prevails when English neologisms are or consist of old words in new contexts. Naturally, in such cases a recognized TL equivalent of an SL item is transferred (e.g. **e-mail** - ელექტრონული ფოსტა). This is particularly noticeable in written communication. However, as we mentioned before, in oral communication there is a strong tendency of using transliterations from English (e.g. **e-mail** - იმეილი). This is not an event of local nature. The tendency can be observed in many countries worldwide. As the Internet is the main tool for intercultural relations, it is not surprising that its language is inclined to become international.

The main translation strategy for names of new inventions and concepts is transliteration (e.g. **selfie** - სელფი). From the phonetic point of view these forms are presented in a great variety (e.g. **screenshot**

- სკრინშოთი/სკრინშოტი). However, it has become quite noticeable recently that in oral communication of the Georgians the forms of maximum proximity with English phonetics prevail.

Equally important is the absence of such a phenomenon as Georgian Net speak. The reason, as we mentioned above, lies in the structure and characteristics of the Georgian language. Net speak neologisms are mostly acronyms, which are formed from the initial letters or groups of letters of words in a set phrase or series of words. These letters are generally capital. Unlike English neologisms for new inventions and concepts on the internet, English Net speak neologisms cannot be considered a global phenomenon. Their appearance is a peculiarity of the English-speaking part of the world. Thus, there is no necessity of transference of such acronyms and terms into Georgian (such cases are very few). Identical Georgian version does not exist. However, there is a very strong inclination of Georgian Internet users to differentiate between the languages of the real world and virtual reality. In this we mean the tendency to use forms which are transferred and naturalized in Georgian (to tag - დათაგვა, to like - დალაიქვა). In such cases the most productive affixes are „და_ეზა“ /dΛ_ebΛ/, „და_ვა“ /dΛ_vΛ/. The lexical items formed this way in Georgian are considered to be local neologisms and together with other transferred items form a local language variety for communication in virtual reality.

What is observed here is that these kind of Georgian neologisms almost never leave the context of the Internet and computers, which is very good. Thus the Georgian language is not threatened with overload with Anglicisms. The tendency of neology in the domain of high technology and the Internet is irreversible. Concepts of modern reality enter the language and find their place in it. Here a question arises whether there will be any necessity of their translation from an SL into a TL. Naturally, it is desirable to have Georgian translations for new words and this is what should be done, where possible. However, even today the tendencies indicate that transliteration and naturalization are two dominant strategies for transference of neologisms. Quite probably, there will be one global base vocabulary with local variations for high tech and virtual terms. Yet even in such circumstances this natural process will still need linguistic observation, analysis and, in case of necessity, giving the right direction.

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