

NICKNAME (VIRTUAL NAME) AS INTERNET REALITY

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Our century is the age of new technologies and new discoveries. Virtual life embraces the current generation in all spheres of their life. It is the "second reality", the "second life", where we all can show ourselves as we would like to be in our real life and this "other life" often begins with our name. In a virtual life this name is known as a nickname and it is not a secret that there are no real names in the Internet. Therefore, nicknames, the features of the nicknames and their importance for young people are the issues that can be useful both for understanding its correct use and positioning oneself in the media space.

Onomastics or onomatology is the study of the etymology, history, and use of proper names. Onomastics originates from the Greek word 'onomastikos', which translates to "of or belonging to naming". Anthroponomastics is the study of personal names. Onomastics can be helpful in data mining, with applications such as named-entity recognition, or recognition of the origin of names. Literary onomastics is the branch that researches the names in works of literature and other fiction. *Anthroponymics* is a part of onomastics, studying anthroponyms which are in their turn about the names of people and their individual components, that is their origin, evolution and patterns of their functioning. [1]

Most linguists and researchers outlines that anthroponyms can be divided into 9 different types: 1) a personal name; 2) a patronymic; 3) last name; 4) mononym; 5) a sobriquet; 6) a pseudonym; 7) cryptonym; 8) anthroponyms of literary works (literary anthroponymics), heroes in folklore (in myths, fairy tales); 9) anthroponyms as derivatives of ethnonyms (names of nations, peoples, nationalities). [2, c.35]

A personal name is given to a person at birth by parents and reflects their desire to see their children appropriate to those qualities that are traditionally laid in the name. Nickname or virtual name is a common noun, used by the user on the Internet, usually in places of communication, for example, in blogs, forums, chats, etc. The virtual space of the Internet allows a person to choose his name "to taste", denoting his individuality with the help of a nickname. Today, the nickname in a virtual space is probably

more important than the name and surname used in a real life. In addition, the nickname can be much more unique than your full name.

Thus, nickname could be described as a person's face in the network which can reflect his essence, aspirations, character or interests.

Among the main motives of choosing this or that nickname modern researchers distinguish such motives as an attempt to realize our ideal "I", most often not coinciding with the real "I"; avoidance of barriers in real communication as well as of norms and rules accompanying live communication or experiments with the search for our true 'self'. It should be mentioned that there are some other motives that play an important role in choosing a particular nickname, such as the game with other participants in the Internet communication, for example, a challenge, a desire for reaction or a desire to hide their real name; a chance to be fashionable and to emphasize their originality as well as an opportunity to emphasize a profession, nationality, place of birth, place of residence, social status, the main feature of their character or direction of their work, etc. [3, c.247]

Thus, in other words, the nickname is nothing more than a social code, a role, an image taken for rent. This is a kind of self-presentation, a visiting card which is presented to a virtual society for identification and, of course, attracting attention.

According to the survey held among our University students, we have found out that 65% of the interviewed use nicknames and only 35% use their full name. Our interview has also shown that students use different nicknames, for example, reduction-petting (11%), symbol replacement (17%), nicknames associated with the names of animals and plants (12%), nicknames generated from nominal names (20%), nicknames pointing to the external and internal world (27%), nicknames formed from food names (13%).

However, using nicknames may have positive and negative consequences. First of all, a person has an opportunity to choose such a name that he particularly likes. It could be sound or neutral, tru-Slavic or, conversely, sounding in a foreign manner, positive or aggressive and so on. Secondly, any person can use different pseudonyms for different types of creativity, for example, to write light love affairs and serious philosophical works at the same time. In addition, using nicknames allows to create one's own image, even very far from reality, for instance, a person can invent a non-existent profession, children or their absence, appearance, etc.

Next key factor which can be considered rather confusing is anonymity. On one hand, none of our friends or acquaintances may know what and where we are writing if we don't want to as well as our interlocutors may not know who we really are. On the other hand, anonymity can have some disadvantages as well, for example, a person has to prove that it was him who really was. Moreover, we can easily disappear if something suddenly goes wrong. Thus, responsibility here is much lower than using a real name. But, to some extent, this can also be called a minus as many people can try to evade administrative and criminal liability.

In conclusion, we must underline that using nicknames may lead to the necessity to live "two lives", for example, if our public and real images are different, it becomes more difficult to manage them effectively and, as a result, we can get confused and all our efforts will be in vain.

Thus, a nickname can be described as a kind of self-presentation of the Internet community, which may help to isolate oneself against the backdrop of the crowd and attract attention to their personality. In addition, the choice of a nickname is also connected with the Internet itself. The Internet, like the environment, is cruel and dangerous; that is why many people prefer not to show their real information. However, people with the help of the chosen nickname create an image or a dream that they would like to match, that is they subliminally begin to correct the traits of their character that they do not like which means that the nickname can be considered as hidden complexes and desires.

Список использованных источников

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