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**(ФГБОУ ВО МГЛУ)**

**Аннотация**

к выпускной квалификационной работе

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На тему:

«Продуктивные модели наименования новых продуктов в сфере информационных технологий»

Key words: free word-combinations, information technology, international words, motivational component, nomination, new words, terms, word-formation means.

The graduation paper consists of an introduction, a theoretical chapter, a practical part, a reference list and an appendix.

The novelty of the research is proved by the fact that the processes of nomination for new objects in information technology industry and, more specifically, in mobile industry remain widely unexplored by scholars.

To analyze the essence of nomination processes involved in the emergence of new nominal units the following tasks were set:   
- to give a theoretical overview of the basic notions relevant for this research: neologisms, terms and nonce-words;   
- to compile a corpus of new lexical units pertaining to the IT industry (mobile devices) dating from 2007;   
- to analyze the peculiarities of nomination of new devices and their features in the press articles from the internet sites promoting their release.

The undertaken derivational and semantic analyses show the dual nature of nomination processes in the sphere of mobile industry. On the one hand, it is extremely flexible and highly reactive environment, but, on the other, it is, in its roots, a very conservative sphere that has to apply the existing lexical material in word formation processes.

As a characteristic feature of the units under analysis, the nomination processes in the sphere of mobile industry show a unique ability to adopt numbers as morphemes.

Linguists studying the informational technology industry have to face multiple challenges that the nomination of new lexical units represents, such as: semantic challenge of a unit acquiring new and sometimes unexpected meanings and connotations; a random character of the adaptability of such lexis.

These challenges, in fact, can suggest new avenues for research in this field.

Согласовано:

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