

WORD CREATION IN INTERNET NETWORK AND LANGUAGE ECOLOGY

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The article is dedicated to holophrastic neologisms i.e. blended words constructed on the basis of word combinations. The author focuses on emotiveness of holophrastic structures in political texts represented in the Internet. A dynamic contradiction between the violation of a norm, taking place in new words formation (those new words are considered as occasionalisms of holophrastic type) and new ways of emotiveness representation has been studied from the viewpoint of language ecology. In course of research, more than 100 texts and microtexts were analyzed; at the same time, the ironic potential, language games and the possibility of self-expression of the subject turned out to be characteristic of political texts. As the main research technique, we used continuous sample of holophrastic set expressions; in addition, in order to obtain objective data, such services as Yandex and Google have been used. Holophrastic set expressions have been treated as a result of word formation and representation of such linguistic personality as native speaker of Russian.

Keywords and phrases: *emotiveness; holophrasis; political text; Internet network; negative emotion; violation of linguistic norms; language ecology; language personality.*

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