Title: "Communicative-pragmatic potential of English-language Internet discourse."

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Topical Importance: This work is devoted to the evolution of the English language in the Internet age. Although English has a basic core of words that are fundamental to sentence construction and have remained consistent over centuries, there are also a great number of words which both enter and leave the language as the years go by, a direct reflection of the preoccupations of society in any particular era. In this article we take a closer look at the processes by which new words are formed, showing that new words and expressions are far more about reinvention than actual creation. The approach adopted in this study also allows to single out and describe the schemes of word-formation processes one can use to study neologisms.

Goal: The aim of this study was to identify the processes of word formation of new words in English and to know which word formation processes were the most productive one(s).

Tasks: There is a number of tasks one should accomplish to achieve the above set goal:

- to trace the development of views on English as a living substance,

- to identify and study factors that reflect the characteristics of Internet communication and affecting changes in the English language,

- to specify the traditional types of word formation processes of neologisms in the English language,

- to conduct an analysis of 252 neologisms and to know which word formation processes were the most productive one(s).

Theoretical value lies in the fact that the results make a certain contribution to the study of the problem of word formation of neologisms.

Practical applicability lies in the opportunity to use the results of the carried out research to improve English speaking skills.

Results: analysis of 252 neologisms was conducted in this research work. The findings of this study showed that there are some processes in creating English new words, such as a) compounding b) blending, c) affixation, d) abbreviation (initialism, pseudo- initialism, acronym, back clipping, fore-clipping, contraction), e) conversion, f) repurposing, g) onomatopeia, h) emoji-abbreviation. The result showed that the most productive processes of creating English new words were compounding, abbreviation, affixation. Many abbreviations when used properly can certainly enhance communications, because they act as 'short-hand' and therefore increase the efficiency of communications; in other words, more meaning is conveyed in less time and fewer words. However, new trends are pointing up in the productive field. This is the case of the minor methods of word-formation — conversion. It is

probably the most outstanding new method in the word-formation panorama. It has a wide field of action: all grammatical categories can undergo conversion to more than one word-form, it is compatible with other word-formation processes, and it has no demonstrated limitations. All these reasons make the scope of conversion unlimited.

Implementation advice: empirical data and the results of the study form the basis for the educational product "Neologisms of the modern English" can be used at seminars and lectures.