LLT Journal, e-ISSN 2579-9533, p-ISSN 1410-7201, Vol. 28, No. 1, April 2025, pp. 362-375

LLT Journal: A Journal on Language and Language Teaching
http://e-journal.usd.ac.id/index.php/LLT
Sanata Dharma University, Yogyakarta, Indonesia

THE NEOLOGISM *ГЕЈМИНГ* (GAMING) IN THE MACEDONIAN LANGUAGE

Violeta Janusheva*
University "St. Kliment Ohridski", Republic of North Macedonia
violeta.januseva@uklo.edu.mk
*correspondence: violeta.januseva@uklo.edu.mk
https://doi.org/10.24071/llt.v28i1.11565
received 28 January 2025; accepted 25 April 2025

Abstract

Considering the researcher's experience, the word's appearance, and its exclusion from the latest dictionary, this study discusses the new word *гејминг* (gaming) in the Macedonian language, in relation to its emergence, word formation productivity, transfer to the general language, and current status. The aim is to obtain profound data on this neologism's nature and to showcase its orthographical implications. The sample consists of 950 internet sources related to information technology (IT), obtained by Google search on the keyword *гејминг,* and the analysis exploits the qualitative content analysis based on coding and the interpretative-inductive method. The results indicate that since its appearance in 2009, it continues to be present mostly in the specialized IT lexicon among experts in this field. Further, besides the word's formation capacities, given its exclusion from the latest Macedonian dictionary and the existence of the domestic synonym, it seems reasonable to assume that the Macedonian language has no need for its adaptation. Furthermore, it is more likely that the domestic word *играње* will transfer from the general lexicon into the specialized game language. Finally, the results confirm that each neologism has its path in a given language and should be approached as a separate language unit.

Keywords: *гејминг* (gaming), implications, Macedonian language, neologism

Introduction

Despite the effort to maintain its organized structure in which each unit has its place and is part of a hierarchy (De Saussure, 1989), which refers mainly to the phonology and grammar (Crystal & Robins, 2024), language constantly changes, mostly to address its speakers' needs. These needs arise from the complex socio-political, economic, cultural, and other changes which primarily affect the language vocabulary, given that lexis is one of the most open language systems.

Concerning its vocabulary, the Macedonian language is permanently transforming and expanding largely by new words that enter basically from the English language. Although the contact between the two languages is indirect via the means of public communication, literature, music, and film production, etc., the novel English words are a fruitful source for enriching the Macedonian language lexicon. Primarily, these new words denote new phenomena. However, the socio-

This work is licensed under CC BY-SA.
Creative Commons Attribution-ShareAlike 4.0 International License

psychological reasons which lead to their usage should also be mentioned (Filipović, 1986) because they showcase the role of English as a lingua franca and as a language related with prestige values (Canagarajah, 2018; Grigoryeva & Zakirova, 2022; Jenkins, 2019; Suzina, 2021; Taguchi & Ishihara, 2018; Wu, Mauranen & Lei, 2020).

In relation to the definition of the term neologism, many dictionaries explain it in the same manner, i.e., as a new word or expression or as a new meaning of an already existing word which is not generally accepted (Merriam-Webster; Zeydan in Encyclopedia Britannica (2024), Cambridge online dictionary, Collins online dictionary, Longman online dictionary, Tolkoven rechnik na makedonskiot jazik – Macedonian language explanatory dictionary). The online Dictionary of linguistic terms in the Serbian language comes up with additional information, claiming that the novel words may be standardized or eliminated from a language, and distinguishes many types of neologisms, yielding meaningful insights. In the same vein, the online Croatian encyclopedia gives supplementary data, stating that after their general acceptance, the new words cease to be considered new words, and gradually become part of the specialized lexicon, which is seen as a mighty tool for enrichment of each language lexicon, regarding that many novel terms are specialized lexemes, i.e. terms belonging to some scientific or technical field. Albeit the boundaries between the specialized lexeme and the lexeme present in the general everyday language interaction are diminished (Rondeau, 1983), given that specialized languages denote concepts and phenomena precisely and exactly, they are considered an essential instrument among specialists in the same field. As claimed by Adelstein and Cabré (2002), the specialized and the non-specialized lexicon are the same manifestation of a single lexical-semantic information. However, as stated by Janusheva (2018), due to globalization, the fast development of ICT, the growth of the higher educated population, etc., the specialized lexemes often transfer to the general language use among persons who are not experts in a given field, known as determinologization. In her research, she reveals that besides this, a process of terminologization is observed, meaning that words from the general language start to be transmitted into the specialized lexicon.

Just as the dictionaries, a substantial body of research defines the term neologism identically, mainly as new words that denote new concepts or phenomena, produced as a result of the science and technology evolution, new life conditions, the changes in society etc. or as new words generated to express an already existing notion, taking into consideration the speakers' communicative needs and psychological aspects and the words' exclusion from the latest dictionary as well (Fischer, 1989; Herberg, 1988; Kinne, 1990; Krahl & Kurs, 1975; Martincová, 1972; Rey, 1995). Numerous researchers determine the word neologism likewise (Anesa, 2018; Assanova, Zhampeiis, Toyshibaeva, Ismaguloca & Ermagambetova, 2019; Dasgupta, 2004; Janovec, Adámková, Hradilová, Lábus, Martinková, Nagy, Stěpanova, & Svobodová, 2013; Janusheva, 2022; Janusheva, 2024; Janusheva & Jurukovska, 2015; Karlík, Nekula, & Pleskalova, 2002; Liu & Liu, 2014; Malmkjær 2006; Nam 2021; Nelcoska, 2020; Sablayrolles, 2008; Usevičs, 2012).

There are also multiple criteria to elucidate the term neologism, which include psychological, lexicographical, diachronic, functional, and chronological parameters; concretization of the period and the language space in which it occurs;

concretization of what is perceived as new; concretization of the novelty in the word structure; instability; the frequency of use; the socio-pragmatic factors (Boulanger, 2010; Cabré, Domènech & Estopà, 2014; Estornell, 2009; Horbach & Hryniuk, 2018; Janssen, 1996; Kotelova, 2015; Otashevikj, 2008; Sablayrolles, 2002; Schmid, 2011).

Nevertheless, one very relevant criterion should be mentioned as well. Namely, the deepest researcher's knowledge of the language system and his/her experience in detecting or recognizing whether a word is new or not are of vital importance. Further, it is very noteworthy to specify that each language has its own novel words; thus, what is considered a new word in one language does not have to be a new word in another language, which depends on the dynamic nature of the new word and the transfer in the general language. Furthermore, each novel word has its life cycle in a language on its way to being accepted and included in the dictionaries or to remain a part of the specialized lexicon. For example, following the online Hrvatski jezichni portal [The online Croatian language portal], it is evident that the word bek ap [back up] is a part of this Portal, while it is still a novel word not included in the current Macedonian dictionary. Therefore, it is crucial to observe each novel word as a single unit with its features without making generalizations about all neologisms.

Regardless of the effort to define neologisms, as claimed by Smyk-Bhattacharjee (2009), and of the criteria offered for its determination, it still continues to exist as a term that means different things to various researchers, and thus, it is ambiguous. Considering the above mentioned and the three very important criteria, researcher's knowledge and experience, time and lexicography, the present paper seeks to reveal the nature of the English language neologism *гејминг* (gaming), regarding its appearance, its derivational capacities, its transfer to the general lexicon, and its current status in the Macedonian language. The aim is to obtain more profound data on the nature of this neologism, to show the orthographical implication it introduces in the Macedonian language (Pravopis na makedonskiot jazik, 2017) [Orthography of the Macedonian language], and to anticipate the transfer of the Macedonian synonym играње into the specialized game lexicon. At the same time, this study presents the enormous English language influence on the Macedonian language.

This research examines the life of the neologism *гејминг* (gaming) in the Macedonian language, and thus it seeks an answer to these research questions: When did the word appear? What are its derivational capabilities? What is the possibility of its transfer to the general language and inclusion in the dictionaries? What is its current status? This study aims to obtain a clearer understanding of the nature of neologisms in general, to demonstrate their implications on the Macedonian language orthography, and to anticipate their future path in the Macedonian language.

Broader research context

Worldwide, many scholars scrutinize the novel words associated with the noun game and with the language used when playing a game. Chunovikj (2015) explores the new words in the three most-read journals among the youth in Croatia. She claims that the new words are differently adapted in the Croatian language, depending on the word base, and lists the noun gejmer as an illustration. Courtney

(2017) defines game speech as a unique language, oral and written, used when talking during game play to other characters or when discussing games and their worlds outside of the game itself, and finds that it is full of coinages and novel words. Using 300 games, González (2019) points out that neologisms are one of the basic features of specialized language and examines the challenges translators face when working on video game-related texts. He also states that the many specific characteristics of this specialized lexicon apply to the video games lexicon. He further claims that some of these novel words are left as they are, and some are adapted to the language's grammar system. Manova-Georgieva & Bagasheva (2020) showcase a new group of verbs in Bulgarian and Russian, such as *хейтвам, лайквам, фейсбуквам* (Bulgarian) and апгрейдить, *блинковать, юзать* (Russian), which are formed with affixation. One of the most productive models is: English root + suffix -i/-a + flexion ть > *гамать*/ *геймить*. They conclude that in the Bulgarian language, these verbs are transcribed, while in the Russian language, there are dual forms, transcribed and not transcribed, which occur simultaneously. They also indicate the English language influence, saying that these novel verbs undergo minimal transformation and thus, they are easily accepted. Johnston (2021) considers the use of neologisms among gamers and explores whether they extend into everyday language. Investigating the French neologisms in Larousse dictionary of 2018 and 2019, Julisdianti and Susanto (2021) argue that the stem word in gameur or gameusse is derived from the English word game, to which the suffix -eur, -euse is added. They add that the word gameur is an adapted form of the word gamer from English into French. Mikić Čolić (2021) indicates that the suffix -er, which has English origin, in the Croatian language is among the most productive ones and it is added to nouns that have foreign bases. The meaning of these derivations is: the doer of the action (bilder, fajter, gejmer). Her findings are supported by Mikac (2021), who notices the same productivity of this suffix in her corpus, and the productivity of the suffix -ati. Among the examples, she notices the verb gejmati and the verbs editirati, furati, hejtati, which have a foreign base. Examining the use of English neologisms by Iraqi Kurd Facebook users on Facebook, Sabir (2022) lists the word gaming as a novel word formed by affixation and belonging to the semantic field of sports and games.

In a wider sense, probing the neologisms on social media is also very productive among researchers, revealing very significant insights into their nature. Jahan and Irfan (2021) state that a lot of English words change their meaning in the language in which they are introduced. Hamdan & Al-Salman (2021) claim that neologisms in the Arabic language are used more frequently, even though there is an Arabic domestic word.

As for the Macedonian sources, the word *гејминг* (gaming) is registered only in the Rechnik na mediumskata pismenost (2023) [Media literacy dictionary, 2023] without any further reference.

Method

The sample consists of 950 internet sources primarily related to IT, which are obtained via Google search on the keyword *гејминг* (gaming). It is a purposeful sample, and this type of sample is supported by the view of Lincoln and Guba (1985) who state that each sample is purposeful, given that it is collected for a certain goal. Further, the sample determination, as any source that provides

information about the research questions, is in line with the attitudes of Cheeck (2008), Charmaz (2014), and Gentles, Charles, Ploeg, and McKibbon (2015). Furthermore, the researcher's beliefs that these sources can provide answers to the research questions are considered as well, which is in line with Palys's (2008) opinion that the sample depends on the research questions and the research context. Therefore, these sources serve as a corpus Do It Yourself, which, according to Hardie (2016), is the most suitable to answer the research question.

The analysis of the results exploits Schreier's (2014) qualitative content analysis, which is based on the coding and systematically describes the results' meaning. Each article is read carefully, and a protocol for coding, or a coding frame, as suggested by Crabtree and Miller (1999) and Schreir (2014) is made. The unit of coding is determined, i.e., the word *гејминг* (gaming) and all the derived words with this base, meaning that the coding frame is data-driven. The analysis rests upon the interpretative-inductive method, suggested by Thomas (2006), Kahlke (2014), and Harding and Whitehead (2016), signifying that the inductive thinking leads to generating ideas from the data.

Findings and Discussion

According to the Cambridge online dictionary, Oxford learners dictionary, Merriam-Webster online dictionary, *gaming* is an uncountable noun meaning the activity of playing video games, the activity of playing games on computers and other electronic devices and the activity of playing computer games (= games in which the player controls moving pictures on a screen by pressing buttons). It is derived from the noun *game* plus the suffix *-ing*.

In the Macedonian language, the new word *гејминг* (gaming) is borrowed from the English language and transcribed in Cyrillic, as it is pronounced in the English language. It is noticed in the internet sources since July 13, 2009 (it.mk), predominantly in articles concerning IT. After 2009, this word can be traced in 2013 (Dano, 13.5.2013), (16.8.2013, forum.it.mk), in 2014 (Danilovski, 28.6.2014, slobodnaevropa.mk), in 2015 (Dano, 18.2.2015; Sokoloski, 18.11.2015), in 2016 (Sokoloski, 8.11.2016), in 2018 (13.4.2018, it.mk; Sokolovski, 20.6.2018, it.mk), in 2020 (Jovanchevski, 11.2.2020, it.mk); in 2022 (britishcouncil.mk, 2022) again, largely in articles related to IT and in the shop advertisement of gaming equipment. It is rarely used in articles that report on everyday news in technology or in articles belonging to various rubrics in the online journalistic discourse.

In 2024, this novel word is more frequently used, also in the articles which describe the growth of the game industry (Sokolovski, 9.1.2024, it.mk; F. Z., 16.4.2024, kajgana.com; F. Z., 13.6.2024, kajgana.com; 21.7.2024, makfax.com.mk). Therefore, it can be said that in the period of 15 years of its existence in the Macedonian language, it is a part of the specialized lexicon used by experts in this field. This insight is in line with Johnston's (2021) view that this word usage is still limited to the specialized IT vocabulary and has not been transmitted into everyday language.

Given that English language borrowings expand the language's vocabulary, it is clear that this word's presence in internet sources, in which the domestic synonym *играње* is used only twice, shows the prestige status of the English language as a lingua franca, which correlates with the previous findings

(Canagarajah, 2018; Jenkins, 2019; Grigoryeva & Zakirova, 2022; Suzina, 2021; Taguchi & Ishihara, 2018; Wu, Mauranen & Lei, 2020).

The Rechnik na mediumskata pismenost (2023) [Macedonian media literacy dictionary 2023] provides the same meaning for the word *гејминг* (gaming), i.e., *играње компјутерски или видеоигри* (playing computer or videogames). Hence, it can be argued that the Macedonian language already has one phrase with the same meaning as *gaming*, and that the new word is not by the objective language needs. This view can be supported by the exclusion of the word from the current Macedonian dictionary.

Regarding the word group it belongs to, it can be analyzed from two different points of view. The first considers *гејминг* a masculine noun only in singular form corresponding to similar forms which are present in the Macedonian explanatory dictionary (2003), such as *лизинг* (leasing) and *маркетинг* (marketing), and in the Macedonian orthography, such as *бодибилдинг (*bodybuilding). As such, this form can be determined with the suffix, for ex., *гејмингот* (the gaming, 9.2018, kariera.mk). The second sees this form as an unchangeable adjective (Macedonian orthography, 2017). Defining the correct word group this word fits in is essential, because it defines the written form of the compound nouns in which the first component is *гејминг* (gaming).

Nevertheless, this word continues to exist in the Macedonian language, in the IT discourse, and becomes a productive way of creating many other novel compound words. What follows is a list of derived compound nouns in the Macedonian language whose first component is the word *гејминг* (*gaming*), in order to illustrate its word formation capacities.

гејминг платформа [gaming platform] (13.5.2013, Dano, it.mk).
гејминг конзола, *гејминг компонента* [gaming console, gaming component] (Sokoloski, 28.6.2013, it.mk).
гејминг општеството [gaming society] (Danilovski, 28.6.2014, slobodnaevropa.mk).
гејминг средина [gaming environment] (Danilovski, 28.6.2014, slobodnaevropa.mk).
гејминг индустрија [gaming industry] (Dano, 18.2.2015, it.mk, Sokoloski, 18.11.2015, it.mk; 9.2018, kariera.mk; 3.12.2024, it.mk).
гејминг заедница [gaming community] (Danilovski, 28.6.2014, slobodnaevropa.mk; 13.4.2018, it.mk; britishcouncil.mk, 2022; 30.1.2024, makfax.com).
гејминг подкаст [gaming podcast] (1.12.2015, forum.it.mk; Dano, 10.12.2015, it.mk; 12.2.2016, forum.it.mk).
гејминг сфера [gaming sphere] (1.1.2016, forum.it.mk).
гејминг викенд, гејминг турнир [gaming weekend, gaming tournament] (Sokoloski, 24.3.2016, it.mk).
гејминг стримови [gaming streams] (Sokoloski, 28.2.2017, it.mk).
гејминг сесии [gaming sessions] (13.4.2018, it.mk; F. Z., 13.6.2024, kajgana.com; 19.9.2024 kajgana.com).
гејминг брендови [gaming brands] (13.4.2018, it.mk; 30.1.2024, makfax.com).
гејминг претплата [gaming subscription] (Sokoloski, 11.6.2018, it.mk).
гејминг компоненти, гејминг глувче [gaming components, gaming mouse] (13.4.2018, it.mk).

гејминг клиенти, гејминг отпечаток [gaming clients, gaming imprint] (Jovanchevski, 23.5.2019, it.mk).
гејминг перформанси [gaming performances] (Jovanchevski, 26.10.2020, it.mk).
гејминг зона [gaming zone] (Jovanchevski, 11.2.2020, it.mk; 21.7.2024, makfax.com.mk).
гејминг центар [gaming center] (Kirov, 3.7.2020, strumicadenes.mk).
гејминг студио [gaming studio] (4.11.2020, it.mk).
гејминг настан [gaming event] (britishcouncil.mk, 2022).
гејминг препорака [gaming recommendation] (Jovanchevski, 13.7.2023, it.mk).
гејминг култура [gaming culture] (16.9.2023, meta.mk).
гејминг вести [gaming news] (Стојановски 10.12.2024, meta.mk).
гејминг - индустрија [gaming - industry] (Јовеска, 9.11.2022, mk.bloombergadria.com).
гејминг уреди [gaming devices] (21.7.2024, makfax.com.mk).
гејминг забава [gaming party] (14.6.2024, plusinfo.mk).
гејминг спомени [gaming memories] (Jovanchevski, 8.8.2024, it.mk).
гејминг волани [gaming steering wheels] (ddstore.mk).
гејминг бироа [gaming desks] (hivetec.mk).
гејминг конзоли [gaming consoles] (ananas.mk).
гејминг светот [gaming world] (A. S., 2.12. 2024, kajgana.com).
гејминг спектакл, гејминг корнер [gaming spectacle, gaming corner] (a1.mk, 2024).
гејминг-спектакл [gaming-spectacle] (30.1.2024, makfax.com).
гејминг асортиман [gaming assortment] (ananas.com).
Gaming *доживување* [gaming experience] (19.9.2024, kajgana.com).
гејминг симулатор [gaming simulator] (F. Z., 27.3.2024, kajgana.com).
гејминг предлози [gaming proposals] (Jovanchevski, 6.12.2024, it.mk).
гејминг простор [gaming space] (MZMP, myla.org.mk).
гејминг пазар [gaming market] (Lekikj, 4.11.2024, it.mk).
гејминг компјутер [gaming computer] (12.11.2024, denar.mk).
гејминг столици, гејминг понуда, гејминг искуство, гејминг монитори, гејминг слушалки, гејминг тастатури, гејминг подлоги за глувчиња, гејминг маси, гејминг глувчиња, гејминг ранци и торби, гејминг облека [gaming chairs, gaming offer, gaming experience, gaming monitors, gaming headphones, gaming keyboards, gaming pads for mice, gaming tables, gaming mice, gaming backpacks and bags, gaming clothes] (ananas.mk).
гејминг контролери, *гејминг глувчиња*, *гејминг звучници*, *гејминг компјутери*, *гејминг ладилници*, *гејминг лаптопи*, *гејминг монитори* [gaming controllers, gaming mice, gaming speakers, gaming computers, gaming coolers, gaming laptops, gaming monitors] (setra.mk).

As evident, the derivational potential of the word *гејминг* (gaming) is very high. These findings support the results of Al-Rahman Naji Kmail (2016), Jahan and Irfan (2021), and Hamdan and Al-Salman (2021) that new English words are used more frequently than the domestic counterparts. Thus, the usage of this new word indicates that the new words are not borrowed only to denote a new concept or phenomenon, but serve as synonyms to an already existing phrase, *играње игри* (playing games).

Regarding the two standpoints mentioned before, two separate explanations can be provided. It should be mentioned that the Macedonian language has a grammatical gender which is defined based on the suffixes denoting the gender of each noun in spite of whether the noun indicates a living being or not. Thus, each noun is a part of the gender system, which contains three grammatical genders – masculine, feminine, and neuter.

First, the explanation that this novel word is a noun only in the form of masculine singular indicates that these compound words should be written with a hyphen. In this case, the two nouns are not connected with an infix (-o-, or -e-), but they denote one concept. The first noun *гејминг* (gaming) supplements the meaning of the second component and is grammatically unchangeable, and the second component determines the grammatical gender and is changeable (Pravopis na makedonskiot jazik, 2017) [The Orthography of the Macedonian language]. For instance, *гејминг-заедница, гејминг-заедницата* [gaming community, the gaming community]. Therefore, almost each of the listed examples are written in a way that deviates from the Macedonian standard language norm. The example *гејминг - индустрија* [gaming - industry] is still not written correctly, because there should be no space between the hyphen and the words.

Second, the interpretation of this word as an unchangeable adjective suggests that these compound words should be written separately as two words. In this case, *гејминг* (*gaming*) as an unchangeable adjective comes in phrases with a noun (Pravopis na makedonskiot jazik, 2017) [The Orthography of the Macedonian language]. For example, *гејминг заедница*, *гејминг заедницата* [gaming community, the gaming community]. Hence, almost all of the examples listed below are written correctly and with respect to the Macedonian language norm.

Among the examples, there is a single one in which the first component is written in Latin script and the second in Cyrillic, Gaming *доживување* (Gaming experience). Usually, this happens at the beginning of a word's appearance when it is not yet established in the community's perception as a new word. Therefore, it is a surprise to see the first component written in Latin in 2024 after 15 years of existence, which may suggest that this word is still perceived as foreign and has not been adapted.

In terms of the meaning of the word *гејминг* (gaming) in these compound nouns, it is different and depends on each compound, confirming Jahan's and Irfan's (2021) findings that many English words change their meaning in the language in which they are accepted.

In most cases, the meaning is: the second component + *за играње* (for playing). For example, *гејминг студио* (gaming studio) means a studio for playing games, *гејминг уреди* (gaming devices) means devices for playing games, *гејминг простор* (gaming space) means a space for playing games.

In some of these compounds, the meaning is: the second component + *на игри* (of games). For ex., *гејминг бренд* (gaming brand) means a brand of games, *гејминг предлози* (gaming suggestions) refers to suggestions of games for playing.

However, there are compounds in which the meaning is not so evident. For instance, in *гејминг клиенти* (gaming clients) it is not so clear what type of clients are referred to, i.e., they are clients who buy a game or they are clients who play the game. Therefore, the further context, from which it is apparent that a game client has a special meaning, has to be addressed, i.e., a network client that connects an

individual user to the main game served, used mainly in multiplayer video games, which is not well known outside of the sphere of gaming. This indicates that the explanation of the meaning sometimes introduces another new word.

In addition, in the excerpted corpus, there are more complex compound phrases that contain the word *гејминг* (gaming), which appear to be challenging regarding the Macedonian orthography, especially knowing that compound orthography is not resolved yet.

> *гејминг шопинг предлози* [gaming shopping suggestions (Jovanchevski, 2.11.2024, it.mk).
> *гејминг десктоп компјутери* [gaming desk computers] ananas.mk.

In the Orthography of the Macedonian language (2017), there is only one rule that refers to these types of compound phrases. It says that if the first component in these complex compounds is a half compound, then the second part is written separately: koktel-shou emisija [cocktail show program], hip-hop muzika [hip hop music], etc. Nevertheless, this rule cannot be a solution for these complex compound phrases because the orthography of the compounds in which *gaming* is the first component is not established as a language norm yet.

In the excerpted material, there are many new words related to *gaming*, and although they are not the subject of this elaboration, it is worth mentioning that very often, gaming and gamers are used as synonyms, and they are not. For example, *гејминг класици* (gaming classics) and *гејмерски класици* ([gamers' classics] (A. S., 29.1.2024). Classics refer to games that are judged over a period of time to be of the highest quality, and gamers refer to something that belongs to gamers. So the correct form is gaming classics.

Further, the material shows the presence of the words: *гејмер* (gamer, m. sing..), *гејмери* (gamers, pl.), *гејмерите* (determined form) (the gamers), гејмерка (gamers f sing.) (3.7.2009; Sokoloski, 28.6.2013, it.mk; Danilovski, 28.6.2014, slobodnaevropa.mk; 13.4.2018, it.mk; Sokolovski, 20.6.2018, it.mk; Jovanchevski, 23.5.2019; F. Z., 10.6.2024, kajgana.com; F. Z., 8.7.2024, kajgana.com; 19.9.2024 kajgana.com; 10.12.2024, meta.mk; ananas.mk), it.mk); the verbal noun *гејмање* (A. S., 3.9.2024, kajgana.com) and the verb *гејмајте* (a1.mk, 2024). These results are in line with the findings of Manova-Georgieva and Bagasheva (2020), proving that a new group of verbs emerges in the Macedonian language, and with the results of Mikikj Cholikj (2021) and Mikac (2021), showing the productivity of the suffix -er as well.

Conclusion

The findings reveal that since its appearance in 2009 until nowadays, the word *гејминг* (gaming) continues to be present mostly in the discourse of IT specialists, thus being a special marker of the IT language. Given that it is the first component of many compounds, this novel word showcases very high word formation productivity. Yet, regarding the two interpretations of the word group it belongs to, it introduces implications on these compound words' orthography.

Further, regarding its 15 years of existence, its exclusion from the current Macedonian dictionary, and the presence of its domestic synonym, it is more likely that its transmission to the general language will not happen because the

Macedonian language norm encourages the usage of domestic words. Finally, there is an increased probability for the domestic word to transfer into the IT discourse, which demonstrates the creative potential of the language and the process of terminologization.

References

Adelstein, A., & Cabré, M. T. (2002). The specificity of units with specialized meaning: Polysemy as explanatory factor. *Documentação de Estudos em Lingüística Teórica e Aplicada, 18*(spe), 1–25. https://doi.org/10.1590/S0102-44502002000300003

Anesa, P. (2018). *Lexical innovation in world Englishes: Cross-fertilization and evolving paradigms*. London: Routledge.

Assanova, G., Zhampeiis, K., Toyshibaeva, G., Ismagulova, B., & Ermagambetova, A. (2019). Modern status and development trends of neologisms in the Kazakh language. *Humanities and Social Sciences Reviews, 7*(4), 926–934. https://doi.org/10.18510/hssr.2019.74125

Boulanger, J. C. (2010). Sur l'existence des concepts de "néologie" et de "néologisme": Propos sur un paradoxe lexical et historique. In M. Teresa Cabré et al. (Eds.), *Actes del I congrés internacional de neologia de les llengües Romàniques* (pp. 31–73). Barcelona: Universitat Pompeu Fabra.

Cabré, M. T., Domènech, O., & Estopà, R. (2014). *Mots nous en català/New words in Catalan. Una panoràmica geolectal/A diatopic view*. Amsterdam/ Philadelphia: John Benjamins Publishing Company.

Cambridge online dictionary. (n.d.). https://dictionary.cambridge.org/dictionary/english/neologism

Canagarajah, S. (2018). The unit and focus of analysis in lingua franca English interactions: In searchof a method. *International Journal of Bilingual Education and Bilingualism, 21*(7), 805–824. https://doi.org/10.1080/13670050.2018.1474850

Charmaz, K. (2014). Grounded theory in global perspective: Reviews by international researchers. *Qualitative Inquiry, 20*(9) 1074–1084. https://doi.org/10.1177/1077800414545235

Cheeck, J. (2008). Foucauldian discourse analysis. In M. Lisa (Ed.), *The Sage encyclopedia of qualitative research methods* (pp. 355–357). Thousand Oaks, CA: Sage.

Chunovikj, N. (2015). *Neologizmi u chasopisima za mlade: Semantika, rjechotvorba, dinamika mijene* [Neologisms in the youth journals: Semantics, word formation, dynamic of change]. Sveučilište u Rijeci, Filozofski fakultet.

Collins online dictionary. (n.d.). https://www.collinsdictionary.com/dictionary/english/neologism.

Courtney, M. L. (2017). *Game speak: Adaptations of internet language to fit the worlds of online gaming* (Master thesis, University of Louisiana).

Crabtree, B., & Miller, W. (Eds.) (1999). *Doing qualitative research* (2nd ed). London: Sage.

Croatian online encyclopedia. (n.d.). https://enciklopedija.hr/clanak/neologizam

Crystal, D., & Robins, R. H. (2024). Language encyclopedia Britannica. Retrieved from https://www.britannica.com/topic/language/Neologisms.

Dasgupta, P. (2004). Archives arcades, and the translation of neologisms. *Translation Today, 1*(1), 6–28.

De Saussure, F. (1989). *Opšta lingvistika* [General linguistics]. Beograd: Nolit.

Estornell, P. M. (2009). *Neologismos en la prensa: Criterios para reconocer y caracterizar las unidades neológicas.* Valencia: Universitat de València.

Filipović, R. (1986). *Teorija jezika u kontaktu – Uvod u lingvistiku jezičnih dodira* [Theory of the language contact]. Zagreb: JAZU, Školska knjiga.

Fischer, A. (1989). Aspects of historical lexicology. In U. Fries & M. Heusser (Eds.), *Meaning and beyond: Ernst leisi zum 70 geburtstag* (pp. 71–91). Tübingen: Gunter Narr.

Gentles, J. S., Charles, K., Ploeg, J., & McKibbon, A. (2015). Sampling in qualitative research: Insights from an overview of the methods literature. *The Qualitative Report, 20*(11), 1772–1789. http://dx.doi.org/10.46743/2160-3715/2015.2373

González, M. R. (2019). Specialized terminology in the video game Industry: Neologisms and their translation. *Vertimo studijos, 12*, 71–86. http://dx.doi.org/10.15388/VertStud.2019.5

Grigoryeva, L. L., & Zakirova, R. R. (2022). The role of English in intercultural communication: Past, modernity and future global perspectives. *Training, Language and Culture, 6*(2), 45–55. http://dx.doi.org/10.22363/2521-442X-2022-6-2-45-55

Hardie, A. (2016). Corpus linguistics. In K. Allan (Ed.), *The Routledge handbook of linguistics* (pp. 502–515). London: Routledge. https://doi.org/10.4324/9781315718453

Harding, T., & Whitehead, D. (2016). Analyzing data in qualitative research. In Z. Schneider & D. Whitehead (Eds.), *Nursing and midwifery research: Methods and appraisal for evidence-based practice* (5th ed., pp. 128-138). Elsevier: Churchill Livingstone.

Herberg, D. (1988). Neologism -lexikologisch und lexikographischbetrachtet. *Sprachpflege Jg, 37*(8), 109–112.

Horbach, O., & Hryniuk, O. (2018). Semantic aspect of compound neologisms in the modern German language. *Advanced Education, 9*, 231–239. https://doi.org/10.20535/2410-8286.111193

Hrvatski jezichni portal online [Croatian online language portal]. (n.d). https://hjp.znanje.hr/index.php?show=search

Janovec, L., Adámková, P., Hradilová, D., Lábus, V., Martinková, M., Nagy, M., Stěpanova, L., & Svobodová, D. (2013). *Dynamika českého lexika a lexikologie*. Olomouc: Univerzita Palackého v Olomouci, Filozofická fakulta.

Janssen, M. (1996). Orthographic neologisms: Selection criteria and semi-automatic detection. Retrieved from http://maarten.janssenweb.net/Papers/neologisms.pdf.

Janusheva, V. (2018). Terminologizacija, reterminologizacija i determinologizacija [Terminologization, reterminologization and determinologization in the Macedonian standard language. *Philological Studies, 1*, 1–16. Skopje: Institut za makedonska literatura.

Janusheva, V. (2022). Linguistic analysis of corona and COVID-19 related words in the Macedonian standard language. *International journal for Linguistic, Literary and Cultural Research "Palimpsest", 7*(13), 25–39. http://dx.doi.org/10.46763/PALIM22713

Janusheva, V. (2024). The life of the neologism freelance in the Macedonian language. *International Journal of Education "Teacher", 28*, 23–30.

Janusheva, V., & Jurukovska, J. (2015). Conceptual formulation of neologisms in various dictionaries and primary school Macedonian language course textbooks. *Journal of Language and Linguistic Studies, 11*(2), 99–116.

Jenkins, J. (2019). English medium instruction in highereducation: The role of English as lingua franca. In A. Gao, C. Davison, & C. Leung (Eds.), *Second handbook of English language teaching* (pp. 91–108). Cham: Springer. https://doi.org/10.1007/978-3-030-02899-2_7

Johnston, I. (2021). *Neologisms and their use in gaming communities*. Carbondale: Southern Illinois University Carbondale.

Julisdianti, W. A., & Susanto, D. (2021). French neologisms in Larousse dictionary of 2018 and 2019. *International Review of Humanities Studies, 6*(1), 311–328. https://doi.org/10.7454/irhs.v6i3.1329

Kahlke, M. R. (2014). Generic qualitative approaches: Pitfalls and benefits of methodological mixology. *International Journal of Qualitative Methods, 13*(1), 37–52. https://doi.org/10.1177/160940691401300119

Karlík, P., Nekula, M., & Pleskalova, J. (2002). *Encyklopedický slovník češtiny*. Praha: Lidové noviny.

Kinne, M. (1998). Der lange Weg zum deutschen Neologismenwörterbuch. In W. Teubert (Ed.), *Neologie und korpus* (pp. 63-110). Tübingen: Studien zur deutschen Sprache.

Kotelova, N. Z. (2015). *Selected works*. St. Petersburg: Nestor-Istorya.

Krahl, S., & Kurs, J. (1975). *Kleines wörterbuch der stilkunde*. Zustand: deutliche Gebrauchsspuren.

Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Beverly Hills, CA: Sage

Liu, W., & Liu, W. (2014). Analysis on the word-formation of English netspeak neologism. *Journal of Arts and Humanities, 3*(12), 22–30. https://doi.org/10.18533/journal.v3i12.624

Longman online dictionary. (n.d.). https://www.ldoceonline.com/dictionary/neologism

Malmkjær, K. (Ed.). (2006). *The linguistics encyclopedia*. London: Routledge. https://doi.org/10.4324/9780203432860

Manova-Georgieva, Y., & Bagasheva, M. (2020). On a newly-coined group of verbs in Bulgarian and Russian under the influence of the internet language. *Orbis linguarum, 18*(1), 58–65. http://dx.doi.org/10.37708/ezs.swu.v18i1.7

Martincová, O. (1972). K problematice lexikálních neologismů. *Slovo a slovesnost, 33*(4), 283–293.

Merriam-Webster online dictionary. (n.d.). https://www.merriam-webster.com/dictionary/neologism

Mikac, M. (2021). *Neologija u tinejdžerskim časopisima* [Neology in the teenagers' journals]. Zagreb: Filozofski fakultet Sveučilišta u Zagrebu.

Mikić Čolić, A. (2021). *Neologizmi u hrvatskome jeziku* [Neologisms in the Croatian language]. Osijek: Filozofski fakultet Sveučilišta Josipa Jurja Strossmayera u Osijeku.

Nam, K. (2021). Overcoming issues in frequency-based extraction and lexicographic inclusion of Korean neologisms: A triangulation approach. *Lexicography: Journal of ASIALEX*, *8*(1), 3–31. http://dx.doi.org/10.1558/lexi.19481

Nelcoska, V. (2020). Neologisms under the influence of social media: Morpho-semantic analysis. *Anglisticum Journal (IJLLIS), 9*(10), 13–19.

Otashevikj, G. (2008). *Nove rechi i znachenja u savremenom standardnom srpskom jeziku: Lingvistichki aspekti* [New words and meanings in the contemporary standard Serbian language: linguistic aspects]. Beograd: Alma.

Pravopis na makedonskiot jazik [Orthography of the Macedonian language]. (2017). Skopje: Institut za makedonski jazik "K. Misirkov".

Rechnik lingvistichkih termina (srpski jazik) [Online Dictionary of the linguistic terms, Serbian langauge]. Institut za srpski jezik, SANU. Retrieved from https://www.lingvistickitermini.rs/pojmovnik/neologizam/

Rey, A. (1995). *Essays on terminology*. Amsterdam: John Benjamins Publishing Company. https://doi.org/10.1075/btl.9

Rondeau, G. (1983). *Introduction à la terminologie* (2nd ed.). Chicoutimi: Gaëtan Morin.

Sabir, P. H. S. (2022). The use of English neologisms in social media: A case of Facebook language in Iraqi Kurdistan. *International Journal of Health Sciences, 6*(S4), 3186–3211. https://doi.org/10.53730/ijhs.v6nS4.10128

Sablayrolles, J. F. (2002). Fondements théoriques des difficultés pratiques du traitement des néologismes. *Revue Française de Linguistique Appliquée, 7*(1), 97–111. https://doi.org/10.3917/rfla.071.0097

*Sablayrolles, J. F. (2008). *Néologie et terminologie dans les dictionnaires*. Paris : Honoré Champion, Lexica, mots et dictionnaires.

Schmid, H. J. (2011). *English morphology and word-formation: An introduction.* Berlin: Erich Schmidt Verlag.

Schreier, M. (2014). Qualitative content analysis. In U. Flick (Ed.), *The Sage handbook of qualitative data analysis* (pp. 170–183). London: Sage. https://doi.org/10.4135/9781446282243.n12

Smyk-Bhattacharjee, D. (2009). *Lexical innovation on the internet – Neologisms in blogs* (Doctoral thesis, University of Zurich).

Suzina, A. C. (2021). English as lingua franca: Or the sterilisation of scientific work. *Media, Culture & Society*, *43*(1), 171–179. https://doi.org/10.1177/0163443720957906

Taguchi, N., & Ishihara, N. (2018). The pragmatics of English as a lingua franca: Research and pedagogy in the era of globalization. *Annual Review of Applied Linguistics, 38*, 80–101. http://dx.doi.org/10.1017/S0267190518000028

Thomas, R. D. (2006). A general inductive approach for analyzing qualitative evaluation data. *American Journal of Evaluation, 27*(2), 237–246. https://doi.org/10.1177/1098214005283748

Tolkoven rechnik na makedonskiot jazik [Macedonian language explanatory dictionary] (2003 – 2014). Skopje: Institut za makedonski jazik "K. Misirkov".

Usevičs, S. (2012). *Neologisms in British newspapers*. Latvia: Daugavpils University.

Wu, X., Mauranen, A., & Lei, L. (2020). Syntactic complexity in English as a lingua franca academic writing. *Journal of English for Academic Purposes, 43*, 100798. http://dx.doi.org/10.1016/j.jeap.2019.100798

Zeidan, A. (April 12, 2024). *Neologism*. *Encyclopedia Britannica*. Retrieved from https://www.britannica.com/topic/neologism

Excerpts

3.7.2009, it.mk; Dano, 13.5.2013, it.mk; Sokoloski, 28.6.2013, it.mk; 16.8.2013, forum.it.mk; Danilovski, 28.6.2014, slobodnavevropa.mk; Sokolovski, 4.8.2014, it.mk; Dano, 18.2.2015, it.mk; Sokoloski, 18.11.2015, it.mk; 1.12.2015, forum.it.mk; Dano, 10.12.2015, it.mk; 1.1.2016, forum.it.mk; 12.2.2016, forum.it.mk; Sokolovski, 24.3.2016, it.mk; Sokoloski, 8.11.2016, it.mk; Sokoloski, 28.2.2017, it.mk; 13.4.2018, it.mk; Sokoloski, 11.6.2018, it.mk; Sokolovski 20.6.2018, it.mk; 9.2018, kariera.mk; Jovanchevski, 23.5.2019, it.mk; Kirov, 3.7.2020, strumicadenes.mk; Jovanchevski, 11.2.2020, it.mk; 4.11.2020, it.mk; Jovanchevski, 26.10.2020, it.mk; Јовеска, 9.11.2022, mk.bloombergadria.com; Jovanchevski, 13.7.2023, it.mk; 16.9.2023, meta.mk; Sokolovski, 9.1.2024, it.mk; A. S., 29.1.2024, kajgana.com; 30.1.2024, makfax.com; F. Z., 27.3.2024, kajgana.com; F. Z., 16.4.2024, kajgana.com; F. Z., 5.4.2024, kajgana.com; A. S., 15.5.2024, kajgana.com; F. Z., 10.6.2024, kajgana.com; F. Z., 13.6.2024, kajgana.com; 14.6.2024, plisinfo.mk; F. Z., 1.7.2024, kajgana.com; F. Z., 8.7.2024, kajgana.com; 21.7.2024, makfax.com.mk; Jovanchevski, 8.8.2024, it.mk; A. S., 3.9.2024, kajgana.com; 19.9.2024, kajgana.com; 26.9.2024, meta.mk; A. S., 28.10.2024, kajgana.com; Lekikj, 4.11.2024, it.mk; F. Z., 5.11.2024, kajgana.com; Spasevski, 10.11.2024, gg.mk; A. S., 11.11.2024, kajgana.com; 12.11.2024, denar.mk; A. S., 2.12.2024, kajgana.com; 3.12.2024, it.mk; F. Z., 5.12,2024, kajgana.com; Jovanchevski, 6.12.2024, it.mk; Stojanovski, 10.12.2024, meta.mk; A. S., 13.12.2024, kajgana.com; A. S., 30.12.2024, kajgana.com; ananas.mk; setra.mk; ddstore.mk; hivetec.mk; a1.mk; MZMP, myla.org.mk.

Mapiranje na industrijata za razvoj na igri vo Makedonija (2022). *Izveshtaj na Britanskiot sovet*. Skopje [Mapping the industry for games development in Macedonia, Report of the Brititsh Council] Skopje. Retrieved December 10, 2024, from https://www.britishcouncil.mk/sites/default/files/mapping_the_game_development_industry_in_macedonia-mk.pdf.

Rechnik na mediumska pismenost [Medium literacy dictionary]. (n.d.) recnik.medium.edu.mk.