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## ENGLISH INTERNATIONALISMS AND THEIR EFFECT ON BULGARIAN

Svetlana Nedelcheva

Konstantin Preslavsky University of Shumen, Bulgaria, s.nedelcheva@shu.bg

**Abstract:** Rapid scientific and technological progress has enriched the lexical stores of languages. The aim of the present study is to present some changes that occur in the Bulgarian lexicon caused by the scientific or technological achievements. One of the tendencies characteristic of contemporary Bulgarian is the abundance of neologisms, more specifically, neologisms borrowed from English or created due to the impact of the English language. The assimilation of loans differs from language to language. The richer and more varied the word-forming potential of a language, the stronger the assimilation processes. A good example of this are the newly borrowed words in modern Bulgarian adopted from English. Conversion is a way of word-formation widely used in coining neologisms, in which they shift from one part of speech into another, most frequently a borrowed noun turns into a verb as in *лайк* (noun) ‘like’ – *лайквам* (verb) ‘like’. This process involves not only grammatical but also semantic change. For the purpose of assimilation of the loans, the language applies other means of word-formation like affixation and compounding. Some neologisms obtained from English give rise to whole word families, e.g., from the abbreviation PR were formed *пиараджийски, пиарменски, пиарменство, пиаролог, пиарология, пиарщина, пиаря/пиаря се*, etc.

We use several methods for the research, namely, the descriptive method, the method of analytical comparison and the method of immediate constituents. The article analyses neologisms of the modern Bulgarian language according to the way of coinage and semantic characteristics. New words are discussed which have arisen during the last ten years. Due to the research we clarify that in the newest tendencies of modern Bulgarian the influence of neologisms is clearly revealed. The study is based on two corpora compiled from online and printed dictionaries. The English corpus contains 370 new words, while the Bulgarian corpus comprises 320 new words. The greatest share among the investigated neologisms is taken by nouns that denote entities and phenomena important for the present-day society. Word building patterns with one or two English constituents are frequent and certain neologisms are borrowed from English without any changes. In terms of frequency, the next most frequent are adjectives, and verbs are the ones that occur least frequently. In the course of time, the newly-coined words either become part of the lexical stock of the language and stop being considered as neologism or are no longer used and gradually forgotten.

**Keywords:** neologisms, borrowings, assimilation, internationalisms.

### 1. INTRODUCTION

In its development over the centuries language undergoes various changes. As a result the stock of words in each language changes to respond to the needs of the society and to react to the demand to name the most recently developed concepts. New words regularly appear in the language to describe new events and new achievements in science and technology. Some of these neologisms gradually lose their novelty and become part of the standard language, e.g., the internet, websites, 3D printers, etc., others fall out of use and disappear, e.g., Walkman, floppy disk, videotape, etc. The continuous coining of new words protects the language from stagnation and enriches its lexical stock. We analyze this process in contemporary Bulgarian and study how the rapid scientific and technical progress of the last decade has changed Bulgarian vocabulary, how recent events provoked the creation of neologisms and what assimilation borrowed lexical units undergo after their adoption in Bulgarian. Accordingly, the purpose of this research is to study the neologisms that appeared in Bulgarian in the last decade, how they are formed and what their semantic motivation is. We use several methods, in particular, the analysis of immediate constituents, the descriptive method and the method of analytical comparison.

In order to discuss neologisms in detail, we should first touch on the terminological issue. In the specialized literature, there are several definitions of neologism and several terms exist in parallel with neologisms, namely *one-time formation, situational formation, spontaneous formation, momentary formation, occasionalism, nonce word*, etc. Such corresponding terms sometimes can cause confusion, especially from the point of view of the period of origin and distribution. Neologisms are so difficult to distinguish from occasionalisms that scholars have not been able to agree on a common definition. According to Busman's *Dictionary of Linguistics*, a neologism is “newly introduced and newly used linguistic expression”, while Herberg defines it as a lexical unit that originates in language at a certain period of development in society and is perceived as new by the majority of language users at that period (Herberg, 2001, p. 92). Crystal (2008, p. 329) refers to neologisms as *nonce words* because very few of the created neologisms survive for a long time and become part of the standard language. However, in this study we do not use the two terms interchangeably because a nonce word we associate with a linguistic unit created either

intentionally or unintentionally by a speaker to be used once. The new formations this article discusses are meant to be adopted by the community. The corpus of this research contains lexical units which have already been included in English dictionaries and their equivalents in Bulgarian have survived their infancy as they refer to existing, meaningful concepts. We are looking at borrowed neologisms and pay attention to the processes of translation, transliteration and assimilation.

## 2. THEORETICAL BACKGROUND

Vocabulary enrichment is a very dynamic process, determined by a number of internal and external factors, such as new scientific and technical developments, the latest technologies, borrowed internationalisms. Neologisms are created or borrowed to fill a certain gap in the vocabulary of the language, they name new things (*чатбот* ‘chatbot’, *спийкърфон* ‘speakerphone’, *биткойн* ‘bitcoin’), events (*айсфест* ‘icefest’, *нюзфийд* ‘newsfeed’, *дебрифинг* ‘debriefing’), actions (*баркодирам* ‘barcode’, *мултипостинг* ‘multiposting’, *скролвам* ‘scroll’) (Kostova, 2018; Sumrova, 2018; Manova-Georgieva, Bagasheva, 2020). As reasons for the formation of neologisms we could consider linguistic economy and the law of compression. Newly formed words are examples of information compression because it is possible to express with one word what would otherwise be a whole sentence. It is important for vocabulary research to find out if a newly created word can be considered a neologism and how long a word can be in the category of neologisms. A new word is no longer considered a neologism, when it undergoes homogenization, becomes embedded in the common language and is fixed in the standard lexicon of the language (Elsen, 2011, p. 21). Occasionalisms are mostly contextual neologisms and can be understood only in a particular context. They are created for a specific occasion and perform different textual functions. In many cases, it is a problem to determine the usualness of occasionalisms, because it can be determined only by chance. Some occasionalisms become distributed and settle in the word-stock as neologisms and later on they are established in society. There are several ways of the origin of neologisms in the Bulgarian language: 1. word formation, i.e. coining new words from the existing lexical material in the language (*астрономически туризъм* ‘astronomical tourism’, *облачни технологии* ‘cloud technologies’), 2. borrowing lexical units from other languages (*хоумофис* ‘homeoffice’, *смартфон* ‘smartphone’), 3. assigning a new meaning to an already existing lexeme, in most of the cases a metaphorical one (*облак* ‘cloud (in computing)’, *гръб* ‘back (of a telephone)’). However, the main way of creating neologisms in Bulgarian is borrowing internationalisms from English.

The term ‘internationalism’ is defined as “a word attested in a number of unrelated languages or language families, sharing a similar orthographic or phonetic shape and a partial or identical semantic field” (Wexler, 1969, p. 77). In the past, European internationalisms originated primarily from Latin or Greek, however, due to English being the main lingua franca of the Western world, an increasing number of internationalisms were adopted from it. Today people are surrounded by computer technologies, especially children who have their first contact with computers, tablets and “smart” phones at an increasingly early age. As a result, very young children already use borrowings such as *видеострийминг* ‘videostreaming’, *геймборд* ‘gameboard’, *смайли* ‘smilie’ to communicate with others. Children pick up English even before they go to school. When they begin to study it, they go on using it talking about video games and chatting on social networks. Through computer slang, young people identify themselves as “awesome, groovy, cool” among their peers. The “slang lexical units” (Videnov, 2000, p. 178) are considered as charged with an expressive function (Blagoeva, 2006, p. 5). Another reason for the quick entry of numerous English internationalisms into Bulgarian is that there is a need to name a certain phenomenon for which Bulgarian lacks a fully corresponding synonym, as well as to express the corresponding concept in the most accurate and concise way. The integration of neologisms into the vocabulary can happen very quickly, and in a short time they are no longer considered as “new” words. This process is usually completed earlier than the appropriate word is lexicographically fixed.

## 3. DATA ANALYSIS

The processes of assimilation influence to various degrees the different parts of speech. The first stage is the process of adoption, in which three distinct approaches may be applied. One of them is transcription which involves representing spoken language in written form while preserving the phonetic and phonological details of the source language into the target language. The second approach is transliteration where the Cyrillic letters replace the Latin ones in the English words with their closest equivalents. The third group shows fluctuation between the first two approaches or divergencies due to the combination of sounds in the source word, for instance:

**Table 1. Assimilation of borrowed words through transcription and transliteration**

One-to-one transcription		Transliteration/ transcription variants	
IT	<i>айти</i>	graffiter	<i>графитър/графитер</i>
audiostreaming	<i>аудиострийминг</i>	zucchini	<i>зукини/ джукини/ цукини</i>
bike trial	<i>байктрайъл</i>	meme	<i>мийм/ мемe/ мем</i>
bodycombat	<i>бодикомбат</i>	podcaster	<i>подкастър/ подкастер</i>
diving	<i>дайвинг</i>	remixer	<i>ремиксър/ ремиксер</i>
dislike	<i>дислайк</i>	retreat	<i>ритрийт/ ретрийт/ ретрит</i>
emoji	<i>емоджи</i>	token	<i>токен/ токън</i>
all inclusive	<i>олинклузив</i>	tipster	<i>типстър/ тинпстер</i>
post monitoring	<i>постмониторинг</i>	urban	<i>ърбан/ ърбън</i>
slope style	<i>слоустайл</i>	utuber	<i>ютубър/ ютубър</i>

The transcription group in Table 1 shows consistency as far as the phonological transfer is concerned but a step further in the process of assimilation are the examples which merge collocations from the source language into a compound word in the target language, e.g., *байктрайъл* ‘bike trial’, *олинклузив* ‘all inclusive’, *постмониторинг* ‘post monitoring’, *слоустайл* ‘slope style’. The reason for this merge could be explained with the fact that the two words from the source language are borrowed together and they are considered as one lexical unit in the target language. The inconsistency between transcription and transliteration is due to the tendency to use transliteration in the time when English was not a lingua franca yet. Then the suffix -er in English was transferred as -ep in Bulgarian, e.g., *подкастер* ‘podcaster’, *ремиксер* ‘remixer’, etc. Nowadays when so many people speak English they prefer to apply the method of transcription because they put down the strings of sounds they pronounce in English using the Cyrillic alphabet. Therefore, at present the suffix -er is rendered -ър in Bulgarian, e.g., *подкастър* ‘podcaster’, *ремиксър* ‘remixer’, etc. In some cases a combination of transliteration and transcription can be observed, for instance in *ютубър* ‘utuber’ the first [u] is transcribed, while the second [u] is transliterated; in *токън* ‘token’ the vowel [o] is transliterated and the vowel [e] is transcribed. This is also the case of *ърбан* ‘urban’ where the vowel [u] is transcribed but the vowel [a] is transliterated. With some specific English sounds the choice of a Bulgarian counterpart is not unambiguous, especially when the English diphthongs are regarded, e.g., *ритрийт/ ретрийт/ ретрит* ‘retreat’. The first transfer of retreat → *ритрийт* is a transcription and as there are no diphthongs in Bulgarian the combination [ий] is used, which is the closest analogue of [ea]. In the second transfer, retreat → *ретрийт*, the first vowel [e] is transliterated, while the diphthong [ea] is transcribed. The third transfer, retreat → *ретрит*, shows that the first vowel is again transliterated, but the diphthong [ea] is replaced by a single vowel [и]. In the case of meme → *мийм/ мемe/ мем*, the first variant is transcription, the second transliteration, while the third is a kind of clipping of the source word *meme*<sup>1</sup> in the target language. When the word is borrowed from English, but it is a loan word in English as well, it may be adopted in different variants. The word *zucchini*, which is of Italian origin, may be found with three spellings in Bulgarian, namely *зукини*, the way it is pronounced in English; *джукини*, the Italian pronunciation; and *цукини*, a typical German pronunciation. As the variants show the fluctuation is only in the first consonant, which makes the borrowed word easy to recognize no matter whether it is transcribed as in English, Italian or German.

During the second stage, the borrowed words acquire the grammatical categories of the corresponding part of speech. The adjectives are the easiest lexical units to borrow from English into Bulgarian because they do not go through almost any transformation in Bulgarian. They acquire the categories of gender and number of the noun they collocate with, e.g., *хейтърско общество* ‘hater community’ (neuter, singular), *веганска диета* ‘vegan diet’ (feminine, singular), *виртуален асистент* ‘virtual assistant’ (masculine, singular). These are just some examples of adjectival suffixes in Bulgarian, and there are many more suffixes and variations that can be used to create adjectives based on the specific noun they modify. When abbreviations function as modifiers of nouns, they remain unchanged, e.g., *LED светлини* or *лед светлини* ‘LED lights’, *IT специалист* ‘IT specialist’, *PR технология* or *пиартехнология* ‘PR technology’, etc.

The term *meme* was coined by the British evolutionary biologist Richard Dawkins in his book *The Selfish Gene* published in 1976. The word is derived from the Greek word *mimeme* ‘that which is imitated’. Dawkins used the term to describe an idea, behavior, style, or cultural practice that spreads from person to person within a culture, similar to how genes spread biological information. The term has since been widely adopted and adapted in the fields of sociology, anthropology, and the study of internet culture to describe the spread and evolution of cultural phenomena in the modern world.

The nouns borrowed from English acquire the categories of gender and number in Bulgarian, depending on their ending (Todorova, 2019, p. 126), i.e., the suffix they acquire in the process of assimilation.

**Table 2. Assimilation of borrowed nouns through affixation**

Masculine nouns	Feminine nouns	Neuter nouns
<i>артаджия</i> ‘artist’	<i>грантаджийка</i> ‘grant receiver’	<i>гифче</i> ‘giff’
<i>емемеец</i> ‘MMA player’	<i>моладжийка</i> ‘mall shopper’	<i>мъфинче</i> ‘muffin’
<i>рафтингар</i> ‘rafter’	<i>райтърка</i> ‘writer’	<i>молче</i> ‘mall’
<i>дрифтаджия/ дрифтър</i> ‘drifter’	<i>инфлуенсърка</i> ‘influencer’	<i>инфлуенсърство</i> ‘influencing’
<i>кемперджия/ кемперист</i> ‘camper’	<i>ейчарка</i> ‘HR’	<i>крафтърство</i> ‘crafting’
<i>съфорумец</i> ‘forum co-user’	<i>кавитация</i> ‘cavitation’	<i>тагване</i> ‘tagging’
<i>уикипедист</i> ‘Wikipedian’	<i>пиарщина</i> ‘PR activities’	<i>стриймване</i> ‘streaming’

Table 2 shows that the borrowed words in the first column end in *-er* or *-ist*, both of which possess the meaning of the agent, but the distinguishing feature of the suffix *-er* is that it conveys the meaning of the active doer (animate or inanimate), whereas *-ist* conveys the meaning of profession (*flutist*, *biologist*). Although in English they can refer to either male or female human beings, when borrowed in Bulgarian they become masculine and the suffixes *-джия* and *-ист* are attached to them. The corpus of the study shows that the suffix *-джия* is more productive than *-ист*, e.g., *адрелинаджия* ‘adrenaline junkie’, *блогаджия* ‘blogger’, *грантаджия* ‘grant receiver’, *дронаджия* ‘drone pilot’, *лаптопаджия* ‘laptop owner/user’, *пиараджия* ‘PR professional’. Sometimes the two suffixes may exist as alternatives of the same word, e.g., *кемперджия/ кемперист* ‘camper’. In other cases different assimilation processes may lead to alternatives, e.g., *дрифтаджия/ дрифтър* ‘drifter’, the former is a result of suffixation, while the latter is due to transcription.

As the examples reveal not all the words suffixed with *-джия* derive from English nouns ending in *-er* or *-ist*. What is more, in some cases there is a discrepancy between the source word ending in *-er* and the target word ending in *-джия*, for instance a *drone* is someone who talks in a low voice that does not change, it is not a drone operator; similarly, a *granter* in English is a person who grants or gives something, while the Bulgarian *грантаджия* is the grant receiver and it is usually loaded with negative connotation due to some not quite legally given grants in the last decade. The assimilation of *уикипедист* is also unexpected as the suffix *-ист*, which corresponds to the Bulgarian *-ист*, is not present in the source word ‘Wikipedian’.

Less often two other Bulgarian suffixes denoting ‘people practicing professions’ are used *-ар* and *-ец*. With the example in Table 2 *рафтингар* it is clear that it is not the corresponding ‘rafter’ that was adapted. First the word ‘rafting’ was borrowed and then the suffix *-ар* was added to it. Another example is *фейсбукар*, which also does not have an exact equivalent in English but refers to a ‘Facebook user’. Other examples with no English one-word equivalents are *емемеец* ‘MMA player’ and *съфорумец* ‘forum co-user’. The former was borrowed as a kind of sport, *ММА*, and then the suffix *-ец* was added to name the player. The loan word related to the latter is *forum* as ‘a medium for exchanging ideas and views on a particular issue’, consequently the suffix *-ец* designates the user of this medium and additionally the prefix *съ-* marks the users of the same forum.

Nouns standing for female referents take the suffix *-ка* in Bulgarian when they denote a profession or occupation. The same process is observed with loan words (Sumrova, 2018, p. 493), e.g., *райтърка* ‘writer’, *инфлуенсърка* ‘influencer’, *ларпаджийка/ ларпърка* ‘LARPer’, *ейчарка* ‘HR’, etc. In the first three cases the word for the male referent is borrowed first through transcription and then the suffix *-ка* is added. The third one, however, has an alternative, *ларпаджийка*, in which to the abbreviation LARP ‘live-action role-play’, used as a root morpheme, we add *-джия*, the suffix marking the male referent, and then the suffix *-ка* for the female referent. Regarding the abbreviations used in word-formative processes, we should mention *HR*, which relates to ‘the department dealing with Human Resources, i.e., recruiting, hiring, deploying and managing an organization’s employees’. In Bulgarian it is used analogously to *пиар* ‘PR’ to refer not only to all the activities connected to Public Relations but also to someone managing these Public Relations. Therefore, the suffix *-ка* is added directly after *HR* → *ейчарка*. The English suffix *-tion* is traditionally replaced in Bulgarian by *-ция* to form an abstract feminine noun, e.g., *кавитация* ‘cavitation’, *кълстеризация* ‘clusterization’, *биоревитализация* ‘biorevitalization’, *колокация* ‘collocation’, *офшоризация* ‘offshorization’, *юберизация* ‘uberization’. The suffix *-щина* that similarly to *-ция* forms abstract feminine nouns has the additional negative connotation of overdoing something, e.g., *пиарщина* ‘too many PR activities’, *консуматорщина* ‘excessive consuming’, *тръмповщина* ‘behaving in a negative way like Trump’.

**Table 3. Assimilation of borrowed adjectives through affixation**

Suffix <i>-ски</i>	Suffix <i>-ен</i>	Suffix <i>-ов</i>
<i>домейнски</i> ‘domain’	<i>интерактивен</i> ‘interactive’	<i>антисмогов</i> ‘antismog’
<i>ейджистки</i> ‘ageist’	<i>нанобиотехнологичен</i> ‘nanobiotechnological’	<i>имиджов</i> ‘image’
<i>сисадмински</i> ‘sysadmin’	<i>трансмедиен</i> ‘transmedia’	<i>биткойнов</i> ‘bitcoin’
<i>уикипедиански</i> ‘Wikipedian’	<i>трибутен</i> ‘tribute’	<i>дронов</i> ‘drone’
<i>риселърски</i> ‘reseller’	<i>хибриден</i> ‘hybrid’	<i>туитърров</i> ‘Twitter’
<i>вегански</i> ‘vegan’	<i>дисплеен</i> ‘display’	<i>маркетингов</i> ‘marketing’

Table 3 presents the most productive adjectival suffixes: *-ски*, *-ен* and *-ов*. They mostly use source nouns to form target-language adjectives. This process could be explained with the ability of English nouns to function as modifiers of other nouns, e.g., *a vegan diet*, *ageist jokes*, *display terminal*, *image database*, *transmedia storytelling*, etc. Additionally, past participles of source language verbs can give rise to past passive participles in Bulgarian, which are also used as modifiers of nouns, e.g., *грилован* ‘grilled’, *чипиран* ‘chipped’, *надфинансиран* ‘overfinanced’, etc. We can distinguish three patterns:

English root + suffix *-ов-* + thematic vowel *-а-* + inflection *-н* → *грил+ов+а+н* ‘grilled’

English root + suffix *-ип-* + thematic vowel *-а-* + inflection *-н* → *чип+ип+а+н* ‘chipped’

Prefix *над-* + English root + suffix *-ип-* + thematic vowel *-а-* + inflection *-н* → *над+финанс+ип+а+н* ‘overfinanced’.

Unlike nouns and adjectives, Bulgarian verbs have a rich system of conjugation with various paradigms, which makes adaptation of loanwords indispensable. They are adapted morphologically to Bulgarian by adding suffixes and/or endings for person, number, tense, mood to the English root morpheme (Mitsova, 2012, p. 150, Todorova, 2019, p. 131).

**Table 4. Assimilation of borrowed verbs through affixation**

Pattern 1 (-вам)	Pattern 2 (-ирам)	Pattern 3 (-я/а)
<i>банвам</i> ‘to ban’	<i>биосертифицирам</i> ‘to biocertify’	<i>дрифтя</i> ‘to drift’
<i>буквам</i> ‘to book’	<i>гуглирам/ гугълвам</i> ‘to Google’	<i>пиаря</i> ‘to practice PR’
<i>бъгвам се</i> ‘to bug’	<i>димирам</i> ‘to dim’	<i>скайпя</i> ‘to text using Skype’
<i>гриловам</i> ‘to grill’	<i>зумирам</i> ‘to zoom’	<i>хейтя</i> ‘to hate’
<i>дислайквам</i> ‘to dislike’	<i>кампанирам</i> ‘to campaign’	<i>фейсбуча</i> ‘to spend time using the social media application Facebook’
<i>линквам</i> ‘to link’	<i>медиирам</i> ‘to mediate’	
<i>миксвам</i> ‘to mix’	<i>менторирам</i> ‘to mentor’	
<i>молувам</i> ‘to go to a mall’	<i>микрочипирам</i> ‘to microchip’	
<i>рафтингувам</i> ‘to go rafting’	<i>пърформирам</i> ‘to perform’	
<i>ретуитвам</i> ‘to re-twit’	<i>слайсирам/ слайсвам</i> ‘to slice’	

Table 3 exhibits words that are mainly derived from English verbs that are transliterated into Bulgarian, and an affix is attached to the resulting form to adapt the verb to the Bulgarian language system. Three types of assimilation patterns are observed. The first one consists of a transliterated **English root + suffix -в-** + **thematic vowel -а-** + **inflection -м** as in *бан+в+а+м* ‘to ban’, *бук+в+а+м* ‘to book’, *бъг+в+а+м се* ‘to bug’. A subtype of this pattern are the cases where a linking vowel is used between the root morpheme and the suffix *-в-*, for instance:

*гриловам* ‘to grill’ English root *грил* + linking vowel *-о-* + suffix *-в-* + thematic vowel *-а-* + inflection *-м*.

The examples with a linking vowel *-у-* are specific because there are no corresponding English verbs, both *mall* and *rafting* are nouns. In Bulgarian, however, they are used as source words to form verbs following the above pattern:

*молувам* ‘to go to a mall’ English root *мол* + linking vowel *-у-* + suffix *-в-* + thematic vowel *-а-* + inflection *-м*,

*рафтингувам* ‘to go rafting’ English root *рафт+инг* + linking vowel *-у-* + suffix *-в-* + thematic vowel *-а-* + inflection *-м*.

In the case of *рафтингувам* not only the root morpheme *raft* is used as a source but the whole word together with the *-инг* suffix.

The second pattern comprises verbs formed from a transliterated **English root + suffix -ип-** + **thematic vowel -а-** + **inflection -м**, e.g., *менторирам* ‘to mentor’ English root *ментор* + suffix *-ип-* + *-а-* + inflection *-м*,

*пърформирам* ‘to perform’ English root *пърформ* + suffix *-ир-* + thematic vowel *-а-* + inflection *-м*,

*зумирам* ‘to zoom’ English root *зум* + suffix *-ир-* + thematic vowel *-а-* + inflection *-м*.

Some borrowings of this group have alternatives following the first pattern, which is the more frequent one, e.g., *гуглирам/ гугълвам* ‘to Google’, *слайсирам/ слайсвам* ‘to slice’. Such cases could be considered as an intermediate stage in the process of assimilation before one of the forms becomes salient and the other one drops out.

The third pattern is simpler in its structure as it only adds the inflection *-я* to the English root, e.g., **English root + -я**, *дрифтя* ‘to drift’, *хейтя* ‘to hate’, etc. This category also includes verbs deriving from non-verbal roots, for instance *пиаря* ‘to practice PR’, *скайня* ‘to text using Skype’, etc. Although the former is an abbreviation of a noun cluster, *Public Relations*, and there is no verb PR in English, in Bulgarian it is adopted as a root to which the inflection *-я* is attached and the result is a new verb *пиаря*. In the latter case, the proper noun *Skype* has a verbal counterpart, e.g., My parents want to know when is a good time *to Skype* me. The transcription of the verb is used as a root of the newly coined Bulgarian verb *скайня*. Another proper noun in English which is transformed into a verb is *Facebook*, e.g., I’ve just *Facebooked* the link to this video. In Bulgarian the name of the social media application is first borrowed as a noun and then the corresponding verb *фейсбуча* is formed. Here the process of palatalization of *-к* into *-ч* is observed, *Файсбук* → *фейсбуча*, which is quite common in Slavic languages and could be considered a step further in the assimilation of the loan word.

These newly formed verbs enter with great frequency the youth slang of Bulgarians. Although verbs of this type are not as numerous as borrowed nouns and adjectives, they amaze with their creativity and originality and provoke interest from a morphological and general linguistic point of view.

#### 4. CONCLUSIONS

In the time of massive development of online communication, quite naturally English computer vocabulary enters other languages, Bulgarian among them. These borrowings quickly find a place in the everyday speech not only of young people, but also of everyone who uses a computer. The neologisms are becoming more and more popular and entering the active vocabulary and although not all of them have been officially recognized by Bulgarian lexicographers, some of them could be found in the latest Bulgarian dictionary of new coinages (Pernishka, Blagoeva, Kolkovska, 2021). As a result of the research, it was revealed that neologisms have a significant influence on the formation of modern Bulgarian linguistic tendencies. The largest share comes from nouns that denote socially important things or events, formed on the basis of transliteration or transcription and affixation. The direct borrowing of English verbs, however, and their minimal transformation makes these lexical neologisms attractive and easy to digest, and therefore so quickly entering the Bulgarian language. Whole series of word-forming neologisms arise, produced according to the word-forming types and models already existing in the Bulgarian linguistic system. Further observations in the distance of time will enable us to trace the assimilation of the latest additions to the Bulgarian lexicon considered here.

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