Mediadeterminism and its Reflexes at the Lexical Level

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Abstract
From the perspective of media determinism, an array of innovative vocabulary, including a media component, has been studied. The scope of the media concept has been explained - from the narrow, as information transmission channels transmitting information, to the expanded, as an environment of mediatized spheres of public life - economics, politics, education, medicine, etc. All of the above is a necessary condition for the conflict-free existence of modern man in the sociosystem. The initial meaning expresses both the instrumental and technological role of media and the expanded meaning expresses the social context of their functioning. It indicates that under the influence of extralingual factors, in particular media determinism, a process of neo-semanticism has occurred, updating and expanding the meaning of the word media. A selection of lexemes with a media component has been made using Ukrainian lexicographic sources, scientific works, as well as monitoring of the Ukrainian Internet sector. At the beginning of April 2023, its total quantity included 425 units. It has been proven that the integral corpus of lexical innovations is an open dynamic system, which is constantly updated under the influence of media technologies. The activity of the media component in derivational processes, its mobility in the structure of complex words, and partial belonging have been analyzed and visualized. As a reaction to social mediatization, the intensification of individual word creation has been noted, along with the fashion for media determinism in the categories of institutions, organizations, and events.

Keywords
Media determinism, neo-semanticism, neolexemes with a media component, features of derivation, partial belonging

1. Introduction

The media revolution, caused by the Internet introduction, has affected many areas of human existence, from economics, politics, culture and language to transformations in both human psychology and behavioral patterns. The theory studying causal relationship between technology and society, according to D. Chandler, is called technological determinism or media determinism [9]. And, although media determinists, in particular M. McLuhan, somewhat straightforwardly explain the dependence of social development stages on communication technologies [26], it is undeniable that "new technologies are transforming society at every level, including institutions, social interaction andindividuals" [9].

One of the natural consequences of media determinism is interest towards media, mediality, and media communications from various sciences, including the humanities. Their achievements contributed to emergence of new areas, which nomination includes a key component – *media*: media

philosophy,media communications, media cultural studies, media linguistics, media psychology, media pedagogy,etc.

Legitimation of these sciences is beyond doubt, since object of their analysis is various consequences of both powerful and inevitable influence of technology on a person, his or her social space, while the terminological systems are being refined and replenished, the methodology and tools of knowledge are being improved. It is logical that definition of the concept of media and the boundaries of the media asserts itselfmore and more persistently and it gives impetus to scientific discussions. At the same time, researchers are reluctant to take up the definition of the scope of this concept because of its connection to variousmanifestations of social communications. Their unanimity consists only in an appeal to etymology, in particular to the Latin word *medium*, which means "intermediary" and in the plural has the form *media*. It was this laconic and somewhat devoid of Latinism patina word form that was transliterated in many languages (e.g. English *media*, Polish *média*, Czech *média*), sometimes in conjunction with *mass* (English *mass media*) and it means that in the Ukrainian tradition in most of the cases they are abbreviatedas *mass media*.

2. Related Works

The theory of media determinism found its expression in numerous studies in various fields of scientific knowledge.

Historical aspects of the development of communication studies and media ecology are offered by O. Islas-Carmona and A. A. Urrutia. The authors highlight the contribution of M. McLuhan and N. Postman to the recognition of media studies and communication as scientific disciplines [34].

S. Natale, P. Bory, and G. Balbi examine the impact of the corporate determinism of large digital media corporations on the effectiveness of marketing policy and the establishment of a monopoly in managing the digital sector. The authors propose their own theoretical concept of corporate determinism in the vein of critical media science to counteract the narratives of corporations and expand the range of mass media [38]. T. Hauer explores the concept of technological determinism in the context of new media, educational processes and digital media literacy [40]. V. B. Vučetić also emphasizes the influence of information and communication technologies and innovative media on education. The author will focus on the concept of a technological solution as a type of techno-deterministic ideology [41].

W. B. Warner points to the increasing influence of the media on social life and culture because of the intensive development of information technologies [43]. The influence of digital technologies on social movements in the context of technological determinism and outside this context by E. Blanc [17]. E. Al considers the media as symbolic violence that, through its form and structure, usurps various forms of information. The researcher emphasizes the negative role of technological means of communication based on mediation in the context as a manifestation of technological determinism [15].

The study of the Cenzor.NET blogosphere allowed M. Komova and V. Yakovyna to identify and systematize the marked vocabulary of bloggers by professional groups. The authors suggest using selected lexical groups to establish social media sentiment, detect hate speech and trolling [26].

E. Appelgren examines the problems of technological determinism and cross-disciplinarity in journalism. The author emphasizes the difficulty of conducting interdisciplinary research because of the rejection of the concept of technological determinism in journalism [16].

Thus, a multifaceted study of the concept of media determinism and technological determinism is aimed at democratizing mass media as communication channels and dominant sources of information.

3. Theoretical background

With the development of digital technologies, the use of this word has become more active and its meaning has begun to grow with new meanings. It is appropriate to recall the Canadian sociologist M. McLuhan, who, according to researchers [22, p. 13], was one of the first to introduce the term *media* into scientific circulation. In his seminal work "Understanding Media: The Human Extension", the scientist perceived media quite broadly. In his opinion, it considers not only the spoken, written and printed word, typewriter, telegraph, telephone, press, cinema, radio and television, but also numbers,

clothes, housing, money, watches, roads, weapons and cars [26]. Thus, according to M. McLuhan, any formof world sensory perception by a person it is medial, and media is, in fact, a continuation of a person (the extensions of man) [26]. However, most researchers limit the scope of the concept. So, in a special dictionary on media and communications, two aspects of meaning have been emphasized: *media* are perceived simultaneously both as channels for transmitting information and carriers of this information[8, p. 261, 270-271]. Ukrainian media theorists V. Rizun and E. Tsymbalenko consider it logical to limit the scope of meaning to phenomena associated with the activities of the media industry, in particular with television, radio, press, Internet media or assimilated with mass media [27; 37, p. 53]. Thus, it is obvious that understanding of the term media in communication science is rather ambiguous and full of individual meanings. In this regard, it can be admitted with the considerations of M. Ampuja and J. Koivisto who suggest that it has become a kind of meta-concept, a conceptual substitute for such phenomena as means of both communication and communication relations [24]. It should be appropriate to clarify that communication relations identified by the authors are always determined by a specific situation, environment or more precisely, the media environment, which nowadays has become inevitable and ubiquitous. It should be emphasized that D. Rashkoff, a media scholar and follower of M. McLuhan, drew attention to this fact in his work "Mediavirus. How pop culture affects your consciousness". He criticized those who perceive media only as channels of communication, as a tool, or as a set of artificial technologies. Media, in his opinion, is also an all-consuming and comprehensive environment, that is, the reality of both experience and consciousness [10].

Consequently, if at first considering *media* the emphasis was placed on mediation, the function of an information carrier providing it, in one or another symbolic form, a connection between the source (or sender) and the receiver (recipient), then later, with the technology development, the scope of its meaning expands, covering communication environment as a required condition for the conflict-free existence of a person in the sociosystem. In other words, under the influence of extralingual factor,in particular media determinism, the process of neo-semanticism is taking place. It was the basis of our understanding of media, in particular, as: 1) information transmission channels –press, radio, television, the Internet, new media, etc., through which information encoded in a particular sign system is transmitted; 2) environment, mediatized spheres of public life – economics, politics, education, medicine, etc. The first meaning expresses both media instrumental and technological roles, the second - one is the social context of their functioning. The third deals with taking into account the five components: who – what – how – by what means – who [40, pp. 232].

The controversy continues at the level of other media-related concepts. Thus, a specialist in social communications A. Semotiuk, discussing the phenomena of *mediation* and *mediatization*, prefers the term *mediatization* as a process of complex reflection of modern life, "in which our knowledge of the world and our knowledge about the world depend on information resources and media" [32, pp. 47-81]. Scientific discussions continue around the scope of the concepts of *media linguistics* [21], *media text* [23], *media discourse* [7], *media space* [31], *media culture* [28], *media literacy* [17], etc. It means that terminological systems in general and their units, in particular, are still in the zone of turbulence, which stabilization can hardly be expected in the near future, just as one cannot expect a person to leave the media environment and the media technological suspension-based development.

In the context of media ubiquity and their inevitability, there is an avalanche effect of replenishing the Ukrainian vocabulary with innovations with a media component, which has become the top of family of words like *media collaborator, media asceticism, transmediation, automedia communication* etc. Along with the theory of media determinism, the subsystem of language units, which structure includes the *media* component, it can be conditionally called media deterministic. Moreover, it covers not only the object of this study but also other linguistic innovations such as the *Internet, smartphone* and *projector*, since the scope of their meanings also includes the concept of an intermediary or a communication tool.

In scientific discourse, there is the term *media terminology* (Medialinguistics: a dictionary of terms and concepts), which is also used in the form of a verbatim phrase *media terminology*, but this term covers a much more nominative field since it refers to the language of mass media [20].

The special vocabulary, although being considered by scientists (it can be found,for example, in some works [18, p. 119]) has not yet been the object of scientific research and requires more detailed consideration, which may include clarifying the causes and ways of its penetration into lexical

subsystem, specifics of development in the Ukrainian language, and emergence of possible far-sighted effects, both optimistic and pessimistic. There is no doubt that lexico-semantic classification can be of scientific interest, which results reveal both specificity and diversity of mediatized spheres of human activity. The actual problem is lexicographic processing of these words, along with spelling issues.

The purpose of the proposed study is to identify the characteristic features of neolexemes, including the *media* component, considering both linguistic and extralinguistic factors.

The following objectives are determined by this goal: to make the corpus of lexemes with the *media*component; to trace the dynamics of their lexicography; to find out the features of word formation and partial belonging; to determine the basis of their systematization according to lexico-semantic features.The material of the study was a corpus of neolexemes, concluded on the results of a sample from the Ukrainian sector of the Internet in January-March 2023 using the Google search service. In the selection of the factual base, scientific sources were also used, which as it is suggested, are constantly expanding the research field and thereby systematically replenish terminological systems. The material of Ukrainian lexicographical works, which is predominantly mastered by the language system, is the reliable core of the rules. The total amount of collected and processed material was 425 lexical units.

4. Research methods

While studying the object, both theoretical and empirical methods were combined. To collect factual material – neolexemes with a *media* component – the media monitoring method was used. First, through the Google search engine in the Ukrainian sector of the Internet, the use of simple words like *media* and its derivatives was recorded – *mediator, mediation, medialization*. The term *media*, although showing significant frequency of use, is mostly part of compound words. To get as many examples as possible, the word mask technique was used, described and applied by the Ukrainian developers of the media resource SLOVARonline[1]: letters of the Ukrainian alphabet were sequentially added to the *media* component, for example, *media(a)-*, so the system offered such options as *media analysis, media assets, media art,* etc.; media(b) – respectively – *media buyer, media security, media business,* etc., indicating the number of uses with contexts.

In this way, more than 380 neolexemes have been selected, the list of which was supplemented with examples from Ukrainian dictionaries of new vocabulary, and scientific publications on social communications. Currently, it amounts to 425 units. It should be noted that in various studies, the media monitoring method has an authors` interpretation and depends on the purpose and object of analysis. For example, in medialinguistics it is a tool for "research of media texts (i.e. media texts), observation of linguistic material and its subsequent fixation in media dictionaries" [11, p. 55].

Possible syntactic doublets of the *media literacy* type to the notional *medialiteracy* were not included in this list, although it would be unfair not to pay attention to them, at least in passing. The Google search enabled selecting not only a significant number of media-derived lexemes of different structure, but also finding out the number of uses in the content. Accurately, all calculations were indicated by the system with a marker "approximately", which, in our opinion,does not detract from objectivity of the results obtained, since in this case the exact calculation is not so much important as the trend.

Naturally, after a certain period of time, when re-checking the use of a particular word, a change in statistics was traced. Since the study does not provide for tracking quantitative changes in this considerably dynamic system, there are no limit to a specific period, in particular, January – March 2023. It was during this period of time that the vast majority of factual material was selected.

The descriptive method was used for a general analysis of extra- and intralingual factors influencing emergence, adaptation and functioning of innovative media-determined vocabulary. Structural-semantic method was used when examining morphological features, in particular, when distributing units according to part of the linguistic affiliation and establishing methods of creation, while their quantitative calculation was also carried out. Contrastive-descriptive method was used in order to determine the similarities and differences of lexical meanings and, on this basis, to highlight lexico-semantic fields and groups [29]. Modeling method has been used in analysis of the structural and semantic framework of the social and communication microfield.

5. Results and discussion

The assembled corpus of neolexemes, like the language in general, is an open dynamic system, constantly replenished, filling in the nominative gaps that appear in various areas of mediatized human activity. Moreover, as O. A. Styshov notes, "now the rate of changes in extralinguistic circumstances in its swiftness exceeds the rate of the national language system evolution as a whole" [30, p. 67; 33]. Lexicography of media deterministic units in various dictionaries is presented in Table 1.

Table 1
Dynamics of the description of lexemes with a media component in dictionaries

The name of the dictionary	Year of publication	Number of units
Dictionary of the Ukrainian language. Academic explanatory dictionary (1970—1980) [14]	1973	0
Dictionary of the Ukrainian language online. Volumes 1-13(a-humbly) [13]	1917	10
Glossary of terms and concepts in media linguistics	2013	29
Ukrainian Dictionary of Media Culture (2014) [34]	2014	36
Active resources of modern Ukrainian nomination: Ideographic dictionary of newvocabulary [39]	2013	114 (including examples)
Dictionaries «Lexico-word-forming innovations» [18]	2004–2022	68

Although in the fourth volume of the eleven-volume explanatory Dictionary of the Ukrainian Language (1973 edition) the words *medial, median, median, mediator, mediation* [14, Vol. 4] were recorded, their semantic structure does not include the conceptual component "channel or means of communication". Volume 8 of the 20-volume «Explanatory dictionary of the Ukrainian language online» (2017 edition) contains 10 units as *media group, media diplomacy, media research,* for example: *Media research and life practice show how destructive the consequences of drug advertising can be*, including *media* with the meaning of identical mass media [13, Vol. 8]. It is natural that more lexemes are recorded in special dictionaries, in particular, in the Dictionary of Terms and Concepts in Media Linguistics (2013) definitions of 29 lexical units are presented (Media Linguistics: Dictionary of Termsand Concepts) [20]; in the «Ukrainian Dictionary of Media Culture» (2014) – 36 units [34]. The largestnumber is presented in the dictionaries of new vocabulary: 68 lexemes – in the series of dictionaries «Lexico-word-forming innovations», which recorded new words in the language system for the period from 1983 to 2021. (Unloved, all parsed dictionaries). 114 units (including examples) represent a media understandable field in the integral dictionary of the new vocabulary of the ideographic type for the period 1991–2013. [18, pp. 177–186].

The analysis of dictionaries, scientific texts and media monitoring of the Ukrainian sector of the Internet has showed that most of the units are non-alexemes, since their approbation in the Ukrainian communicative space took place in a fairly short period of time and the main factor in their appearance is development of the latest information and communication technologies [12; 36]. They are a kindof witnesses of the processes taking place in the existential space of a person and indispensable markersof the lexicon not only of narrow specialists – programmers or media people, but also of economists, politicians, military men, psychologists, teachers etc. This list of users can be continued, since almost all areas of human activity are now covered by mediatization and, accordingly, the emergence of something new in media technology, media technologies and the media environment requires verbalization.

Of no less importance is observation of this vocabulary considering its structure and particular linguistic affiliation. Its insignificant layer is formed by simple words formed from media- (*medium[j]a-* , or *copper[j]i-*) predominantly suffixal (*medianik, medianitsa, mediator, mediation, mediatization, media, medial,* for example: *The Ukrainian citizen who died in Georgia turned out to be a media woman, a former screenwriter for the show "Morning with Ukraine"*) and prefixal way of word formation (*anti-media, mini-media, super- media*). The active resource of nomination is the media component as part of compound words, demonstrating important word-building mobility – in preposition, interposition and postposition: *mediacontent, media country, media culture; automedia communication, female media critic, film and media education; direct media, internet media, transmedia,* for example: *The information space is saturated with a large amount of diverse media content* etc. The compound words are prevailing, their ratio to compoundings is 5.5% and 94.5%, respectively (Fig.1), or, in other words, there are 17 times more compound words.
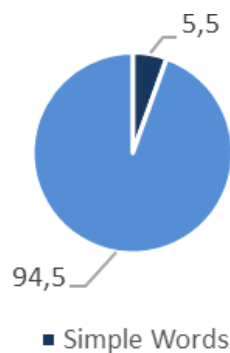

Figure 1: The ratio of simple and complex words

And this is not accidental, since compound words are the most economical means of nomination compared to syntactic compounds, *media terminology* and *media terminology*. It is worth agreeingwith K. Horodenska, who believes that in the Ukrainian language it is more organic to use the word combination, but globalization processes and the economy of speech efforts are stronger than the normalization efforts of linguists, so compound words in speech practices are dominated by syntax [19]. the vast majority of compound words, form two-root units (*a media key, a media company, a media operation, a media person, a media form, a media tour, media skills* etc., for example:), a small number are three-root units (*automedia communication, multimedia conglomerate, multimedia conglomerate, multi-* 97.2% and 2.8% of comppound words, the media component functions both in preposition (*a media analyzer, a media novelty, a media norm, a media carrier, a media nanny, a media object, media knowledge,* for example*: A media tour of the Holodomor Museum construction took place*) and in post position (*an art media, a web media, a hypermedia, a direct media, a cross media* etc., for example: *MA programme "Art Media" is professionally oriented in the specialty "Journalism").* and interposition (*a female media trainer, a film and media education, a multimedia conglomerate, a multimedia station,* for example: *Nowadays film and media education is becoming relevant in the world*). Their ratio is respectively 87.12%, 2.28%, 10.6% (Fig.2.).
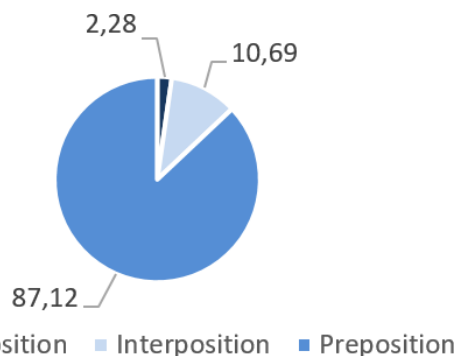

Figure 2: The position of the media component in compound words

The results have showed that the number of compound words with the *media* component in the preposition is constantly growing, forming lengthy word-building chains – *media activist, media boom, media installation, media update, media performance, media movement, media file,* for example: *Our website "Mediaboom" is a great opportunity always to be the first to find out interesting news* and the second component can be both specific. Less spread *media* chains are in postposition: *underground media, direct media, online media,* for example: *Online media registration is voluntary.*

If these lexemes the preposition contains predominantly foreign-languagecomponents. Even shorter are chains with the -media- component in the interposition: *film and media education, multimedia conglomerate, multimedia museum, multimedia project, multimedia station* etc, for example: *Multimediamuz has received new opportunities for self-presentation.*Such chains clearly distinguish the tendencies of replenishment of the Ukrainian dictionary, express linguistic tastes, even fashion, which is especially noticeable in the names of various institutions, organizations, events, for example: MEDIA PULSE, UMAN-MEDIA, KINOMEDIA, MEDIAHOUSE, DIGITAL-MEDI. Fashionable words, according to A. Stishov, "are a specific and recognizable layer of vocabulary, characterized by unusual sound and semantics, high frequency of use,that is, they are in the focus of heightened speech attention of a modern person" [30, p. 21].

There is no single opinion the *media* formant determination. There are attempts to qualify it as a prefix and put it on a par with such units as *micro- (micro- substantial), mini- (minisilmag)* [4, p. 216]. It can hardly be agreed upon that since one and the same component,depending on the position, in particular, in post- and interposition, has to be given a different morphological status. And it is despite the fact that it plays a key role in the formation of the lexical meaning of words, and considering the entire media-derived subsystem, then its conceptual significance [1-3; 5; 6].

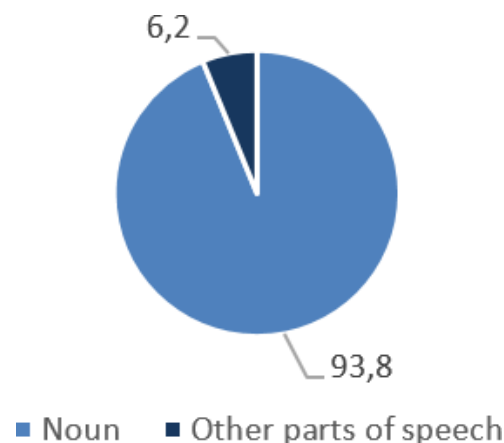As for the partial belonging of words, these are mainly nouns, to a lesser extent - adjectives (Fig.3).

Figure 3: Correlation of words by part of speech affiliation

Considering the corpus of innovations in general, the majority of them are nouns - 93.8%, other parts of the language account for a total of 6.2%. It is noteworthy that two adverbs have been found – *mass medially, medially* and a single verb – *to mediate*. There were a number of examples that are the result not so much of word creation, but language games, a kind of individual reaction to the mediatization of society, for example, *media aunt, media chameleon, media Napoleon, media monster, media Horhon.* At the point of communicative recognizability, these words play no less a role than those mastered by the language system, since they combine sign-signal and associative semantics.

Media determinism as the activation of individual author's word creation is clearly represented in various names of cultural and artistic events, names of institutions, organizations, institutions and cafes: *Uman-media, transmedial project, media holding, media hub, media hosting, media,* and others. The article presents the search process, analysis, and features of the explication of 425 lexemes with a media component, which are grouped by part of the language. Among all the units, 4 groups of media-deterministic lexemes have been identified (Table 1).

Table 2
Media deterministic innovations by partial linguistic affiliation

Nouns	Adjectives	Adverbs	Verbs
399 units	23 units	2 units	1 unit
media bridge	intermediate	mass medially	to mediate
media skill	media oriented	medially	
media education	media information		
media nanny	medial etc		
media event			
media project etc			

The practical value of the obtained results is as the follows: the development of both information and communication technologies has led to completely natural emergence of new lexemes as markers of the communicative space informatization process that requires stratification. Being an integral part of not only the highly professional interaction of specialists, but also representatives of other fields, in particular teachers, economists, politicians and others, development of new technologies produces new meanings that require verbalization. It is one of the main objectives of information hygiene, which involves both unification and standardization of terms with a media component. Media monitoring has shown that there were 17 times more composites than simple words, which is also important considering information hygiene since compound words are the most economical means of nomination compared to syntactic constructions. In addition, the percentage of lexemes with a media component belonging to different parts of speech was established, as well as the component composition of lexical units, namely: one-component, two-component, and three-component lexemes. For sure, the concept of information hygiene and media literacy can be a potential for a separate study in the future.

6. Conclusions

The study confirms the influence of modern information technologies on social communications, which, being increasingly mediated, require new nominative resources. Against their background, an array of vocabulary is clearly visible, associated with the concept of *media*, which, verbalized, was the source of a significant number of innovations, considering that their structure includes the *media* component.

It has been proved that media-determined innovations, according to our calculations, number 425 units, are a constantly replenishing open dynamic system. This has been confirmed by their dynamic observation description in dictionaries from 1973 to 2022, the analysis of scientific sources, including a sample from the Ukrainian Internet sector, conducted during January-March 2023.

The activity of the *media* component in derivational processes has been found out: in 94.5% it acts as a part of compound words. Its noticeable mobility has been found, however, in 87.12% it is in the preposition. The vast majority of innovations are nouns – 93.8%, the rest of the language accounts for 6.2%. As a reaction to the sociosystem mediatization, the activation of individual word creation has been noted, along with the fashion for media determinism in the nominations of institutions, organizations, and events.

Further study of innovative vocabulary with a *media* component consists in observing its dynamics, in a more detailed lexico-semantic classification, in particular in terms of polysemy, synonymy, and antonymy, in possible lexicographic practice.

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