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Most Web pages are not indexed or retrieved by major search engines. This places a premium on the ability to ferret out resources buried in remote areas of the Web. An in-house "Webrarian" may be quite adept at such techniques.

(The National Law Journal, July 26, 1999)

**blog + celebrity > blogebrity**

It's been quite a turnaround for Hilton, who said that before becoming a **blogebrity** he had been in a deep depression and last year filed for bankruptcy and was fired from a job at a celebrity weekly magazine.

(The Associated Press, November 6, 2006)

**sex + texting > sexting**

There also are concerns about texting while driving, text-bullying and "sexting," or the term for adolescents messaging naked photos of themselves or others.

(The Washington Post, February 22, 2009)

b)  $ab + cd > ad$  (

)

**computer + communication > compunication**

Communication is becoming **compunication** — the linking of computers, fiber optics, satellites and newly emerging items that will enter — ready or not — our homes, classrooms and offices.

(Roanoke Times & World News, August 11, 1995)

**information + intermediary > infomediary**

Companies called **infomediaries** might act as custodians and brokers of customer information, marketing it to businesses on consumers' behalf while protecting their privacy.

(The Futurist, February 16, 2009)

**information + infrastructure > infostructure**

Building the **infostructure**: Monumental investments are being made to develop and enhance the information superhighways.

(The Futurist, November 19, 2006)

**smoking + texting > smexting**

In the two weeks following the smoking ban, texting across Orange's network of 17 million mobile phone users shot up by 7.5million texts, leading Orange to dub the trend 'smexting'. (Orange Mobile, August 5, 2007)

c)  $ab + cd > ab \setminus cd$  ( ):

**thumb+board > thumbboard**

As a result, **thumbboards** — miniature keyboards that are designed for thumb-directed text entry — are becoming more popular.

(Canadian Medical Association Journal, October 1, 2002)

**ubiquitous + computing > ubicomp**

In our **ubicomp** (ubiquitous computing) future, cities and their inhabitants will be dotted with sensors and radio relays. The data from those devices will bombard each of us with more of the sights, sounds, smells, and vibrations we are trying to get away from.

(The Boston Globe, January 14, 2008)

**advertising + game > advergaming**

For Clearnet, the decision to put 'advergaming' on their site is an easy one. The games are relatively cheap. Splashworks said a game typically costs \$10,000 to \$15,000 for three months use, and it drives surfers to the site through electronic word of mouth.

(National Post, March 13, 2000)

« [8, .18].

4. ( ).

*DWT (Driving while texting)* – «  
 »; *MoSoSo (Mobile social software)* – «  
 on-line»;  
*LAN party (local area network)* – «  
 »;  
*NOISE (Netscape, Oracle, IBM, Sun, and Everyone else)* – «  
 Microsoft: Netscape, Oracle, IBM, Sun  
 »; *UMPC (ultra-mobile  
 personal computer)* – «  
 »:

*A more common problem is DWT — driving while texting. And it's proven fatal on more than one occasion.*

(Chicago Daily Herald, March 17, 2005)

*MoSoSos are the mobile equivalents of online social networks like Friendster and LinkedIn. They help users find old friends, or potential new ones, on the go.*

(Wired News, March 8, 2005)

*Players frequently get together at what are called LAN parties — short for Local Area Network — where scores of gamers link their computers together at one central location for a weekend of competition, Marler said.*

(St. Petersburg Times, January 30, 2000)

*Rather than attacking Microsoft where it's strongest—its lawyers—NOISE should focus its efforts where Microsoft is weakest: the complexity of Microsoft's products and the relatively low payoff they provide in productivity.*

(PC Week, January 14, 2008)

*As an alternative for those who love to roam with multi-function gadgets, Intel Corp, the giant chip manufacturer, has plans to introduce what it calls the Ultra Mobile PC (UMPC) next year.*

(The Nation, November 12, 2005)

[5, .36]: *multipath movie* – «  
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 »; *whitelist* –  
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 », e-mail  
 »; *blogosphere* – «  
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 [5, .25]: *e-mail* –  
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 », *ciber war* – «  
 », *silicon revolution* – «  
 ».

: *smartphone* – «  
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**PECULIARITIES OF LEXICAL INNOVATION WORD-BUILDING  
IN THE SPHERE OF COMPUTER TECHNOLOGIES AND SOME PROBLEMS OF THEIR  
TRANSLATIONS**

*N. Bondarenko*

*The article deals with the tendencies of development of lexico-semantic system of English under the influence of extralinguistic factors, describes the ways of enriching of English vocabulary while analyzing its word-building process. The author describes the main ways of translation of the lexical innovations into ukrainian.*

**Key words:** *word building, modern informational technologies, neologisms, word building model, productive ways of translation, descriptive translation, loan translation, transcoding.*

1. ... , 1988. - 261 .
2. ... , 1974. - 176 .
3. // ... , 1983. - 101-113.
4. ... 80-90 : ... - 10.02.04. / ... , 1999. - 336 .
5. ... 2. , 2001. - 303 .
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