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CZECH PLAYERS OF ROLE-PLAYING
GAMES

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Petr Sádlo

Poděkování

Tímto bych chtěl poděkovat vedoucímu mé diplomové práce Mgr. Janě Kozubíkové Šandové, Ph.D. za odborné vedení mé diplomové práce. Dále také pracovníkům akademické knihovny v Českých Budějovicích, kteří mě správně nasměřovali a poradili mi, kde najít materiál ke své diplomové práci.

Anotace

Tato práce se zabývá jazykem, sociální interakcí a komunikací v online počítačové hře World of Warcraft. Práce se zabývá touto problematikou, protože je považována za neprozkoumanou, bez hlubšího vhledu do věci. Dále je považována za něco neobyčejného, co může jistým způsobem obohatit lexikologické, semantické a fonologické hledisko anebo lingvistiku obecně.

Práce je rozdělena do tří základních částí. První část se zabývá zejména teoretickým pozadím problematiky komunikace na internetu, druhá část slouží jako úvod do hry pro čtenáře bez předešlé zkušenosti s hrou a třetí část pracuje s jednotlivými výrazy a jejich semanticko-fonologickým posunem.

Annotation

This piece of work deals with the language, social interaction and communication in an online computer game, World of Warcraft. The work works on this topic since it is considered unexplored, without a proper in-depth insight into the issue. It is also considered something out of the ordinary which can bring new knowledge into lexicology, semantics, phonology and linguistics in general.

The work has been divided into three parts. In the first part, the work deals with the theoretical background of communicating on the internet in general, the second part provides a reader with the introduction to the game, and, finally, the third part analyses the words from their semantic-phonological movement.

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1 Introduction

In the last two decades, an entirely new phenomenon has taken part in this world and influenced lives of many people – computer games.

This remarkable phenomenon mostly affected lives of young people, especially teenagers. In fact, we can see people all around the world coming home, sitting on a chair, turning on the computer and playing games till late night hours.

However, computer games are not only pointless time consumption as a lot of people think, but they are also a very apt means of learning and developing new life skills such as logical thinking, imagination, language skills, and, the last but not the least, interaction with other people and their way of communication.

In all these qualities mentioned above, one online computer game surpasses the other ones – World of Warcraft. In fact, this game possesses such an idiomatic charm and magic concerning its composition, story, creatures and manner of communication that it should not be neglected, and, thus, it is worth dealing with. Actually, it is mostly its manner of communication I am going to analyse in the following chapters.

In fact, World of Warcraft, as I have said in the paragraph above, has attracted attention of millions of people all around the world. These people are sitting glued to the computer screen playing the game and chatting with each other on the internet right in the game. Thus, World of Warcraft eliminates all the geographical distances, and, more to it than that, people have the unique chance to meet each other face-to-face via their avatar (their fictional character).

In this way, and, due to the aspects above, people started to communicate and interact with each other. For this reason, and, also, for the game's sake, an entirely new and idiomatic lexicon has been introduced.

In fact, this vocabulary consists either of the entirely new words, or, which is more frequent, of the words commonly used in the common language, however semantically and phonologically changed or distorted.

Thus, in my piece of work, I would like to describe the online computer games theoretically, introduce the game to people who have not got the previous experience with it, and, mainly, describe all the semantic and phonological changes and distortions of the words which occur in the game.

The work has been divided into three parts. In the first part, the word deals with the theoretical background of communicating on the internet in general. There, gender issues concerning playing online games, the most common reasons why, especially young people, are attracted by the game, matters of sexuality in the game, and, finally, problems of interaction, socialization and communication between the players are outlined.

The second part of the work introduces the game in general. Actually, an inexperienced reader is provided with necessary information, more precisely words, without which the reader will be completely lost while reading this piece of work..

In the third part of the work, the most important part, the chosen words from their semantic and phonological point of view are analysed. The motivation on which basis the words have been chosen is that they are words which have been semantically, phonologically, or both, moved, changed and distorted. The words have been also chosen on the basis of frequency with which they occur in the game and which are so important that it was considered necessary to analyse them in details.

2 Theoretical Part

2.1 PC Games as an Escape to Other Worlds

2.1.1 Why Are They so Popular?

PC games and, especially online PC games are subject to extreme popularity. However, why is there such a fuss about it? What is so special that online computer games possess? The answer is relatively easy – an escape to another world. It is definitely true; however, one can object that watching TV is also a sort of escape to a different world. Thus, what is the extraordinary thing that makes it different from ordinary TV programmes? The answer is a unique possibility of an unusual participation.

In fact, when playing PC games, people do not participate as mere spectators for filmmakers, designers and musicians. From the moment they started to play, they are making a contribution to creating and recreating the world they are situated in.¹

To put it in a nut shell, arranging the world according to them is something out of the ordinary which they experience, and, which has got a special magic power. Thus, people start being involved in such an activity.

2.1.2 The "modding" Phenomenon

The expression "modding" means arranging the VW (virtual world) according to yourself. However, such "modding" is not, as people might think, only a dull, witless and monotonous killing and ravaging enemies, but also it includes a lot of logical and complex thinking and imaginative dealing with problems often depending on an effective cooperation (Gee, Hayes 2010:5). In fact, that is the aspect the players like the most about playing online.

¹ GEE, James, Paul a Elisabeth, R. HAYES. *Women and Gaming: The Sims and 21st Century Learning*. New York: Palgrave Macmillan, 2010. ISBN 978-0-230-62341-5. s. 5

2.2 Why to play online?

2.2.1 PC Games vs. Online PC Games

To begin with, nowadays, PC games have become an indispensable part of our culture. Along with art, language, mythology, political history and literature they have taken part in people's mind. However, the time passes and so do the computer games. Today, in my opinion, playing an ordinary single player PC game is considered out-fashioned and not progressive.

In fact, players of today give preference to the games which can be played online (multiplayer games). Here, they have to deal not only with NPCs (Non-Playing Character), but also with other people playing the same game. This aspect gives the game an entirely new dimension when the players need to concentrate not only on the playing itself, but also on interaction with other people and following communication and cooperation.

In a nut shell, the meaning of such games is not constructed entirely on your playing as an individual, but, mostly, on the interaction with other players.

2.2.2 The Advantages of Playing Online Games

To begin with, the internet provides us not only with a fast transmission of information, but also it is a place where socialization and communication of people take place.²

In fact, a lot of people think that playing online PC games (or PC games in general) is useless and brain-washing. However, nothing could be further from the truth. Actually, playing online games provide a player with the opportunities they would never come across in the Waking World (WW-the real world we are living in). In fact, online games (and communication in the VW in general) put

² ARENDHOLZ, Jenny. *Flattering and Flaming: Interpersonal Relations in Online Message Boards*. Augsburg, 2011. Dissertation. Historischer Fakultat an der Universitat Augsburg, Englische Sprachwissenschaft. Vedoucí práce Prof. Dr. Wolfram Bublitz. s. 47

together people who would have never met in the WW due to the fact that they are living in different parts of the world. Thus, thanks to the online communication, people from different geographical locations can share their needs, desires, opinions and emotions with people they would have never get acquainted with if there were not for the internet. Due to this aspect, people playing games on the internet tend to gather into certain groups which, consequently, create a sort of a community where many interesting things and problems could be discussed and analysed (Arendholz 2011:47).

2.2.3 Making the Chatting Easier – Forming Proper Groups

Although it might seem unlikely, it is difficult to say on which basis are the certain groups formed. In my opinion, concerning online games, such a process is merely arbitrary. At first, certain people no sooner start to communicate than they gather into a group. In fact, the process of socialization does not start until you are signed as a member of a certain party. It means that you start getting acquainted with other members after being enlisted there, and, the following likings and antipathies towards other members are formed after being introduced to the group. In World of Warcraft, such groups are called *guilds*.

In fact, such guilds choose their members randomly, usually on the basis of looking for players who do not belong to any guild and who would be a potential reinforcement and support for the particular guild.

2.3 Revealing the True "Me"

2.3.1 Choosing the True "Me"

In fact, one of the most frequent reasons why people start to play an RPG online game is that they like to enjoy an entirely new personality. A lot of people are not satisfied with their real-life appearance, character or features.

Actually, when you start playing your first step is to choose your own character. This aspect gives the people a unique possibility to create a completely new creature according to their own demands and desires. In fact, when a person suffers from a handicap in the Waking World he can eliminate this defect in VW (virtual world). In fact,

choosing the character which would fit you is the very first requirement to interact with other people.

However, if you happen not to feel very good in your avatar's (your fictional character) body, you should think about changing it to a race which would fit you better. In fact, choosing a suitable avatar (your VW character) is perhaps the most important thing you do when starting playing the game. T. L. Taylor in his piece of work "Living Digitally: Embodiment in Virtual Worlds" mentions a woman talking about her choosing a human avatar. Even though she was, of course, a human in the WW, she did not feel comfortable in her avatar's human body, so she had to roll on something else.³

Strictly speaking, you do not have to be a human in the VW. A lot of people tend to create their "avatars" (their fictional characters created in the VW) which are everything but humans. It is interesting to see how the particular avatars change other people's attitude towards your avatar. In other words, how choosing different kinds of avatars affect the character of following conversation.

T. L. Taylor in his piece of work "Living Digitally: Embodiment in Virtual Worlds" writes about the way how choosing different kinds of playable avatars changed other players' approach towards the particular avatar.

He wrote that it is interesting to see how the conversation differs when your avatar is a human and when he is not. Actually, in my opinion, when you roll on a human, the interaction with other people is far more serious and in-depth. On the other hand, when you choose to play the game as another race (orcs, undead), others tend to start a conversation with you in a funny way, mostly about superficial and shallow matters (Taylor 2002:40-63).

In a nut shell, a human face reflects reason, serenity and seriousness. Thus players are inclined to talk with you about serious matters such as philosophical questions of life and death, marriage problems or a political and economic situation in the country.

³ TAYLOR, T. L. Living Digitally: Embodiment in Virtual Worlds. In: SCHOEDER, Ralph. *The Social Life of Avatars: Presence and Interaction in Shared Virtual Environments*. London: Springer-Verlag, 2002, s. 40-63. ISBN 1-85233-461-4.

You will be also much more trustworthy and credible to other players, so that they will feel much freer to ask you to join them on a quest or help them with their tasks. Furthermore, people will take the things you say more seriously and, probably, you will be much more respected. It also, in my opinion, goes along with the fact that players will be more afraid to challenge you to a fight, since when you play as a human, players tend to believe that you are a much more experienced player, because beginners are inclined to choose funnier races such as trolls, gnomes, elves etc.

On the other hand, in my opinion, faces of dwarves, orcs, trolls etc., despite being interesting to look at, do not reflect much trustworthiness, tranquillity or seriousness. Thus, when choosing one of the other races, people will be inclined to tease you with their jokes and expect that you will do the same.

2.3.2 Communication Development

In fact, the question which we should pose is “why we should communicate?”. “Wouldn’t it be better to play on our own without interacting with other players?”. The answer is relatively easy – no. When you want to play an online RPG game and you do not want to interact with other people, you should give up that idea. Actually, the principle of playing such games is based on such a communication. In fact, if you deliberately prevent yourself from communicating with other people, you hinder yourself from developing social contacts and relations which are extremely important in both worlds - VW and WW.

Actually, such an interaction with other people will be quite beneficial to you. Suppose you are an inexperienced player and you really need a piece of advice. The easiest thing that you can do is to ask another player what to do. Supposing the player is not arrogant or unkind, you will get the piece of advice very soon.

2.3.3 Physical and Psychical Development

In fact, here, we must realize that such an avatar is not “ready-made”, but rather a blank canvas. The process of playing symbolizes the process of sketching a personality on that canvas. It is a process by which you decide which characteristics of Ravata (offline self, “avatar” reversed) your avatar will embody. Of course, some of your

Ravata features will be rejected as inappropriate, however, some of them you will like to embody to your avatar (Taylor 2002:40-63).⁴

Actually, I would like to say that when you create your avatar, you create the other yourself. In fact, you try to create the ideal yourself removed of all features (physical and psychical) you are not content with in the Waking World. Actually, you start to live another life which can become of the same value as your life in the Waking World.

However, the process of creating “the perfect myself” is not as easy as it could seem. In fact, when starting playing you cannot say that you have created the ideal yourself since, as I mentioned above, you are just a blank sheet of paper which needs to be painted.

Actually, the signal that you have created your other self is that the other players recognize you as an idiomatic and unique being. At first, you have to socialize with other people in the game, and then, after your having taken your part in the VW in this way, you can say that you have built a new identity (Taylor 2002:40-63).⁵

In conclusion, I would like to say that, since the RPG games play important part in our society, we should take the virtual worlds seriously. T. L. Taylor says that “the inanimate objects of VW are as real as objects in the physical world although different”. (Taylor 2002:40-63).⁶

As we can see, VW life have become almost of the same importance as WW life. Here, people can easily compensate their failures in WW by creating an entirely new VW identity. However, my piece of advice is “bring your friends to the VW, but, do not forget to take them back”.

2.4 Who are the people?

So far, we have dealt with the questions about who are the characters we can play for, why we have to communicate and interact with other avatars and so on. However, now, we are going to talk about the real people who are sitting in front of the computer screen and playing the particular game. Who are they? How do they look like? Are they somehow different from the people who do not spend their time sitting glued to the computer screen? These are the questions I am going to deal with in the following text.

2.4.1 The Matter of Teenagers?

In fact, a lot of people think that teenagers are the main group of people who play RPG games. The reasons which advocate this thesis are very simple. First, teenagers usually do not have to work very much, so after the school they throw their school bags into the corner of the vestibule and run towards the machine. Second, they are perhaps experiencing a crisis of their identity due to the fact that they find themselves in the age of looking for the other self and for a new identity. In fact, it is much easier to look for a new identity in VW, especially in an RPG game. There, as I said in the paragraphs above, you can easily create an entirely new and idiomatic character which would be completely different from your real-life personality and which would be accepted by other players in a more positive way than the true real-life self.

In fact, we must take into account that even adults tend to escape from, often hostile reality to VW. However, the reasons for which they enter the fantasy world are quite different. Actually, adults mostly do not play because they want to find their own new identity. In fact, they usually have found their identity in their job, their family etc. In my opinion, the reason why adults tend to play online RPG games more and more is that they like to escape from adverse reality to another world where they can do anything they want without affecting anything in the real world. In other words, they want to do something unusual, adventurous without much effort which would be needed in the WW for such an action (travelling with a ship to jungle full of extremely dangerous animals etc.), they also want to do something a sort of outrageous which they cannot afford to do in the WW or which they are afraid to do in the real world (killing an enemy player, flying on a gryphon etc.).

To conclude, although the majority of players are teenagers, adults make a considerable part of people entering VW. And my piece of advice at the end of the article is “when interacting with other people, irrespective of them being teenagers or adults, a little bit of politeness goes a long way“.

2.4.2 The Matter of Men?

Actually, in the society, there is a superstition that RPG game players are only, or mostly, men. This aspect, however might seem improbable, cannot be further from the truth. In fact, the reason why people think that way is that men are inclined to proudly claim that they are RPG gamers. On the other hand, women tend to hesitate when they are confronted with the question whether they should admit that they play an RPG or not.⁷ Now let’s see the statistics.

In 2005, the Entertainment and Leisure Software Publishers Association (ELSPA) declared that women make 39% of active gamers in the USA. More to it than that, in Korea the number went right beyond 50% (Taylor 2006:93).

In fact, according to T. L. Taylor, it is not very likely that women would outpace men concerning playing RPG or other online games. Actually, researches proved that women are more interested in traditional games such as *Solitaire*, *Hearts* or *Bingo* (Taylor 2006:94).

So what is the thing that attracts men to playing RPG games and what is the thing that appeals to women in it? These are the question I am going to deal with in the following paragraphs.

2.4.3 Communication and Identity

While men are using internet and RPG games to gather pieces of information and to entertain themselves in a way of creating an avatar which is meant to be as strong as possible in order for it to manifest its strength and power, women are looking for

⁷ TAYLOR, T. L. *Play Between Worlds: Exploring Online Game Culture*. Cambridge, Massachusetts: The MIT Press, 2006. ISBN 978-0-262-20163-6. s. 93

something else. In fact, they are in pursuit of interaction with other people and creating an entirely new identity (Taylor 2006:94).

As T. L. Taylor (2006) says, the interesting thing women see in these games is that they provide them with interaction and communication with other people which they do not see in other games. In fact, the interaction and communication with other people in this way give them a certain kind of pleasure which they do not experience anywhere else (Taylor 2006:94).

Actually, according to Taylor (2005), we must not underestimate the variety of ways and purposes for which people (especially women) communicate. In fact, people who do not have any experience with online games tend to think that chatting in VW is futile, trivial and primitive. However, nothing could be further from the truth.

First, we must take into account that an online game (here, I mean mainly RPG games) creates and lives its own life and, thus, it needs to be communicated and dealt with. In fact, online games are such elaborate and complex games that the interaction and communication within the game has to be taken seriously.

Second, online (RPG) games often put a player into different situations in which he has to communicate in a particular way. Online games put you into many different settings and amongst different people. The settings can be a guild, party, raid, etc. You can find yourself interacting with strangers, acquaintances, enemies, opposing guilds, people on the same server or teams which can be formed irrespective of the guild you are situated in. In a nut shell, you always communicate with different people, in different situation, and, thus, you have to use a different kind of interaction and communication (Taylor 2006:95).

2.5 The First Step to the Interaction – Socialization

2.5.1 Choosing Your Own Sexuality

Although it might seem curious and hard to believe, sexuality plays a most important role concerning online games. Thus, the next paragraph is going to deal with sexuality and the expressions related to it.

When playing online games, you are not confined to retain the same face expression all the time, but, on the contrary, you are supposed to change it from time to time. The expression of your avatar's face tells other players how they should approach you. It can show, for example, whether you are in the mood of joking, playing, or, even, flirting. Actually, the extent of your ability to flirt is subject to the attraction of your avatar, and, thus, the extent of your attraction does not depend on you and your flirting abilities in the WW, but it entirely depends on your created avatar. In a nut shell, creating an avatar, you have to take into account that it will possess a certain sexual potential (Taylor 2002:40-63).

2.5.2 Communication as a Matter of Sex

In fact, concerning online games, to be more specific World of Warcraft, sexuality has taken a very significant part when starting an interaction with other people and their avatars.

Actually, if your goal is to chat in a flirtatious way with other avatars you will probably roll on races such as elves or humans. In fact, if you roll on these classes, you will certainly have no problem to find a partner to talk to or to do a quest together. It is because they look sexually attractive and, thus, they are appealing to other players. In fact, other players (avatars) consider it prestigious to be asked for help by an elf or human.

However, if you want to be in the centre of attention entirely, the best choice is to roll on a female avatar, especially, as I mentioned above, elves and humans are the most desirable ones. Strictly speaking if you choose a female elf or female human, you will certainly have no problem to find a partner to talk to. Actually, it is said that one third of playable avatars are female.

In fact, the interesting thing from my own experience is that players who have got problems with communication in the WW and who are usually less self-confident concerning intersexual relationships tend to roll on a female avatar. Thus, it gives them a much bigger chance to meet a partner who will be willing to start a casual conversation with them.

However, communication in online games, and, especially, in World of Warcraft, does not mean only verbal processes. On the contrary, you often say more to another player in a non-verbal way. Actually, by your avatar's emotion, you say often more than you would say in words. Expressing emotions, you indicate in which manner you would like to talk with the other player. If you, for example, blow a kiss to another player, usually of the opposite sex, it means that you want to flirt with him (her), or, if a player, even an enemy player, waves at you it means that he does not want to fight with you but, on the contrary, to cooperate.

2.6 Experiencing an Entirely New Identity

2.6.1 Creating a New Identity – Introduction

As I mentioned in the article above, a new identity not only helps you to communicate, but also tells other people something about you and how the other people should approach you. On the one hand, as I said above, if you want to evoke a sexual attraction in other players you roll on races such as elves or humans, and, on the other hand, if you intend to be perceived as a courageous and merciless warrior you roll on races such as trolls, orcs, undead etc.

In fact, to some extent, acquiring a new identity is also a matter of choosing one of the two World of Warcraft's factions. On the one hand, in my opinion, if you roll on one of the Horde races in World of Warcraft, you will be rather perceived as a bloodthirsty warrior whose main aim is to win scalps of his enemies.

On the other hand, if your choice should be one of the Alliance races, you certainly will not be perceived as a classical savage pillager, but, rather, as an ardent fighter of the Light whose aim is to bring peace to the world of Azeroth (World of Warcraft's fictional world).

2.6.2 Creating a New Identity – Customization

Once chosen a race, another agreeable task needs to be completed – customization. Concerning the word customization, we mean arranging an avatar's

countenance and general appearance. On this task, people tend to spend an enormous amount of time (Taylor 2002:43).

In my opinion, it is because of the unique possibility to create one perfect self whose demands people cannot satisfy in the WW. In fact, I think that people provide their avatar with the features they wanted for their avatar to dispose of when they cannot dispose of them themselves. When, for example, a man is not happy with his height, he is inclined to create a big and tall avatar, or, when a woman is not content with her face, she will certainly create a pretty-looking one.

To conclude this article, there is a little piece of advice. If you would like to play the game, you should not underestimate the act of customization, since the appearance of your avatar will guide you through the whole game.

2.7 A Short Summary

In fact, PC games, and mostly online PC games, enable a player, apart from having fun and killing enemies, to develop his imagination, improve his perception, or, enhance his language skills. In fact, since the most of the online computer games are in English, it offers a unique possibility to improve players' language skills.

Actually, the skill which can be improved to the biggest extent is vocabulary. It is due to the fact that people need to translate a lot of words in order to push forward. In fact, it is interesting to observe how the meanings of the words undergo a significant semantic change, much different from their common meaning, when used in the particular game (in this case World of Warcraft). Actually, in the third part of my piece of work I am going to deal exactly with this problematic – the semantic and phonological change of the selected words concerning Czech players in World of Warcraft.

3 Introduction to the Game

3.1 Playing Modes

If you decide to play World of Warcraft you have to count on the fact that you will be playing in two basic modes. They are **PvP** mode (Player versus Player) and **PvE** mode (Player versus Elite).

PvP (Player versus Player)

When you are playing **PvP** mode you are playing against a real player. These actions usually occur between **horde** and **alliance**.

PvE (Player versus Elite)

When you are playing **PvE** mode you are not playing against a real player but against an **NPC**.

3.2 The Fictional World

Once entering the game, you will be confronted with the world that surrounds you. Perhaps, you will start admiring the magnificent nature you are situated in, which is all right. The surroundings are really outstanding. However, in order for you not to be completely lost in the game, you will have to know the world a little bit better. Down below, there is a little description.

Azeroth

It is the name of the whole world you are playing in. In other words, it is the world known to the player and the world where the game takes place.⁸ **Azeroth** consists of two parts, let's say continents. They are the **Eastern Kingdom** (the eastern part of **Azeroth**) and **Kalimdor** (the western part of **Azeroth**).

⁸

<http://www.wowwiki.com/Azeroth>

The Eastern Kingdom

It is two big islands (including other little islands right next to the two big islands) separated by a wide river and connected by a bridge. It lies between the **Great Sea** on the east and the **Forbidding Sea** on right. It is the home of races such as **humans, dwarves, gnomes, undeads** and **blood elves**. There are also big cities like **Ironforge, Stormwind – Alliance**, and **Undercity, Silvermoon City – Horde**.⁹ It is a little bit smaller than the other continent, **Kalimdor**.

Kalimdor

In contrast to the **Eastern Kingdom**, it is one big island including small islands right next to it. The continent is situated in between the **Great Sea** and it the home for races such as **night elves, tauren, trolls, orcs** and **dreanei**. There are cities like **Exodar, Darnassus – Alliance**, and **Thunder Bluff, Orgrimmar- Horde**.

Outland

It is the extra world added at the first expansion of **World of Warcraft** called **World of Warcraft: The Burning Crusade**.¹⁰ It is a land for players from level 58 up to 70. Outland could seem to you to be more fantastic than the rest of the World of Warcraft's world since there is no sea to surround it, but pure space.

3.3 The Factions

Before the playing itself, you will be asked to choose one of the two main factions of World of Warcraft. They are **Alliance** and **Horde**. When once chosen, you have not only made one strong and powerful ally, but also one mighty enemy. Playing for one of these factions, you must take into account that you will be protected and revered on the one side but hated and persecuted on the other.

⁹ http://www.wowwiki.com/Eastern_Kingdoms

¹⁰ <http://www.wowwiki.com/Outland>

Alliance

One of the two major factions of World of Warcraft. It makes a counterpart to **Horde**. **Alliance** keeps together not because of despair or necessity, but due to the abstract virtues such as fidelity, honor and courage. The races which include **alliance** are **humans, dwarves, night elves, gnomes and draenei**.¹¹

Horde

one of the major factions in World of Warcraft. It makes a counterpart to **Alliance**. In contrast to **Alliance**, **Horde** does not keep together due to the virtues written above. The friendship between the races of **Horde** is difficult, there are often quarrels, and, sometimes, they are even fighting between themselves. The **Horde's** membership is advocated by outsider **Azeroth** races. The races including **Horde** are **orcs, tauren, undeads, trolls and blood elves**.

3.4 Races

Humans

Once a weak race, they became quite resilient and tough after surviving orcs' invasion and following attack. After recovering from the attack, even more dangerous enemy, undeads, ravaged and ruined humans' northern settlement (or a city), Lordaeron. After this dreadful massacre, the surviving minority fled the Lordaeron's ruins and settled down in a relatively safe place, a city of **Stormwind**. Now, for Stormwind being their only big place to live, their citizens will protect and defend the city until their last breath. According to the WoW-Census, humans are the most played race in World of Warcraft.¹²

¹¹ <http://www.wowwiki.com/Alliance>

¹² [http://www.wowwiki.com/Human_\(playable\)](http://www.wowwiki.com/Human_(playable))

In fact, if you are a beginner in playing World of Warcraft, it is very suitable to choose humans since their nature is relatively easy to understand and their countenance is always agreeable to look at. So let's start to and choose your character.

Night Elves

Elves in World of Warcraft are big, much bigger than humans. Once immortal, they lived in the forest of Ashenvale for thousands of years. After the Burning Legion's invasion to the forest, they were forced to sacrifice their immortality in order to win the war. Although winners, there was nothing they could live in but a burnt forest, their lives deprived of immortality and the following mortal life which would be subject to aging, disease and fragility. It is said that a pack of wayward elf druids are in a pursuit of the new immortality but, so far, in vain.¹³

Night Elves are sworn supporters and admirers of nature life. So if you are keen on hunting or transforming into various kinds of animals, a night elf is your choice.

Dwarves

Dwarves are long-living, careful and easy-going **humanoid** creatures. Living in the snowy mountains of Dun Morogh, they rarely go out and meet their allies. However, after **orcs'** invasion to **Azeroth** (them attacking elven, human and dwarven lands), they turned out to be an indispensable help for the **Alliance** forces. They are fond of exploring their former heritage, usually underground, as they possess archeological tendencies. According to the WoW-Census, dwarves are the least represented class, so why not to go and fortify their rows?¹⁴

Gnomes

Gnomes, having lived in peace in the city of Gnomeregan, were once attacked by troggs originally living in Uldaman (dungeon). Despite their courageous resistance,

¹³
[http://www.wowwiki.com/Night_elf_\(playable\)](http://www.wowwiki.com/Night_elf_(playable))

¹⁴
[http://www.wowwiki.com/Dwarf_\(playable\)](http://www.wowwiki.com/Dwarf_(playable))

they were finally beaten and forced to leave Gnomeregan for the city of Ironforge, where dwarves live. Thus provided with a shelter, they started to support the colours of Alliance. Since them being fond of high technology and extraordinary mind-bending instruments, they help Alliance to fight against Horde in the way of providing them with ingenious engineering devices.¹⁵

Gnomes are well known for their technological development so if you indulge in creating ingenious soul-twisting instruments, channels your interest into gnomish powers.

Draenei

Original meaning according to a monolingual dictionary: an expression referring to a race occurring only in World of Warcraft.

Meaning in World of Warcraft: **draenei** reside north-west of **Kalimdor** on a little island called Azuremyst Isle. They were in search for a potential ally to help them fight with demons of the Burning Crusade. Eventually, they have found it in **Alliance**.

Once there should have been a contract between the leader of **draenei** Velen and Sargeras, the Destroyer of Worlds. Velen was promised untold power as an exchange for his unquestionable loyalty. However, having seen people turning to appalling demons under the Sargeras's leadership, he decided to decline his offer. Infuriated at this audacity, Sargeras, the leader of the Burning Legion sent his servants to annihilate Velen and his followers from the world. At first, they were offered a refuge by peaceful and idyllically-living **orcs**. However Kil'jaeden, the strongest of Sargeras's servants discovered their hiding place and corrupted the orcish nature into fouled demons. As a result, **orcs** started to kill **draenei** in massive numbers. The surviving, including Velen, searched for a peaceful territory where they could live. Eventually, they

¹⁵

[http://www.wowwiki.com/Gnome_\(playable\)](http://www.wowwiki.com/Gnome_(playable))

found it in a structure called Tempest Keep's satellite. They have finally found a strong ally, as I said above, in rows of **Alliance**.¹⁶

Draenei are sworn peace seekers so if your goal is to bring peace to the world and if you prefer a diplomatic dialogue to a savage battle, you should not miss the chance to choose a draenei.

Orcs

Orcs might be considered as the leading race of Horde. Once being corrupted by servants of Sargeras, the leader of the Burning Legion, they eliminated almost all **draenei** from the world. Now being under quite a reasonable leadership of their young leader Thrall, they start to reclaim their former glory and honor. To their enemies, they seem to be cruel and bloodthirsty savages; however, to their allies they are faithful, devotional and loyal friends.¹⁷

There is a notion of orc in Tolkien's "Hobbit" and "The Lord of the Rings" series. However the Tolkien's notion is a little bit different from that of World of Warcraft. In fact, Tolkien's orcs are savage, bloodthirsty, cruel and unquestionably stupid beasts. On the other hand, World of Warcraft's orcs are, as I mentioned above, quite an honorable and respected race that won its place in the world of Azeroth.

Orcs, in spite of their reclaim of the Light, they are zealous warriors and fighters. Thus if you indulge in savage battles instead of dialogues, an orc is your number one.

Undead

As one faction of **the undead** clan called the Forsaken broke away from their former king the Lich King, they started to be subject to hatred of the king and his servants. After the invasion to Lordaeron, the former human residence, they wage wars with the Lich King servants such as the Scrouge (another undead clan), forest **trolls**, **ogres**,

¹⁶ [http://www.wowwiki.com/Draenei_\(playable\)](http://www.wowwiki.com/Draenei_(playable))

¹⁷ <http://www.wowwiki.com/Orc>

and, of course, **humans**, who want to reclaim their former sanctuary, the city of Lordaeron.

In fact, the undead are not really loyal to **Horde**. Strictly speaking, they are loyal as far as they have a benefit from such a friendship, so other **Horde** races usually avoid cooperating and working with them.¹⁸

The undead are the most fouled and untrustworthy race in World of Warcraft. So if you like to be a solitaire and not to befriend anyone, the undead are waiting for you.

Tauren

Once upon a time a large group of reclusive bull-like creatures wandered from place to place and adjusted their dwellings in accordance with the place where they stayed and weather. Searching for the knowledge of the accordance with nature, **tauren** developed a very strong relationship with nature, especially the shamanic wisdom, the mastering of the five nature elements. Although being a peaceful tribe, all the tribes shared hatred for horse-like humanoid called **centaurs**, which continuously attacked their villages. Not being strong enough to fight them alone, they requested **orcs** and trolls to help beat down their sworn enemies. Thus **tauren** joined Horde's forces.

Tauren has made a great contribution to Horde in many ways. For example, they shared their highly developed shamanic knowledge with all **Horde's** units. They are also an indispensable help when fighting a face-to-face fight.¹⁹

Along with night elves, **tauren** are fond of nature. So if you like to discover the powers of nature elements, a **tauren** is your definite choice.

¹⁸
<http://www.wowwiki.com/Humans>

¹⁹
<http://www.wowwiki.com/Tauren>

Troll

Meaning in World of Warcraft: **trolls** are tall, slim and bluish **humanoids**. There are two significant tusks growing up from down of their mouth. Troll tribes once lived in peace in a zone called Stranglethorn Vale, however, a few years later, the tribes were subject to many skirmishes amongst themselves. Apart from that aspect a tribe of fouled fish-like **humanoids** called **murlocs** started to attack the most prominent of the tribes, the Darkspear **trolls**. For trolls being on the verge of an utter extinction, Thrall, the orcish leader helped them beat down their arch enemies. As a gratitude for the **orcs'** help, they joined the forces of Horde. Nowadays, the Darkspear **trolls** dwell in **Orgrimmar** in Durotar.²⁰

Trolls, along with **Tauren**, are believed to have developed a strong bond with nature. However, since them tending to voodoo practices, they are inclined to follow the left hand path and become evil-minded **warlocks**. So if you are interested in a little bit dark side of nature, a **troll** should be your choice.

Blood Elves

Blood elves (originally high elves) are a race of a slim figure, handsome countenance and dark red, shining eyes. They live on a small island called Quel'Thalas which is situated on the north of the **Eastern Kingdom**. High elves, once being a remarkably powerful race, were shattered down in the Third War by insidious undead clan called the Scourge. After the massacre, in order to honor the dead fellows, they started to call themselves **blood elves**. The Scourge not only annihilated nearly the whole race, but also destroyed the source of elves' magic power, Sunwell. Thus being without a proper home and no more possessing **arcane** magic power, they desperately looked for a strong ally to join them and help them beat their sworn arch enemy. After **humans** denying them the help (**humans** considered **blood elves** incapable of proper fighting, perhaps because of their non-brutish countenance), they turned for help to the savage reptile-like humanoids called the **naga**. As soon as **humans** got to know that **blood elves** have made an alliance with the **naga**, they started to persecute them, imprison

²⁰

[http://www.wowwiki.com/Troll_\(playable\)](http://www.wowwiki.com/Troll_(playable))

them, and, consequently, sentence them to death. However, the majority managed to escape the punishment under the leadership of Prince Kael'thas Sunstrider. After escaping from the captivity, they joined the forces of a remarkable “not **night elf** not **demon**, but something more” Illidan Stormrage. After **blood elves** helping him to conquer one powerful **demon**, he provided them with shelter and a kind of **arcane** magic. Finally, after recovering and regaining their powers, they sought somebody who would help them to defeat their eternal enemy, the Scourge. Although not making a very strong alliance, they joined the volatile and untrustworthy **undead** with whom, at least, they had the mutual enemy and who would help them defeat the hated Scourge.²¹

Blood elves are amiable and delicate race which deals rather than with nature with **arcane** magic. Thus if you are interested to **roll on a mage, priest or warlock**, a blood elf will definitely satisfy your needs.

3.5 Classes

Before starting a game itself, you have to choose a class. You can choose a class randomly, however it is said that the class you choose is subject to your own personality and character. A class is a style, probably a medieval “occupation” or focus of your character. It determines which weapons and armour you will use along with spells, powers, skills and abilities.²² The classes are **priests, rogues, magi, warlocks, druids, hunters, paladins, shamans** and **warriors**.

Priest

Priests in World of Warcraft are well known their extraordinary ability and willingness to heal wounds of their comrades, to cure diseases, or, discharge certain curses and debilitating **buffs**.

²¹ http://www.wowwiki.com/Blood_elf

²² <http://www.wowwiki.com/Class>

In fact, **priests** are light armoured, wearing just cloth material, such as robe and cloak. Despite their intellectual dispositions and a rather long-distance battle preference, they are usually equipped with a powerful two-handed mace, which provides them with a certain security when confronted with a face-to-face fight.

In conclusion, **priests** are very important when in a big group of players due to their ability to heal a friendly target (a fellow player).

Rogue

Rogues are most successful when their actions never come out of the darkness. Cunningly using their **stealth** mode, they attack the target (an enemy player) from behind without being seen, not giving him a smallest chance to resist.

Rogues are reclusive, light armoured class (using leather material), who are willing to do any dirty job if paid for. Thus they are believed to be a part of the lowest and most scorned part of the society.

To conclude, **rogues** are needed for their unusually effective ability to **stun** the enemy target so that other players can easily beat the enemy without the possibility for him to resist it. They are also appreciated by other players since their number is still rather low.

Mage

Magi are believed to be the easiest class to **roll on**. Wielding the power of frost and fire they are the only class who is able to destroy the enemy player at one blow so that players tend to run away as far as they can since a mage is able to produce a long-distance lethal fireball which immediately kills the enemy.

Along with **priest**, **magi** are light armoured, (using cloth) long-distance players. Although strong in a long-distance battle, they are hardly able to resist an attack coming from face-to-face fight so magi one must be very careful lest he meets short-distance warriors such as **rogue** or **paladin**.

To sum up, although casting a spell for at least two seconds, **magi** play a very important role when in a big group since their fireballs and frost balls kill an enemy, as I said above, at one blow.

Warlock

Meaning in World of Warcraft: **warlocks** are believed to wield a great evil power. Drawing their powers from sinister infernal elements, warlocks are a serious threat for all living creatures. Having no mercy and with an exceptionally appalling cruelty, they can inflict a great physical and psychical torture on their victims. Being a mixture of **hunter** and **mage**, they dispose of evil, hellish creatures called **imps**, **voidwalkers** etc. who help **warlock** with killing an enemy.

Along with **priests** and **magi**, **warlocks** are light armoured, cloth using, long distance players. By contrast with **magi** and **priests**, although light armoured, they are not completely lost in face-to-face battle due to their possibility of **summoning** an infernal creature (**pet**) that is based on face-to-face battle.

In conclusion, although **warlocks** are not as big **damagers** as magi, nor they are healers at all, they are feared amongst enemy players for their extraordinary ability to afflict a long-term and continual torment and thus suck all life out of their victims. Due to their evil source of power, they are often maligned for it and they are probably the least represented class in World of Warcraft.²³

Druid

Druids are known for their close relationship with nature. Drawing a special power from all natural elements, they can transfigure from a **humanoid** into an animal, such as a fish, a cat or a bear.

Along with **rogues**, **hunters** and **shamans**, **druids** are light armoured (using leather armour) and very good in face-to-face fight as well as in long-distance battle so that it is your choice where you want to spend your **talent** point.

²³

<http://us.battle.net/wow/en/forum/topic/2369879774>

Druids are appreciated in the group because of their flexibility, where they can be **healers**, **damagers** or **tanks** at a time.

Shaman

Shamans are believed, as well as **druids** and **hunters**, to have a very close connection to nature. Dealing with four basic world elements (water, fire, earth and wind), they draw the most of their power right from these elements. Being supported by elemental totems, they can decide, along with druids, whether they want to be long-distance fighters or face-to-face warriors.

Shamans can be light armoured (leather) as well as heavy armoured (mail) depending on the level you have achieved. They are, along with **druids**, very good in face-to-face battle as well as in long-distance fight so it is your choice where you would like to spend your **talent** points.

Along with **druids**, **shamans** are evaluated in the group due to their flexibility, when they can be **healers**, **tank** or **damagers** at the same time.

Hunter

Hunters, as well as **druids** and **shamans**, are known for their close relationship with nature. Equipped with a bow or a gun they shoot their enemies from a very long distance without needing a time to cast it. Causing no a big damage (not as big as **magi**), **hunters** dispose, along with **warlocks**, of a pet which is, in this case, an animal (**a pet**) of all the sorts. In fact, **hunter** strikes his enemy from a long distance, while his **pet** attacks the enemy target face-to-face.

Hunters, along with **shamans**, can be light armoured (leather) as well as heavy armoured (mail). It also depends on a level you have reached. They, as I said before, specialize on a long-distance battle, letting his **pet** attacking the enemy target face-to-face.

To sum up, although **hunters** are not as big damagers as **magi** or **rogues**, they are appreciated for their good **damage per second** ability, when they do not have a casting time for their shots and, also, for disposing of a pet that can be either a **damager** (cat), or a **tank** (bear).

Paladin

In context of World of Warcraft, **paladins** are **warriors** who draw their energy right from God. Being able to spend all their **mana** on behalf of recovering all their health points, they represent a class which is very difficult for other classes to defeat.

Being provided with a mace, **paladins** are heavy armoured (mail or plate proficiency) and they specialize on short-distance battle at which they are very strong and, thus, very difficult to conquer.

In conclusion, **paladins** are maybe the most represented class in World of Warcraft. In a group, they are mostly appreciated for their outstanding universality (they can be **healers**, **damagers** or **tanks** – if a **warrior** is missing).

Warrior

Warriors are maybe the most common class in World of Warcraft. Almost every **race** can be a **warrior** since such a warrior can wield all sorts of weapons, such as a shovel, pick, dagger, sword, knife, mace, axe etc. and clothes. They fight, along with **paladins**, in an honest and open way, usually for “Greater Good”.

Warriors specialize on a short-distance battle wearing usually plate or mail armour (they are heavy armoured). When a **warrior** gets too close to you and attacks you first, it means for you almost a certain death.

To sum up, warriors are very much desired in a group (**party**, **raid**) since they are extraordinarily strong so that enemies often use all their **energy** and **mana** to destroy half of their health points at maximum, thus, they are most effective as **tanks**.

3.6 Attributes

In order to be the best player ever you need, except quick fingers, a high amount of attributes, which make your character much stronger, and thus easier to play with. Attributes are basic character's building blocks which enable you live and play in World of Warcraft.²⁴ The basic attributes are **stamina**, **spirit**, **intellect**, **strength**, **agility** and **armour**.

Stamina

It is your health points. As soon as you have run out of your health points you are dead, and, you have to go from the nearest cemetery or graveyard and find your corpse. Then you can revive yourself.

Spirit

The speed of your recovering all your lost health points while in a non-fighting state.

Intellect

Your amount of mana that you need to perform spells or abilities. If you have run out of mana you cannot perform certain spells because they cost a certain amount of it. However, the bigger intellect you have, the more mana you can get.

Strength

Enhances attack power with a melee weapon.²⁵

Agility

²⁴ <http://www.wowwiki.com/Attributes>

²⁵ <http://www.wowwiki.com/Attributes>

Enhances attack power with a ranged weapon. Also increases your chance to **critically hit** the target (**critical hit**) and to **dodge** attacks.²⁶

Armour

Pieces of clothing that alleviate the damage you sustain while fighting. We distinguish four classes of such clothing. They are **cloth** (magi, warlocks, and priests), **leather** (rogues, hunters, druids, and shamans), **mail** (warriors, paladins, shamans when level 40 is reached and hunters when level 40 is reached) and **plate** (warriors and paladins when level 40 is reached).

3.7 Types of NPCs

When you play World of Warcraft you must count on meeting a lot of **NPCs** (Non-Player Characters). **NPCs** can be friendly, neutral or hostile. Partly, it depends on the faction you are playing for. We distinguish three main sorts of **NPCs**. They are **magi**, **paladins** and **warriors**.

Magi are the weakest sort with respect to endurance; however they are the biggest **damagers** (they can destroy half of your health points at a blow).

Paladins are usually something between **warriors** and **magi**; however they have got the special ability to heal themselves and their friends (thus, it is quite difficult to beat them).

Warriors are the strongest **NPCs**. Although having a relatively weak attack power, they are long-suffering and **tenacious**. They usually do not possess any special powers. With respect to a more specific division, we divide **NPCs** into groups described below. They are **humanoids**, **undeads**, **elementals**, **demons**, **critters**, **beasts**, **mechanicals**, **giants** and **dragonkin**.

Humanoids

²⁶

<http://www.wowwiki.com/Attributes>

Every human, machine, robot, ogre, orc, elf, troll, dwarf, goblin, gnoll etc. who has got a function in the game. **Humanoids** can be friendly, neutral or enemies. It depends on a **faction** you are playing for.

Undead

Every ghoul, zombie or skeleton that has got a special function in the game. They are usually hostile, or, at least, unfriendly. **Undeads** are more often **magi** than ordinary **warriors**.

Elementals

Author's note:

The word "**elemental**" is originally an adjective, however, in World of Warcraft, it converted into a noun. **Elementals** are one sort of **NPCs**.

Elementals are a special sort of creatures consisting either of wind, fire or water. After killing an elemental, his body completely disappears leaving behind only two big rings.

Demons

A remarkable kind of creatures, usually possessing an ability of casting fire on an enemy target. **Demons** are usually satyrs (creatures with devil's head, human body and goat's legs) or imps (little demons).

Critters

Every creature which is not capable of a proper fighting. You can kill it without any resistance. **Critters** are mostly cows, deer, sheep, squirrels, rabbits, chicken etc.

Beasts

Every animal which is capable of fighting, or, at least, is capable of some resistance.

Giants

Giants in World of Warcraft are **NPCs** which are many times bigger than normal creatures. They are very rare and they are usually **elites**.

Mechanicals

Author's note:

The word "**mechanical**" is originally an adjective, however, in World of Warcraft, it converted into a noun.

Creatures that are operated by an engine. They usually do not occur on their own but their creator is usually standing nearby.

Dragonkin

Dragonkin are beast-like creatures, however more powerful. Although not possessing a lot of health points, they wield a special fire power when they can cast a fireball which can have a very destructive effect on the target. The **dragonkin** are usually **magi**.

3.8 Enemy Targets – Humanoids

Fantasy world includes far more races than just humans. In fact, tales about orcs, trolls, elves etc. guide us from the Middle Age through centuries to nowadays, as though it was hard to believe that humans are the only intelligent race in the world. Thus, in order for us to tease our imagination, World of Warcraft offers an enormously wide scale of races we can identify with when bored with our human race. Actually, the other races can be either friendly or enemies. Here are some of them described in details.

Worgen

Worgen are large, lupine **humanoids** resembling werewolves. They can walk upright, however, when running, they are on all fours. **Worgen** are known for their extraordinary cruelty and savagery, indulging in torturing their victims by tearing them piece after piece. When their leader ceases to be capable of the leadership, his descendant comes and eats him. Between the **worgen**, this thing is not considered a cruelty or

savagery, but a great honour.²⁷ When Cataclysm was released; **Greymane Worgen** appeared as the sixth race of **alliance**.

Gnoll

Gnolls are hyena-like humanoids being organized in big groups in order to be stronger and more difficult to conquer. Although stuck together in groups they are believed to be fighting between themselves for the things of little importance. It is said that if **gnolls** concentrated more on fighting their enemies than on fighting between themselves, they would have been one of the strongest races in **Azeroth**.²⁸

Kobold

Kobolds are rat-like humanoids occupying underground tunnels or mines. Their main work is to look for gold in the tunnels and mines. Since they are small and relatively weak, they rarely leave their tunnel so as not to be killed by a stronger race. They are not as aggressive and vicious as gnolls or worgen, but when pushed into the corner, they are able to produce extraordinary power to defeat you.²⁹

Golem

They are huge, usually **mechanical** creatures, mostly in a form of **humanoid**. They have been made to protect people, houses or other things. Having been composed of stone and metal, they are not originally fully living creatures. However, they were put into life by elemental magic which had been infused into their mechanical hearts.³⁰

Goblin

²⁷
<http://www.wowwiki.com/Worgen>

²⁸
<http://www.wowwiki.com/Gnoll>

²⁹
<http://www.wowwiki.com/Kobold>

³⁰
<http://www.wowwiki.com/Golem>

Small and crafty humanoid-like creatures having extraordinary interest in business and mechanical things.³¹ Since the Cataclysm release, Goblins are the sixth Horde's race.

Murloc

An amphibious, fish-like humanoid race residing in small grass huts along coastlines. They, in order to be stronger, organize in large groups so it is advisable to bring a friend if you want to beat them. For them being amphibians, they lurk at their enemies from in the water so as to attack the not-knowing enemy from behind.³²

Human

Although being the youngest race of **Azeroth**, **humans** are maybe the most populous. Through their inquisitive and aggressive nature they have become very influential to the world they are living in. They are believed to possess the shortest life span; however, as mentioned above, they counter-balance it in their big number.³³ The most famous enemy-human clan is called **defias** gang, which is known for its insidiousness and craftiness. They have spread from **Eastern Kingdom** to **Kalimdor** so that they can be bumped into almost all over the **Azeroth**.

Ogre

Ogres are large and brutish humanoids. They are fond of fighting, showing their extraordinary strength to the others, and have a great reverence for those who are able to show their strength in fights and combats. They are usually warriors, but, in the past,

³¹ <http://www.wowwiki.com/Goblin>

³² <http://www.wowwiki.com/Murloc>

³³ <http://www.wowwiki.com/Human>

when caught into the captivity, usually by **Horde** (with whom they were once friends); they were subject to some experiments. It resulted in them (**ogres**) possessing magic and shamanic power, however, as a side effect, a second head grew up next to the original one. Therefore, when you encounter a **mage ogre** or a **shaman ogre** you simply must notice their two heads.

4 Semantic and Phonological Structure of the Words Occurring in World of Warcraft

In this part of the work I am going to describe the above-mentioned words and newly introduced words from their semantic and phonological structure, supposing their phonological and semantic structure differ from the standard English usage.

I have chosen the words according to the frequency with which they occur in the game, and, also, according to their linguistic potential, more precisely, words which are subject to an interesting semantic and phonological change.

Actually, where appropriate, I have commented the sub chapters in order for the reader to better understand the chapter.

In fact, I worked in detail with the phonological structure only when I considered it interesting and when the Czech players' pronunciation considerably differs from its standard phonological usage.

When suitable, I have provided the expressions with an example so as for the inexperienced reader to imagine it better. The examples are given according to the approximate form they occur on World of Warcraft's chat.

4.1 Factions

Horde and Alliance are the main two factions which fight with each other, and, thus, a player has to choose one of them to play for.

Alliance

Type of semantic process: narrowing

When playing World of Warcraft, you are not supposed to use the word alliance in any other sense, since it leads to misunderstanding.

Czech players' pronunciation: [aljance] [alíci]

Phonological movement:

In fact, since Czech does not have the phoneme [ə] in its standard usage, Czech players tend to preserve the original grapheme, in this case [a] for “a”.

Furthermore, Czech players transform the original phoneme [ai] into a phoneme which is in a way of its pronunciation the nearest to the grapheme “i”.

Czech players also pronounce [e] at the end of the word since the word “alliance” exists in Czech language and its pronounced form is the same as its written form.

In fact, a lot of Czech players uses the expression “alíci” in its written form as well as in its pronounced form.

Semantic movement:

In World of Warcraft, in contrast to normal usage, **Alliance** means unity and cooperation only between so called „noble races“. These races include **humans**, **night elves**, **dwarves**, **gnomes** and **draenei**. These races cling to each other, and, in contrast to **Horde**, they are happy to help each other when one is in trouble.

example: Alíci sou namachrovaný hovada.

Horde

Type of semantic process: narrowing

When playing World of Warcraft, you are not supposed to use the word alliance in any other sense, since it leads to misunderstanding.

Czech player’s pronunciation: [horda] [hord’áci]

Phonological movement:

Due to the fact that Czech language has got a similar word, players are inclined to pronounce it in accordance to the Czech rules, in this case [horda].

In fact, the most of the players tend to use the expression “hord’áci” in its written form as well as in its pronounced form.

Semantic movement:

Here we do not mean a big crowd of people; however, there is a dictionary motivation why Horde is called Horde. In fact, **Horde's** races do not cling to each other very much. They are rather solitary and reclusive races.

The possible motivation of this word is that they stick together only when fighting against a mutual enemy, so they make a large crowd of creatures (rather than people). Actually, there is not a real alliance between the particular races. Their relationship is a sort of chaotic and disarranged, so it is the second reason why they call themselves **Horde**. They, as I said above, hold together only when having a mutual enemy. Horde races are **orcs, trolls, undead, blood elves and tauren**.

example: Hord'áci smrdí!!!

4.2 Playable Races

I have chosen the only races which undergo either a semantic change, or they occur only in World of Warcraft, so that they are either neologisms, or special expressions occurring only in fantasy games.

Draenei

Type of semantic process: a neologism occurring only in World of Warcraft or another fantasy game.

Czech players' pronunciation: [drenej]

Semantic movement:

Draenei are big, blueish humanoids with hooves instead of feet and a blue tail.

Tauren

Type of semantic process: a neologism occurring only in World of Warcraft .

Czech players' pronunciation: [tauren]

Semantic movement:

Tauren are big bull-like humanoids with a close relationship to nature.

Undead

Type of semantic process: narrowing

The undead possess special abilities which are attributed only to this race, and, thus, cannot be changed into another, wider meaning.

Czech players' pronunciation: [andít]

Phonological movement:

The most of Czech players are confused with the pronunciation of the vowels [ea] when occurring together. Analogically, knowing words such as *read*, *sea*, *beneath*, they make their own pronunciation of the word *undead* similar to the words they know.

Troll

Type of semantic process: narrowing

Czech players' pronunciation: [trol]

Phonological movement:

In Czech, we do not use the diphthong [əu] very often. And, apart from that, there are no vowels at the end of the word, so Czech players, having no experience with advanced English, tend to use just the particular vowel, which occurs in their mother tongue, in this case [o].

Semantic movement:

In contrast to a monolingual dictionary, trolls in World of Warcraft are big, slim, bluish humanoids. In comparison with the rest of their body, they have considerably long limbs (both upper and lower). In fact, they are not naturally evil or wicked; however, we can find amongst them a considerable amount of warlocks who wield evil magic powers.

Orcs

Type of semantic process: an expression referring to a race occurring only in fantasy games. Thus, I would range it as a neologism.

Czech players' pronunciation: [ork]

Semantic movement:

Orcs are well known from Tolkien's books, „The Hobbit“and „The Lord of the Rings“. However Tolkien's orcs does not completely correspond to the orcs occurring in World of Warcraft. The semantic of Tolkien's **orcs** refers to orcs as small, ugly, cruel, bloodthirsty and incredibly stupid beasts, however, World of Warcraft's **orcs** are quite the opposite. In fact, they are the creators of the world of Azeroth with all its noble and dark sides. They are excellent melee fighters as well as remarkably capable of developing arcane and shadow magic and wisdom of nature. Apart from all these superlatives, they were able to build the strongest Horde's city, the City of Orgrimmar and, also, they provided the cast away trolls with a new shelter.

4.3 Playable Classes

Since all the classes undergo a certain semantic change, I have analysed them all. Some of them differ only a little bit, however, the most of them take on a truly new meaning.

Priest

Type of semantic process: widening

Here, we distinguish a common priest (or priestess) with his classical features such as performing religious ceremonials or praising God and a special kind of priest who is able to fight in a battle or heal his allies by spiritual powers.

Czech players' pronunciation: [príst]

Semantic movement:

The thing which a classical **priest** and World of Warcraft's priest have in common is that they draw their powers from God or the Light. However, while a real-life **priest** concentrates on healing the wounds of the soul, a World of Warcraft's **priest** focuses more on healing the wounds of the body. And, apart from that, a World of Warcraft's **priest** is able to summon shadow magic to help him destroy his enemies. In a nut shell, World of Warcraft's **priests** are, apart from being excellent healers, good long-distance fighters wielding powerful shadow magic, and, when being in trouble, capable of fighting with a melee weapon, mostly with a mace.

Rogue***Type of semantic process:*** widening

In World of Warcraft we have more **rogues** without proper playable **rogues'** qualities, however they are not playable. They are just NPCs. They differ in the amount of skills and abilities which they can use when being in fight (playable **rogues** are far better equipped than their NPC counterparts).

Czech players' pronunciation: [rouďž]***Phonological movement:***

Here we have a most favourite English ending for Czech learners, vowel cluster "ue". Since Czech being a fond-of-consonants language, Czech learners, and, especially, World of Warcraft players have a big trouble with pronouncing such a vowel cluster. The process of acquiring such a pronunciation is like following.

Actually, since they do not know what to do with the two extremely difficult vowels, they merely leave it out. However, the remaining thing is what to do with the remaining "g" at the end of the word. In order for it to sound English, they change the pronunciation from the correct [g] to more "English"[ďž].

Semantic movement:

The semantic movement of this word is that World of Warcraft's **rogues** possess, in contrast to common **rogues**, extraordinary abilities which help them survive in the world of magic. **Rogues** having no magic power, they have to rely on their slyness and agility as well as their skill in using a dagger. World of Warcraft **rogues**, in contrast to real-life ones, are always of a good health, they are fit, and they have a knowledge how to prepare a large scale of lethal poisons which help them to kill the enemy.

The thing which both, real-life and World of Warcraft's **rogues** have in common is their remarkable ability to play innocent. They both tend to use their charm to enchant other humans (or humanoids) to do what they want. Finally, after getting what they wanted, they reveal their true character and swindle their creditors out of their possessions.

Mage

Type of semantic process: narrowing

Although I refer to the semantic process as narrowing (**magi** are using just a very limited sort of spells), we can meet a lot of NPC **warlocks** (**magi** who are using shadow balls instead of fireballs and summoning infernal monsters) who are classified as **magi**.

Czech players' pronunciation: [mág], [mejdž]

Phonological movement:

For Czech players the word "mage", in contrast to other words referring to the classes, seems quite familiar. It is due to its similar equivalent in Czech (**mage**-English, mág-Czech). In fact, since the word appears to be familiar, a lot of players have acquired Czech equivalent and they do not make difference between the Czech phonological version [mág] and that of English [mejdž].

Semantic movement:

Since the semantic process is described as narrowing, magi tend to use just quite a limited sort of spells. In contrast to dictionary meaning of “**mage**“ (they abound with many kinds of spells), World of Warcraft’s **magi** are confined to use only fire spells, frost spells, and, to some extent, arcane spells. Drawing their powers from the world of **Twisting Nether**, they are able to knock down an enemy at a blow.

In a nut shell, when magi draw their magic power from other resources (shadow, nature etc.) they are not classified as **magi**. In fact, we sort them to other classes (**warlocks, priests, shamans** etc.).

Warlock

Type of semantic process: narrowing

In fact, when someone wants to be called **warlock** in World of Warcraft, he should be able to summon an infernal creature; otherwise he is not a **warlock**, but another casting class (**mage, priest, shaman** etc.).

Czech players’ pronunciation: [varlok]

Phonological movement:

Czech players have usually a problem to pronounce the English phoneme [o:] so they replace it with the written form of the word [varlok].

Semantic movement:

According to monolingual dictionaries **warlock** is either a male witch or a person wielding evil magic powers.

For World of Warcraft, it is important that **warlocks** are able to summon an infernal creature called a **pet** (the types of **warlock’s pets** are described in the first part of the thesis). To some extent, **warlocks** are a blend of **hunter** and **mage**. The **hunter’s** part in them is that they master, as I said above, a **pet**. The

mage's part is that they cast long-distance spells and are excellent long-distance fighters.

In a nut shell, the thing which World of Warcraft and dictionaries have in common is that **warlocks** are capable of casting torturing and soul-twisting spells which inflict unbearable anguish to their victims.

The thing which is different is that World of Warcraft **warlocks**, as I said above, are masters of hellish **pets** which help them to beat their enemies.

Druid

Type of semantic process: widening

Apart from classical Celtic druids we extend the meaning to the class which is able to use nature as its main source of power.

Czech players' pronunciation: [drujd]

Semantic movement:

World of Warcraft's **druids** are a little bit different kind of **druids** than we know from the Celtic history. **Druids** in World of Warcraft do not perform any ceremonials; however, they adore, like Celtic **druids**, some natural spirits. They tend to channel their energy into embodying the nature. Being able to shift into cats, bears, wildkin or fish, they are excellent fighters in nature conditions. They, along with Celtic **druids**, are able to heal a friend. However, Celtic **druids** focused more on healing the soul, World of Warcraft's druids tend to heal the body.

Shaman

Type of semantic process: widening

Although World of Warcraft's meaning of **shaman** is almost the same as the original dictionary meaning, we have to take into account that World of Warcraft's shamans are wielding a special totemic power which draws its energy from nature elements (water, fire, earth and wind).

Czech players' pronunciation: [šaman]

Phonological movement:

Save that Czech players use standard Czech phoneme [a] instead of the phoneme of the standard English usage [æ], players have a tendency to pronounce [a] in the last syllable. It is due to the fact that in Czech there is a similar word, however adjusted to the Czech phonological rules “šaman”.

Semantic movement:

Original **shamans** were leaders, healers and nature spirit **priests** of indigenous tribes. They were believed to have special magic power to live in accordance with nature. Although World of Warcraft's **shamans** are almost the same, they are enriched with special totemic powers. The elemental totems, their kinds are mentioned above; help **shamans** to knock down their enemies.

Hunter

Type of semantic process: widening

Apart from ordinary hunting with a bow, crossbow or gun, World of Warcraft **hunters** are enriched with a special ability to tame a beast.

Czech players' pronunciation: [hantr]

Semantic movement:

As I mentioned above, the main (and maybe the only) difference is between an ordinary **hunter** and World of Warcraft **hunter** is that the World of Warcraft's **hunter** tames a beast (wolf, cat, bear etc.) which follows him everywhere and which helps him fight.

Paladin

Type of semantic process: a word meaning a holy fighter on a horse renewed and recovered in World of Warcraft. I would range it as narrowing, since a paladin has got special abilities which are attributed only to this class.

Czech players' pronunciation: [palad'in]

Semantic movement:

In the past, cavalries on horses were believed to fight in the name of the Light. They were called **paladins**. In fact, in World of Warcraft, **paladins**, along with **warlocks**, are the only race which is able to summon his own horse (the remaining classes have to buy it). The thing which original **paladins** and **paladins** of World of Warcraft have in common is that they are ardent fighters of the Light. Drawing their energy and magic power from God, they are able to protect themselves and fight with enemies at a time. In contrast to historical **paladins**, those of World of Warcraft can heal the wounds of their allies.

Warrior

Type of semantic process: widening

In fact, every race, not only the playable races, but also NPC races, can be warriors. Irrespective of the weapon you wield or clothes you wear, you can be a warrior. However, a proper playable warrior has got special abilities which a classical warrior does not possess.

Czech players' pronunciation: [varjor]

Phonological movement:

Czech players have usually a problem to pronounce the English phoneme [o:] so they replace it with the written form of the word [varjor].

Semantic movement:

As I mentioned above, everybody who wields a weapon and who is dressed in any kind of clothes can be a warrior. The semantic difference is that an ordinary warrior can be, despite the weapons and clothes, quite weak. In fact, World of Warcraft warrior is extremely strong and aware of his own strength. In contrast to other classes e.g. warlock, he does not abuse his powers but he uses it reasonably. In a nut shell, he kills only when necessary.

4.4 Specialization When in a Raid or Party

Since not all the words concerning dungeon instances or specialization when in a **raid** or a **party**, I have decided to attach just a few of them.

Raid

Type of semantic process: narrowing

Czech players' pronunciation: [rejd]

Semantic movement:

There is a significant semantic movement between the real meaning of the word and its World of Warcraft's equivalent.

In World of Warcraft, we use the term **raid** when we refer to a large group of players, to this extent the meaning is the same, (ca. 20) who are going and fighting through a **dungeon** in order to kill the boss and take loot. This thesis makes it different from the dictionary meaning.

example: Hej vole, nešel bys se mnou raid??!!

Heal

Type of semantic process: metaphor

Here **heal** means an agent, not a verb or process, however, the word **heal** is metaphorically motivated.

Czech players' pronunciation: [híl]

Semantic movement:

The most significant semantic movement here is that **heal** means an agent, not a verb or process. Actually, **heals** are players playing classes which can perform healing. They are **priests, paladins, shamans** and **druids**.

example: Kurva potřebujem pořádnýho heala.

Tank

Type of semantic process: metaphor

In this case **tank** means a person, not a vehicle, although, the word is strongly metaphorically motivated.

Czech players' pronunciation: [taŋk]

Semantic movement:

Tank is a person (a player) who is able to bear a lot of damage without losing many health points. The possible motivation is that a **tank**, as a vehicle, is very strong and long-suffering and thus difficult to destroy. Thus, World of Warcraft's **tanks** are tenacious and long-suffering classes (**warriors, paladins**) which need a lot of NPC players to defeat them.

example: Bez tanka toho křípa nedáme.

Damager

Type of semantic process: a neologism occurring only in fantasy games.

Czech players' pronunciation: [demidžr]

Phonological movement:

Since the Czech players do not know the vowel [æ], they tend to use normal [e], which is easier to pronounce.

Semantic movement:

The word **damager** is derived from the word damage. The player is called **damager**, when he is able to destroy the enemy target very quickly without casting many spells. The best **damagers** are **magi**, since their fireballs can kill the enemy target at a blow.

example: Mage je luxusní damager.

4.5 Attributes

The meaning of the words describing game attributes is completely different from the original ones, so I have decided to enlist them all. For more detailed information see the chapter “attributes“in the first section of the work.

Stamina

Type of semantic process: narrowing

Here, the word **stamina** means only one particular thing whose quality can be changed during the game.

Czech players' pronunciation: [stamina]

Phonological movement:

Since players have the tendency to simplify the considerably difficult and specific English pronunciation, they use the typical Czech phoneme [a] instead of phoneme [æ], which is difficult to pronounce, and, in fact, the Czech consider it a sort of ridiculous when somebody tries to apply difficult English phonological rules to Czech language.

Semantic movement:

Although the quality of the meaning is entirely different from the original dictionary one, there is something of a motivation in it. Actually, **stamina** originally means life energy. In World of Warcraft, **stamina** means all your health points which you dispose of. In is quite an instable quality, because you can easily increase or decrease your health points (stamina) during the game by taking on better clothes or better weapons.

The semantic motivation is that your health points are something of your life energy, which, when once exhausted, you lose your life abilities (the ability to fight, eat, drink, run etc.) and, consequently, you fall dead.

Spirit

Type of semantic process: metaphor

Here the word **spirit** does not correspond to any kind of ghost, religious matters or states of mind. Thus, the meaning is completely different. However, even here we can see a metaphorical motivation.

Czech players' pronunciation: [spirit]

Semantic movement:

In World of Warcraft, **spirit** means the speed of recovering your lost **stamina** and **intellect** while not fighting. There is a significant movement from the meaning of the state of mind to the quality of your recovery ability. Although it might seem unlikely, there is a motivation between these two statements. In fact, the state of your health points is not a state of your mind, but it is the state of your body.

However, **intellect**, the amount of your mana and the second attribute which accompanies **stamina**, is something of a state of your mind. Actually, for World of Warcraft's **spirit** being your ability of the speed of recovering your **stamina** and **intellect** when not fighting, it reflects character's state of his physical and psychical condition.

Intellect

Type of semantic process: metaphor

In general, the attribute **intellect** does not correspond with the real meaning of intellect which means your mental capacity. Anyway even this word is a sort of metaphorically motivated.

Czech players' pronunciation: [intelekt]

Phonological movement:

Czech players usually do not pronounce the vowel "e" as [ə]. It is due to the fact that in Czech there is no [ə] in standard and common Czech.

Semantic movement:

In World of Warcraft, **intellect**, as I said above, does not entirely correspond to one's mental capacity. In other words, it does not correspond to character's intelligence. World of Warcraft's **intellect** is realized by mana, which is the amount of elements needed to cast a spell or perform a special skill. However, even there is a little bit of motivation.

In fact, imagine being a **mage** and you want to cast a spell. At first, before performing it, you have to know how to do it, so the first step how to do it is to learn it. And you cannot learn anything, even a spell, without proper mental capacity and intelligence. In the nut shell – **intellect**. So, here we can see the motivation on which base the creators of World of Warcraft worked out the word **intellect**.

Strength***Type of semantic process:*** narrowing

Concerning the word **strength**, the semantic process which the word undergoes is definitely narrowing. Here, we mean a particular kind of **strength** which can be applied only in certain situations.

Czech players' pronunciation:[streňdž]***Phonological movement:***

Here, as we can see, the pronunciation is distorted to the biggest extent. It is due to the consonant cluster at the end of the word. And, more to it than that, they are consonants which do not occur in Czech together, so it makes it even more difficult for an inexperienced player to guess the correct pronunciation.

Semantic movement:

The World of Warcraft's **strength**, in contrast to **strength** in general meaning, bears a sort of a limited meaning. In fact, it does not mean an abstract notion, strictly speaking physical or psychical power to do something, but, here it means attack power when fighting with a melee weapon.

Of course there is a semantic motivation that the bigger number of **strength** points you have, the more effective are your strikes with your melee weapon (an axe, sword, dagger, mace, staff etc.). In a nut shell, the more **strength** points you have, the stronger you are.

Agility

Type of semantic process: narrowing

As for the word **agility**, we can apply the same rules as for the word **strength**. The semantic process is narrowing. Here, **agility** has got a very limited meaning focused only on a one part of human's **agility**.

Czech players' pronunciation: [agiliti]

Phonological movement:

Save for the incorrect stress, which Czech players put on the first syllable, and the inability to use phoneme [ə], I want to point out that Czech players pronounce [g] instead of correct [dž]. It is so because the phoneme [dž] is very rarely used in Czech, so players tend to use a phoneme which is much more used in Czech language, in this case [g].

Semantic movement:

Agility, in general, means something like knowledge how to use your body skills. It is your ability to move fast, the ability to use your **strength** properly etc. Actually, in World of Warcraft, **agility** increases your chance to hit a target critically, so called **critical strike** (see a chapter below). It means that you destroy two times more health points (**stamina**) of the target. It also increases your attack power of your ranged weapons (a bow, crossbow, and gun).

The semantic motivation here is not as clear as in the previous word. Despite this fact, I am going to shadow it. When you want to effectively destroy your enemy, you have to use more than your **strength**. In fact, you have to use all your body skills together to beat the enemy. It includes aiming the target with a ranged weapon and channelling enough energy to one fatal strike instead of

gradually reducing his health points. In conclusion, all these qualities are included in one World of Warcraft's word – **agility**.

4.6 Buffs

Buff

Type of semantic process: metaphor

In this case, the meaning is a little bit different although motivated. Here, the meaning is metaphoric from a person to a quality or thing.

Czech players' pronunciation: [baf]

Semantic movement:

Concerning the word **buff**, the meaning, as mentioned above, has been changed from a person who is very much interested in a particular activity to qualities which either facilitate, or debilitate your playing. Typical debilitating **buffs** are diseases, poisons and curses, which are mentioned in detail in the first chapter "Introduction to the Game". As for facilitating buffs, we distinguish various kinds of them, so I have decided to mention just **scrolls**, which are also discussed in detail in the first chapter "Introduction to the Game".

In fact, it is hard to say how this word originated and what the motivation is. It could be that original buffs have the action they are doing facilitated since their enthusiasm make the action easier to do. Thus, World of Warcraft buff makes the game easier for you by enhancing your attributes for a couple of minutes.

2.6 Attributes and Mistakes Affecting Fluency of the Game

In fact, sometimes it happens that the game does not go fluently or well. Thus, I have enclosed and analysed the most common types of mistakes which a player can encounter in the game.

Lag

Type of semantic process: widening

In this case we are witnessing conversion, since **lag** is originally a verb and in World of Warcraft it converted into a noun. Apart from its original meaning, the word bears a specific meaning which is strongly motivated by the original one.

Czech players' pronunciation: [lak], pl. [lagi]

Phonological movement:

As I mentioned in the sections above, it makes a big trouble for Czech players to pronounce phoneme [æ]. So, in order for the players to make it easier, they have replaced it with the phoneme [a] which bears the same pronunciation as the grapheme “a”.

As for the pronounced phoneme [k] at the end of the word, Czech players are not able to pronounce [g], since Czech speakers are inclined to make voiced endings voiceless e.g. “plž” and [plš].

Semantic movement:

It is, as written in the first chapter “Introduction to the Game”, the situation when your game does not go fluently, but there is latency between the command and the performance.

Seen from another perspective, the delay of the game is similar to the delay of people who **lag** behind e. g. with their work or they do not keep the pace with the others.

In a nut shell, there is a significant motivation between the two kinds of delay. One is the delay between the command and the performance in the game and the other one is a delay e.g. with work, train's delay or a friend's delay who is not able to keep up with us, in other words, he is lagging behind.

example: Ta blbá hra zase laguje. Dneska sou ale pořádný lagy kvůli tomu blbýmu počasí.

Bug

Type of semantic process: widening

As for the word **bug**, World of Warcraft distinguishes two kinds of the word. On the one hand, it is a beast occurring in some of Azeroth's locations, on the other hand, it is an error which is visible and which debilitates your playing.

Czech players' pronunciation: [bak], pl. [bagi]

Phonological movement:

In fact, most of the Czech players are well aware of the vowel change which occurs between the written vowel "u" and its pronounced form [a]. This is because of the large media development and its English usage all around the world on many levels. For the consonant at the end of the word see the word "lag".

Semantic movement:

Actually, concerning the semantic motivation, let's say that a **bug** as an animal is sometimes annoying. It buzzes around your ear, it sits on your arm and irritates your skin, and, also, it can bite you. Thus, as for computer games, it is the same. If a **bug** (a mistake) occurs in such a game, it is really irritating and, usually, there is nothing you can do about that.

example: Ten novej patch má samý bugy, to se fakt nedá hrát.

Ban

Type of semantic process: widening

Apart from a classical **ban** you can be given a **ban** in the game under certain conditions.

Czech players' pronunciation: [ban]

Phonological movement:

For the pronounced phoneme [a], see the word "lag".

Semantic movement:

In World of Warcraft, being given a **ban** means that you are denied some kinds of privilege such as going to a certain **dungeon**, fight in certain **battle-grounds** or you are prevented from a certain kind of special entertainment.

Although it seems improbable, even here is a semantic motivation. As the game creates its own world, it is possible for you, like in normal world, to misbehave e.g. if you bully considerably weaker players for a long time etc. After such misbehaving, you are, as I said above, prevented from doing extra actions which usually entertain and amuse you.

example: Kámoš dostal bany za to, že zabíjel malý levely.

2.7 Dungeon Instances

If a player wants to go to a dungeon, he has to acquire a proper vocabulary in order to communicate effectively with his comrades.

Dungeon

Type of semantic process: narrowing

In World of Warcraft, there are a lot of **dungeons**; however, they work on the same principle. Thus, the semantic process is definitely narrowing.

Czech players' pronunciation: [duŋg]

Phonological movement:

In fact, Czech players tend to make difficult words easier to pronounce. Since the word **dungeon** is too long and not echoic, they have created a more echoic and progressive equivalent - “**dung**”, pronounced [duŋg].

Semantic movement:

In this case, a **dungeon** does not mean only an underground space in a under a castle or a palace defined by long corridors and four walls. On the one hand, in World of Warcraft, it really means a place that is usually underground,

but it is rarely attached to a castle. It never works as a prison, but, it works as a single unit with its own idiomatic features that are different from the rest of world of World of Warcraft.

On the other hand, there is a semantic motivation by which we can see that these two meanings, original one (for a definition see the first chapter) and the World of Warcraft's one are linked together. In fact, a **dungeon**, as I mentioned above, is really situated underground and it really contains people (or humanoids) that are different in a way from the rest of the world, but, it does not work as a prison. In a nut shell, it only resembles a real **dungeon** and that is the semantic motivation.

example: Vole, deš se mnou do toho dundu?!!

Creep

Type of semantic process: narrowing

In this case, the word **creep** is used only in one sense and when a player uses it he means only one particular thing so that other players can easily understand.

Czech players' pronunciation: [kríp]

Semantic movement:

A **creep** in World of Warcraft does not mean an unpleasant person, but the enemy. Creeps in World of Warcraft are not people to talk to, no matter how unpleasant they can be.

The possible semantic motivation is quite clear in this case. As for the **creeps**, you usually do not hear them when they are approaching you. They mostly attack you from behind in order to surprise you and have the advantage of the first strike. They are, as original real-world **creeps**, insidious, malicious and treacherous, so that when you enter their territory you can be assured that it will cost you a lot of pains to fight your way back.

example: Jesli chceš jít rychle po levelech, musíš zabíjet hodně krípy.

Elite

Type of semantic process: narrowing

When you refer to elite in World of Warcraft, players of some experience know which meaning lies beneath this word.

Czech players' pronunciation: [elita]

Phonological movement:

Czech players completely ignore the correct pronunciation of this word. It might be because of a big difference between the written form and the correct pronounced form. And, more to it than that, Czech has got similar word with entirely different pronunciation. Therefore, players tend to use the Czech version.

Semantic movement:

In World of Warcraft, we use the expression **elite** when we talk about a **creep** with an extraordinary ability - remarkable strength, bigger **stamina** or **intellect** or increase attack power. Such **elite** is usually graphically different (another colour of skin or another colour of clothes). It has got improved loot.

As for the motivation we can say that World of Warcraft **elites**, along with classical "worldly" **elites**, are very rare, and, therefore, hard to find. Another linking quality is that, as I mentioned in the paragraph above, they dispose of improved attributes (**stamina**, **strength**, **agility**, **spirit**, and **intellect** or attack power).

example: Hmm, v t y lokaci je jedna dost te zka elita na kilnutı.

Boss

Type of semantic process: narrowing

In World of Warcraft, the word **boss** has is motivated by the classical meaning of the word boss, however, in the game, the meaning is a little bit different.

Czech players' pronunciation: [bos]

Semantic movement:

In fact, the main difference between the real meaning and the meaning of World of Warcraft is that World of Warcraft's **boss** is just a chief in a formal way. Actually, he does not influence the other **creeps** or **elites** in any way. He is called **boss** because he is remarkably strong and, therefore, extremely difficult to conquer. He is even stronger than **elites**. In a nut shell, he is the **elite** of the **elites**.

However, even here we can see something of a motivation. The World of Warcraft's boss, along with a real-life **boss**, has got a special function. The function of a classical **boss** is to lead a company. However, the function of World of Warcraft's **boss** is to prevent the players from conquering a **dungeon** easily, so he has got something of a patronizing function too.

example: Když zabiješ toho bosa, tak dropne dost dobrej loot.

4.7 Actions after Killing an Enemy Target

Actually, when a player kills an enemy, the process is not half as finished as you might think. In fact, there are some actions a player should perform in order to benefit from the dead enemy.

Loot

Type of semantic process: narrowing

When a player refers to looting or loot, he means one particular action. Other interpretations of the meaning of this word lead to misunderstanding.

Czech players' pronunciation: [lút]

Semantic movement:

On the one hand, looting means an action when a player is removing the things he needs from a dead enemy. Strictly speaking, a player takes over the things which the dead enemy left uncontrolled.

On the other hand, there is an evident motivation since removing (looting) things from a dead target is similar to soldiers' and robbers' removing things from their victims. Thus, these two meanings are linked together.

example: Ten bos droptul dost good loot.

Drop

Type of semantic process: narrowing

When a player refers to a drop, he means one particular action. Other interpretations of the meaning of this word lead to misunderstanding. Therefore, you should use this word in appropriate situations.

Czech players' pronunciation: [drop]

Semantic movement:

The main difference between the World of Warcraft's drop and the classical meaning of the word is that the World of Warcraft's one is semantically more limited. It is the action when the dying enemy leaves all his things he was carrying uncontrolled. Actually, a creep in World of Warcraft can perform a drop only when he falls dead, however, in real life, people tend to drop things even if they are alive. However, even there is a significant liaison between the two meanings.

In fact, in real life, when you drop something it signifies that you leave the thing without keeping an eye on it. World of Warcraft is the same case. If an enemy target falls dead, he automatically leaves his things unprotected. This action is called a drop.

example: Ten bos droptul dost good loot.

Item

Type of semantic process: narrowing

The semantic process here is definitely narrowing since the meaning refers to one particular sort of things.

Czech players' pronunciation: [item]

Phonological movement:

Since the diphthong [ai] does not occur in Czech very often, players tend to use the simple phoneme [i] to make the pronunciation easier. In fact, in order for the players to make the game quicker, they simplify everything. Therefore, they adjust the pronunciation to the Czech phonological rules.

Concerning the phoneme [e] in the second syllable, Czech does not bear the original phoneme [ə] occurring in this word as a regular phoneme which replaces a vowel. Thus, Czech players replace it with the most similar phoneme, in this case [e].

Semantic movement:

Actually, the expression item is not an action in a classical way. It is rather a reward which you receive after killing an enemy. As for the original meaning, item means almost everything you can hold in your hands. However, World of Warcraft's item is the particular thing which the dying enemy drops (see the paragraph above). Other things which can be obtained in another way are not called items.

However, the semantic motivation here is quite strong. The World of Warcraft's meaning makes a sort of sub group to the original meaning of the expression item.

example: Když nemáš místo v báglu vyhod' nepotřebný itemy.

4.8 Friendly Targets

Actually, apart from enemy targets, in World of Warcraft, there are also friendly targets which help a player to fight and to accompany him. Down below, I have analysed the most frequent friendly targets.

Pet

Type of semantic process: narrowing

As for the word pet, in World of Warcraft we mean something slightly different from the standard usage of the expression.

Czech players' pronunciation: [pet]

Semantic movement:

In World of Warcraft, pet is not something you caress or coo. In fact, it does not have an emotional function or a function to provide you with pleasure. Actually, in world of Warcraft, pets are designed to help you fight and advance to higher levels.

However, the semantic motivation is quite strong. A real life pet would accompany you everywhere and would be faithful until it dies. It is the same with pets in World of Warcraft. They never leave you unless dismissed, they follow you everywhere and they help you fight until you win or until they die.

Actually, as I mentioned in the first chapter, we distinguish two main sorts of pets – hunter's pets and warlock's pets, which are called minions.

Concerning hunter's pets, there is not a big semantic difference so I am not going to describe it in detail; however I am going to have a look on warlock's pets (minions).

example: Di po petovi já kilnu toho hord'áka.

2.7.1 Minions (Warlock's Pets)

Minion

Type of semantic process: narrowing

When we refer to a minion we always mean a warlock's pet. Any other interpretation would lead to a misunderstanding.

Czech players' pronunciation: [miňjon]

Phonological movement:

For Czech players it is quite difficult to pronounce [ə] in the second syllable since they consider it correct to put there a proper phoneme, in this case [o].

Semantic movement:

In fact, the meaning of the original expression has been considerably narrowed. Minions, which warlocks are using to help him fight, are not minions in a classical sense (for more detailed information, see the first chapter). They are not cherished, caressed or fondled. To be honest, warlocks do not feel an extra affection for them. They just summon it when they need it and, after that, they merely dismiss him.

Although it might seem impossible, even here is something of a motivation which is worth looking into.

Even though warlocks do not feel extra emotions for their minions, they are a sort of bound together. In fact, one cannot exist without the other. Minions are dependent on warlocks' summoning them, and, warlocks would surely die without minions' help.

Imp

Type of semantic process: narrowing

When we refer to an imp, we mean one of the warlock's minions (pets). Actually, we do not use this word in other situations.

Czech players' pronunciation: [imp]

Semantic movement:

As for the word imp, in contrast to the original meaning, the World of Warcraft's meaning has been narrowed only to warlock's pet (minion), so that when a player refers to an imp, he means the particular warlock's pet.

Although the meaning has been narrowed, the semantic motivation is quite clear. The World of Warcraft's imp, along with the original meaning, is a small creature disposing of magical power especially the destructive one.

4.9 Unusual NPCs' Names in a Function of Neologisms

In fact, NPCs often do not bear a name of an actuality they represent; however, the system of naming such creatures is far more elaborate and complex. In the following articles, I am going to outline at least some of them, in fact, those, which I consider the most interesting.

Ravager

Type of semantic process: a neologism originated in World of Warcraft.

Czech players' pronunciation: [revidžr]

Phonological movement:

Concerning this word, there are a lot of discrepancies between the original English version and the Czech modified one.

The first one concerns the Czech phoneme [e], which replaced the English phoneme [æ]. In fact, it is interesting to see how Czech players replace the English phoneme [æ] with different Czech phonemes, either [a] or [e]. In my opinion, when the particular word does not exist in Czech, players replace it with [e] e.g. [revidžr], whereas if Czech provides its Czech equivalent as it is in the word "šaman", players tend to use phoneme [a].

To continue with phonological discrepancies, I would like to mention that Czech players do not use the phoneme [ə] at the end of the words ending with consonants "er". It is thus due to the fact that Czech does not include [ə] in its standard usage, and, apart from that, Czech players consider it correct to put standard Czech phoneme [r] at the end of the word as it is common in American pronunciation. This situation concerns not only this case, but also the cases mentioned below.

Semantic movement:

In fact, since the word is a neologism occurring in the first place in World of Warcraft, the semantic movement is not very significant. Actually, the word was derived from the word “to ravage” which means “to pillage“, or, “to destroy” something.

Pillager

Type of semantic process: a neologism occurring mainly in World of Warcraft.

Czech players’ pronunciation: [pɪlɪdʒɪr]

Phonological movement:

For the more detailed description of the Czech problems with [ə], see the word “ravager”.

Semantic movement:

This word is also a neologism occurring mainly in World of Warcraft, however, I have already seen it in other situations. In fact, this word is derived from the verb “to pillage” which means “to rob”, “to destroy” or, as I mentioned above “to ravage”.

Looter

Type of semantic process: a neologism occurring mainly in World of Warcraft.

Czech players’ pronunciation: [lútr]

Phonological movement:

For the more detailed description of the Czech problems with [ə], see the word “ravager”.

Semantic movement:

This word mainly occurs in World of Warcraft, however you can find it in some other contexts on the internet. Actually, the word is derived from the verb “to loot” which means “to steal” or “to rob”.

Mauler

Type of semantic process: a word occurring mainly in combat fantasy games. Thus, I would range it as a neologism.

Czech players’ pronunciation: [mauler]

Phonological movement:

In fact, Czech players do not consider it correct to pronounce the word with its correct English pronunciation [mo:lə]. It is thus since when Czech vowel group “au” appears, the Czech correct pronunciation is the same as in its written form [au]. To give an example, such words are “astronaut, aura, etc.”

The matter with Czech pronunciation anomalies concerning the phoneme [r] instead of standard English [ə] is mentioned in the examples above.

For the more detailed description of the Czech problems with [ə], see the word “ravager”.

Semantic movement:

This word occurs mainly in combat fantasy games when a warrior wields a weapon called a maul, mace or mallet. Thus, we call him a **mauler**.

Enforcer

Type of semantic process: narrowing

In fact, **enforcers** in World of Warcraft are particular humanoids wielding particular weapons which cannot be transformed into other weapons or humanoids.

Czech players' pronunciation: [enforcer]

Phonological movement:

Czech players are not used to changing the incorrect [e] at the beginning of the word into the standard English pronunciation [i]. Furthermore, Czech players also tend to use the phoneme [c] in the last syllable instead of the correct English phoneme [s], since the phoneme [c] occurs in Czech far more often than in English. The matter with Czech pronunciation anomalies concerning the phoneme [r] instead of standard English [ə] is mentioned in the examples above.

For the more detailed description of the Czech problems with [ə], see the word “ravager”.

Semantic movement:

Actually, when a creature in World of Warcraft is called an **enforcer**, he has to have certain features. In fact, he has to have at least two weapons in his hands (usually axes or swords) and he has to be extremely big. The most common **enforcers** are ogres.

The possible motivation is that a World of Warcraft's enforcer, along with a common **enforcer**, is extremely strong and is not afraid to use his strength to put through his “opinions”.

World of Warcraft's **enforcer's** strength is even intensified by the fact that he is so strong that he can hold two lethal weapons in his hands. Thus, he is extremely difficult to kill.

Swashbuckler

Type of semantic process: narrowing

If we refer to a **swashbuckler** we mean a particular kind of NPC which has got specific features that cannot be attributed to another creature.

Czech players' pronunciation: [švošbakler]

Phonological movement:

For the more detailed description of the Czech problems with [ə], see the word “ravager”.

In fact, this word is for Czech players so complicated that one can very rarely hear this word pronounced by a Czech player.

Semantic movement:

In contrast to the original meaning, World of Warcraft’s **swashbuckler** is usually a pirate. He possesses the ability to disarm you for a few seconds. Therefore, he is very cunning, swift and agile so you have to be very careful when fighting with him.

The semantic motivation here is not very difficult to guess. In fact, World of Warcraft’s **swashbucklers**, along with original ones, are fond of unusual and extravagant clothes; you can recognize a World of Warcraft’s **swashbuckler** even from a long distance, since he usually wears a white, shining shirt, black chic trousers and a red, fashionable scarf around his head. Furthermore, they are, as well as original **swashbucklers**, very self-confident when fighting since to perform a disarm spell is very difficult and only a few NPCs can perform it. However, when noticing that they are running out of health points, they tend to run away to find a help amongst their comrades.

Thunderer

Type of semantic process: narrowing

Here the word does not mean a gun but a particular kind of animal.

Czech players’ pronunciation: [tanderer]

Phonological movement:

The Czech phonological system does not have the phoneme [θ] so players tend to use the Czech phoneme whose pronunciation is nearest to the English original phoneme [θ]. In this case players replace it by the phoneme [t].

Concerning Czech phoneme [r] instead of English [ə], I have mentioned this problematic in the articles above.

For the more detailed description of the Czech problems with [ə], see the word “ravager”.

Semantic movement:

In fact, the main difference is that **thunderer** here means a large, lizard like animal. However, even here is the semantic motivation quite evident.

Actually, if you imagine thunder, it means something mysterious, magnificent, and, to some extent, harmful. In fact, **thunderers** are large, thus magnificent, and, they can kill an enemy with enormous power which is very difficult to resist.

Snarler

Type of semantic process: narrowing

Here the word **snarler** means a particular kind of animal with typical **snarler** like features. However, this word occurs mainly in World of Warcraft and it is very rare to find it in another context.

Czech players' pronunciation: [snarler]

Phonological movement:

Concerning Czech phoneme [r] instead of English [ə], I have mentioned this problematic in the articles above.

For the more detailed description of the Czech problems with [ə], see the word “ravager”.

Semantic movement:

Snarler in World of Warcraft means a hyena like animal which is extremely aggressive and which usually attacks you when in a large pack.

In this case, the semantic motivation is very clear. As for the original word “to snarl” the derived word **snarler** is definitely based on its original meaning. It means an animal (in this case hyena) which is extremely aggressive and which **snarls** at you even from a long distance.

Author’s note:

As you can see, deriving new words by suffix “er” at the end of the word is a very prolific manner in which, in World of Warcraft, the new words are very often introduced.

Snapjaw

Type of semantic process: a neologism occurring only in fantasy games.

Czech players’ pronunciation: [snepdžó]

Phonological movement:

The problematic of the phoneme [e] instead of the regular English phoneme [æ] is mentioned in the words above.

Semantic movement:

A **snapjaw** is a turtle like animal living on coastlines of the sea of rivers. They are considerably big and they have got two large tusks growing from their lower jaw. In fact, the word **snapjaw** is a compound so it links together two meanings on whose basis the new meaning is built.

Concerning semantic motivation, it is quite evident. Their appearance seems like they can eat everything because of their extremely big mouth and, due

to their large tusks they can **snap** in their mouth everything within a few seconds.

4.10 Clothes a Player is wearing on when playing

As for this group of words, they assume an entirely new meaning, although being based on its original meaning.

In general these words refer to parts of body; however, they assume a meaning of a piece of cloth a player is wearing on the particular part of the body.

Head

Type of semantic process: metonymy

In this case, the word head means something slightly different although being based on the original meaning.

Czech players' pronunciation: [hetka]

Phonological movement:

Concerning this word, players tend to add a Czech suffix “ka”, pronounced as [ka], at the end of the word when pronouncing. It is due to the fact that they want the word to sound more “Czech” since it is used far more often than other words being mentioned in previous groups. To put it in a nutshell, players want to facilitate the pronunciation as much as possible.

Semantic movement:

In this case, although being strongly motivated, the semantic difference is very significant. Here the word does not mean a classical “head”, but, “a thing which a player is wearing on his head”. In fact, the semantic movement is made by moving the meaning of a part of human body to a thing that is worn on that part of body.

Along with the semantic movement, the semantic motivation is quite evident too. Players call it “head” or “hetka” since it is worn on their heads.

In a nut shell, “head” or “hetka” can be a cap, hat, sombrero, Stetson, helmet or scarf which a player is wearing around his mouth.

example: Ty vole ty máš ale pěknou hedku.

Neck

Type of semantic process: metonymy

In this case, as in the previous one, the word neck means something slightly different although being based on the original meaning.

Czech players' pronunciation: [nek]

Semantic movement:

Here, the word does not mean “neck” as a part of body, but, an item a player is wearing on his throat. Thus, the semantic movement is very evident.

The semantic motivation is also very clear. As in the previous case, “neck” is something a player is wearing on his neck (or throat). This word is a super ordinate expression for all sorts of lockets, necklaces and pendants.

example: Ten neck mi přidává 5 stamina a 6 intelekt.

Shoulders

Type of semantic process: metonymy

In this case, as in the previous one, the word shoulders mean something a little bit different than its original meaning.

Czech players' pronunciation: [ramena]

Phonological movement:

This case is a very interesting exception. Although players tend to use its correct English written form “shoulders”, they usually pronounce it in an entirely Czech way (ramena). It is due to the fact that the word shoulder contains a lot of consonants which are very difficult for the Czech players to pronounce, so they

resorted to the easiest way of pronunciation, in fact, to preserve the original Czech form “ramena” although the written form is often the English one “shoulders”.

Semantic movement:

Here, as in the previous case, the word does not mean “shoulders” as a part of body, but, an item a player is wearing on his shoulders. Thus, the semantic movement is very evident.

The semantic motivation is also very significant here. As in the previous case, “shoulders” is something a player is wearing on his shoulders. In this case, it includes all sorts of pads, shoulders and epaulets.

example: Už mám skoro celej equip epickej, chybí mi jenom ramena.

Chest

Type of semantic process: metonymy

Here, the principle is the same as in previous cases.

Czech players' pronunciation: [čestka]

Phonological movement:

For more detailed information see the word „head“.

Semantic movement:

The principle is the same as in the previous cases. However this word contains in its meaning all kinds of harnesses, robes, shirts, vests and armours.

example: Potřebuju ještě mejlovou chestku.

Wrist

Type of semantic process: metonymy

In this case, as in the cases before, the original meaning has been narrowed to a very limited meaning.

Czech players' pronunciation: [vrɪst]

Phonological movement:

As for the pronunciation of this word, players completely ignore the omitting of the phoneme [w] at the beginning of the word. In fact, even those players who have knowledge of English language are inclined to pronounce it with [w], or, what is more frequent [v], because they want to make the pronunciation easier in order for the game to go steady without improper delays in communication with others.

For more detailed information concerning the shift of the phoneme [w] to the phoneme [v], see the words **warrior** or **warlock**.

Semantic movement:

In this case, as in the cases above, the word wrist does not mean a part of the body, but, a thing which is worn on the particular part, in this case **wrist**. In fact, in this case, the word wrist is a super ordinate word for all kinds of bracelets, bangles or cuffs.

example: Ten bos dropnul fakt dobrý wristy.

Hands

Type of semantic process: metonymy

As in the words above, although not corresponding with the original meaning, there is a metonymical connection.

Czech players' pronunciation: [hɛntka]

Phonological movement:

Concerning the problematic pronunciation of this word, players are inclined to substitute the original phoneme [æ] with the nearest Czech phoneme, in this case, [ɛ].

As for the [t] in the middle, the word has undergone assimilation of voicing where Czech players are not able to pronounce the correct English phoneme [d], but, they replaced it with [t], which is easier to pronounce.

In fact, Czech players also tend to use a Czech suffix “ka”, in pronunciation [ka] at the end of the word in order for it to submit to the Czech paradigm. Thus, it makes the Czech declension easier.

Semantic movement:

In this case, as in the cases above, the word wrist does not mean a part of the body, but, a thing which is worn on the particular part, in this case **hand**.

The word “hand” is a super ordinate term for all kinds of gloves, gauntlets and mittens occurring in the game.

example: V aukci sem koupil fakt hustý hendy.

Waist

Type of semantic process: metonymy

As in the words above, although not corresponding with the original meaning, there is a metonymical connection.

Czech players' pronunciation: [vejst]

Phonological movement:

For the problematic phoneme [w], having been replaced by [v], see the word **wrist**. To continue, the word does not undergo any serious phonological distortion.

Semantic movement:

This case is something of an exception concerning this sub-chapter. In fact, when using this word, players mean either a piece of clothing they are wearing on their waist or they really mean a part of body. However, there are a lot of players using the expression “belt” when referring to a piece of cloth.

To put it in a nut shell, players tend to use the expression waist to refer to a part of body and they use expressions waist and belt when referring to a piece of clothing.

Anyway, the word waist includes all kinds of belts, sashes, ribbons, straps, bands or girdles.

example: Ten belt (waist) mi sedne fakt good.

Legs

Type of semantic process: metonymy

As in the words above, although not corresponding with the original meaning, there is a metonymical connection.

Czech players' pronunciation: [leks, legi]

Phonological movement:

This expression also saw a little phonological change. First, it is the assimilation of voicing when the original English phoneme [g] is changed to its typical Czech substitution [k]. Thus, also the original English phoneme [z] was changed to its Czech phonological equivalent [s].

However, this case is also something of an exception, since there are two pronounced varieties of the word when its written form is usually preserved. It is the form [legi]. In my opinion, it is in this way since player tend to use the plural form of the word, and, thus, it is easier for them to pronounce it in the Czech way, more precisely with the typical Czech plural suffix “i”, pronounced [i].

Semantic movement:

In this case, as in the cases above in this sub-chapter, the word “legs” does not mean a part of the body, but, a thing which is worn on the particular part, in this case **legs**.

In fact, the expression “legs” means all sorts of trousers, pants, leggings, dungarees or slacks.

example: Já vim mám fakt na hovno legy.

Feet

Type of semantic process: metonymy

As in the words above, although not corresponding with the original meaning, there is a metonymical connection.

Czech players' pronunciation: [fítš], [fítš]

Phonological movement:

This case, also, concerning the phonological part, is a sort of exception. In fact, save the phonological part, there is also a grammatical movement which I am going to include in this explanation.

In fact, Czech players, having no in-depth knowledge in English, they tend to generalize all the plural forms into one form, more precisely to the form of the letter “s” at the end of the word. Actually, so as to make the game faster and steadier, they want to make the communication as easy as possible. Thus, in order to make the communication faster, they do not think about difficult plural endings and, merely, they tend to put “s” at the ends of all the nouns they know irrespective of it being correct or not.

To continue, there is also a plural form [fítš] which is the same case as in the expression “legs”, so for more in-depth information, see this word.

Semantic movement:

In this case, as in the cases above in this sub-chapter, the word “feet” does not mean a part of the body, but, a thing which is worn on the particular part, in this case **feet**.

In fact, the word “feet” refers to all kinds of boots, moccasins, shoes or sandals occurring in the game.

example: Ten kríp dropnul dost good feety.

Finger

Type of semantic process: metonymy

As in the words above, although not corresponding with the original meaning, there is a metonymical connection.

Czech players' pronunciation: [fɪŋgr]

Phonological movement:

As for this word, players pronounce [r] at the end of the word instead of [ə]. This matter is described in detail in the previous sub-chapter called “Unusual NPCs' names”, which is described above.

Semantic movement:

In this case, as in the cases above in this sub-chapter, the word “finger” does not mean a part of the body, but, a thing which is worn on the particular part, in this case **finger**.

In fact, the expression finger means all kinds of rings which a player is wearing on his **finger**.

example: Sem na 20lvl a ještě nemám žádnéj finger.

Trinket

Type of semantic process: amelioration

This word is the only word of its kind which has undergone a semantic process called amelioration, since its meaning has risen to a much better quality.

Czech players' pronunciation: [trɪŋket]

Phonological movement:

As for this word, the only phonological anomaly is [e] pronounced instead of [ə].

In fact, Czech does not have the phoneme [ə] in its standard usage, so players are inclined to substitute it with the phoneme which is nearest to the original English phoneme. In this case, players have chosen [e].

Semantic movement:

Concerning this expression, this is the only word which is not based on metonymy or which substitutes a part of human body. However, here is a significant semantic difference between the original meaning and the World of Warcraft's meaning as well as a significant semantic motivation.

In fact, in contrast to its original meaning, in World of Warcraft it means something of a priceless value which enormously enhances player's attributes (attack power, stamina, intellect etc.). Thus, there is a clear semantic change from an item of a poor quality to an item of a high quality.

Concerning semantic motivation, it is also quite evident. A World of Warcraft's trinket really resembles an original trinket concerning appearance. However, the value is the thing which has been changed.

To put it in a nut shell, an ordinary trinket is very similar to that of World of Warcraft concerning its physical appearance; however, they differ in value.

example: V aukci sou úplně na hovno trinkety.

4.11 Miscellaneous

Here, I have analysed a few interesting words which are in general neologisms, or, their meaning is completely different so that they do not belong to any category mentioned above.

Soulbound

Type of semantic process: a neologism occurring only in World of Warcraft

Czech players' pronunciation: [soulbaunt]

Phonological movement:

As for this word, the only anomaly here is phoneme [t] instead of the original [d] at the end of the word. It is thus due to the fact that Czech players cannot pronounce a voiced consonant at the end of the word. Thus, they replace it with a nearest voiceless consonant, in this case [t].

Semantic movement:

Here, rather than with semantic movement, we deal with an entirely new expression originating from this game, so I am going to provide you with an explanation rather than with the semantic difference from the original usage and semantic motivation.

If the item (a piece of cloth, mail, plate, leather, or a weapon) is marked as **soulbound** it means that by the time you put on yourself, it becomes a part of you so that no one else can wear it. You cannot sell or give **soulbound** items to any other player. It is, literally, **bound** to your **soul**.

example: Nemůžeš prodávat soulbound itemy jinejm hráčům..

Bind

Type of semantic process: narrowing

If we refer to the word **bind**, in World of Warcraft we mean only one special activity.

Czech players' pronunciation: [bint]

Phonological movement:

Concerning this expression, players tend to use phoneme [i] instead of the original English diphthong [ai]. It is thus due to the fact that Czech language does not use the diphthong [ai] very often, therefore, players replace it with [i] which is in Czech used far more often.

The issue of replacing a voiced consonant with a voiceless one in described in detail in the word "soulbound".

Semantic movement:

The semantic difference here is that the meaning of this word in World of Warcraft is definitely narrowed. Players use this word mostly when they want to refer to a thing which is worn on their character so that the item (a piece of cloth, weapon etc.) binds the particular character (becomes a part of him) so that no one else can wear it.

However, even here is a motivation. In fact, originally, if a person **binds** something he/she covers it with a piece of cloth, thus, such a character is also covered (**bound**) with a piece of cloth, which, more to it than that, becomes a part of him. Furthermore, the meaning has been metaphorically moved also to wearing a weapon.

So here is a piece of advice at the end in order to clarify the meaning. Choose your clothes and weapons carefully, once you put them on, they will **bind** you so that no one else can wear it.

example: Ten item tě bindne když si ho nasadíš.

Roll on

Type of semantic process: a phrasal verb which, in World of Warcraft, assumed a completely new meaning.

Czech players' pronunciation: [rɔl on] [rɔlnout]

Phonological movement:

In fact, Czech players do not use the whole expression “roll on” very often. They rather tend to use its Czech distortion “rolnout”.

Concerning the phonological movement, Czech players completely ignore the correct English diphthong [əʊ], and, they substitute it with the phoneme [o], which, for Czech players, is much easier to pronounce. In fact, Czech has got in its standard usage a similar diphthong [ou], however, in order to speed to speed up the game, players resorted to pronounce it as [o].

Semantic movement:

Actually, originally, the word meant to continue in a lazy way³⁴, however, the new World of Warcraft's meaning is completely different. Thus, there is a significant semantic difference.

In fact, in World of Warcraft, the word "roll on" means to choose something (somebody). However, even here is something of a motivation. Actually, if a player chooses e.g. a character and he is playing with him, we can say that he continues in playing the game, however not lazily.

example: Mage mi nevyhovoval tak sem rolnul priesta.

In order to see the statistic and the frequency of the types of semantic processes, I have attached a table on the page below. The table is provided with a comment.

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<http://slovník.seznam.cz/en-cz/word/?q=roll%20on&id=jy0FTH5Crzg=&sugid=eATDL38Cvo=&sugword=roll>

Here, I enclose a table in which you can see the frequency of the types of semantic process.

Type of semantic change	Narrowing	Widening	Metaphor	Metonymy	Neologism	Amelioration
The number of occurrence	25	9	5	10	12	1

Author's comment:

As we can see, the most prolific type of semantic process is narrowing. In my opinion, it is thus, because the expressions assume an entirely new meaning. More precisely, the entities possess certain qualities (spells, clothes, weapons, skills etc.) which are attributed only to the particular entity (character). Thus, the meaning is confined only to the particular entity in the game with particular skills, spells, weapons or clothes.

5 Conclusion

This piece of work, in its first part, was aimed at a theoretical description of communication and social interaction on the internet, and, mainly, in online computer games, especially in World of Warcraft.

In the second part, the goal was to introduce the game to an inexperienced reader on the basis of explaining the most frequently used expressions occurring in the game without which a reader would not understand the game.

The third part of the work was focused completely on the semantic and phonological research. Expressions have been analysed from the point of view of the semantic and phonological change. A specific type of semantic change has been determined, and, also, Czech phonological distortion described.

In fact, the research has proved that concerning the phonological point of view Czech players tend to arrange the pronunciation according to the Czech language. The research has proved that the reasons are, first, a very difficult English pronunciation so that players are not able to pronounce it correctly, and, thus, they invented an entirely new phonological form of the word which would fit the Czech language better. Second, the original English word contains phonemes which do not exist in the Czech language so that they have been replaced by the nearest Czech phonemes related to the English original ones. Third, it is players' urgent need to speed up the game since they have to think and act quickly in order to survive in the world full of danger so that they simplify the pronunciation as much as possible.

As for the semantic point of view, the work has proved that the analysed words have undergone semantic changes, and, thus, have been semantically moved. The most prolific semantic changes recorded in this thesis are widening and narrowing of the meaning, metonymy and metaphor. The reason for these semantic changes are the unwillingness of the producers of the game to provide entirely new expressions for entirely new entities and characters in the game so that they used, as mentioned above, existing original expressions and gave them a slightly different meaning.

To conclude, this thesis has proved that in World of Warcraft, there is definitely a semantic difference as for the meaning of the expressions realized by metaphor, metonymy, widening or narrowing and phonological difference as for the pronunciation of the words. To verify these aspects, the supportive reasons are given in the paragraph above.

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