Jihočeská univerzita v Českých Budějovicích

Pedagogická fakulta

Katedra anglistiky

Bakalářská práce

Neologismy v anglických blozích / Neologisms in English Language Blog Posts

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České Budějovice 2015

Prohlašuji, že v souladu s § 47b zákona č. 111/1998 Sb. v platném znění souhlasím se zveřejněním své bakalářské - diplomové - rigorózní - disertační práce, a to v nezkrácené podobě - v úpravě vzniklé vypuštěním vyznačených částí archivovaných ... fakultou elektronickou cestou ve veřejně přístupné části databáze STAG provozované Jihočeskou univerzitou v Českých Budějovicích na jejích internetových stránkách, a to se zachováním mého autorského práva k odevzdanému textu této kvalifikační práce. Souhlasím dále s tím, aby toutéž elektronickou cestou byly v souladu s uvedeným ustanovením zákona č. 111/1998 Sb. zveřejněny posudky školitele a oponentů práce i záznam o průběhu a výsledku obhajoby kvalifikační práce. Rovněž souhlasím s porovnáním textu mé kvalifikační práce s databází kvalifikačních prací Theses.cz provozovanou Národním registrem vysokoškolských kvalifikačních prací a systémem na odhalování plagiátů.

Podpis bakaláře

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Anotace

Cílem této bakalářské práce bude analyzovat neologismy, které se vyskytují v anlických internetových blozích. Tyto neologismy budou analyzovány z hlediska slovotvorných procesů. V teoretické části se budu věnovat jazyku internetu, protože v současné době je tato oblast aplikované ligvistiky vysoce aktuální téma. Další kapitoly budou věnované neologismům, anglické slovotvorbě a anglickým slovotvorným procesům. Praktickou část bude tvořit kvantitativní a kvalitativní analýza nalezených neologismů. Neologismy budou hledány v devíti tématických oblastech. Dále se zaměřím na typ neologismu a oblastí, v níž se daný neologismus vyskytuje. Blogy z každé oblasti mají kolem 1,200 slov. Jazykem práce bude angličtina.

Abstract

The main goal of my bachelor thesis is to analyse neologisms in English Language Blog Posts. I will pay attention to word-formation processes by which these neologisms were formed. In the theoretical part I will focus on the Internet linguistic in addition to the language of the Internet, because it is nowadays a current part of applied linguistic. The next chapters of theoretical parts will deal with the description of neologisms, word-formation and word-formation processes in Present Day English. The qualitative and quantitative analysis of neologisms will be part of the practical part of my bachelor thesis. I will draw some conclusion of these analysis. Each blog article is about 1,200 words. The language of the bachelor thesis is English.

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1. Introduction

A large number of us comes into contact with the Internet practically every day. What´s more, a greater part of us cannot imagine working, studying or spending our free time without being online. I consider the usage of the Internet as a huge turning point in our history. The greatest advantage of the Internet is that we can find out almost everything we are interested in at any moment. The Internets offers us the opportunity to read news, books, to buy and also sell every single thing we need or we want to, to communicate with other people including our potential customers, to find information, to listen to music, to watch movies as well as TV programmes, to going on orientation in any town or country, to book tickets as well as other huge amount of activities. The Internet creates a significant section of mass media. Another very important advantage can be that a great many people have found a new occupation thanks to the Internet. At the same time the Internet has disadvantages too. I am of the opinion that the Internet can be very dangerous. I mean in particular the social networks. Some careless users can have troubles because they put all kinds of personal information about themselves to their profiles. Where they are at the moment, what are they doing, what they want, what are they going to do for example that they are going on holiday and nobody is going to be at home. It is very significant to think by adding something on their profiles. They also have to be careful with their children, there are many impersonators on the Internet especially on the social networks. Although the Internet has disadvantages I believe that it is a very useful invention.

The main purpose of my bachelor work is to analyse language used on the Internet, to pay attention to the new Internet trends- blogs and also to find neologisms in the blogs. As it is nowadays a current part of applied linguistics, I have decided to focus on neologisms in the English-written blogs. Whereas the analysis of the Internet´s language is prevalent theme, the area of the Internet language is not thoroughly inspected.

My work has two parts. First part is theoretic and I will focus on the Internet linguistics in addition to the language of the Internet, what blogs are and last but not least, the theoretical part which will deal with the description of word-formation processes in Present Day English. The main goal of the second part, which is practical, is to find and analyse neologisms in

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Internet blogs. Since the Internet is currently full of different types of blogs, for instance family, cars, politics, friendship, identity etc. I had in mind to review fashion, travel, music, movie, digital blog, social networks, mobile phones, fetures blog and network operators blog. I will pay attention not only to the number of neologisms in every blog but also to the word-formation processes by which these neologisms were formed. The qualitative and quantitative analysis will help me to draw some conclusions of my analysis.

2. Theoretical part

2.1. The Internet and its language

„The Internet - alias the Net - is also known as cyberspace, the information superhighway, the online community, the electronic library and the digital revolution: all a series of creative metaphors trying to define it. It has been hyped as the most significant development in communication tools since the invention of the printing press and then condemned as the end of civilisation as we know it." (Teeler, 2000,1)

As the Internet comes to fulfill our everyday life, it is very important to mention its specifics language. Although it may seems there are no differences between the spoken language and the Internet language, there are many significant differences. Some authors can see in this language expansion disadvantage, but that is not the case for David Crystal, a British linguist, academic and author. In his opinion, the Internet has encouraged a dramatic expansion in the variety and creativity of language, which is a very positive development.

2.1.1. Netspeak

We can find many definitions of Netspeak. For example Netspeak for some is synonymous for Chatspeak, in that Netspeak is a way of quickly writing what you would normally say in a chat room. However I have also found extremely controversial points of view. Some Internet users think that Netspeak is a total waste of time, hard to understand, write or read. Another controversial example may be that Netspeak is sure sign of stupidity. All these statements are introduced on a web page www.urbandictionary.com. I would define Netspeak in my own words as something between written and spoken language used on the Internet. Netspeak is not so strict as written language, but we cannot express in Netspeak such strong emotions as in a spoken language.

„What makes Netspeak so interesting, as a form of communication, is the way it relies on characteristics belonging to both sides of the speech/writing divide. An one extreme is the Web, which in many of its function is no different from traditional situations which use

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writing, indeed, most varieties of written language can now be found on the Web with little stylistic change other than an adaptation to the electronic medium. Web page writers typically have no idea who their readers are going to be, and in their guessing, targeting, and feed-back requesting they display the same behaviour as any paper-bound author or organization might." (Crystal, 2006, 31)

When speaking about Netspeak I consider it important to mention smileys or emoticons. What are these tools of Netspeak? The main purpose of emoticons is to express feelings. Positive emotions as well as negative emotions express the mood of the users. The base of almost every emoticon is a colon (:), which represents eyes. A hyphen (-) demonstrates a nose. To symbolize the mouth is possible to use for example capital letters, varieties of brackets etc. The chance to put some sign in front of the colon also make icons and these signs can tell the recipient, what do they have in their head (glasses, walkman, crazy hairstyle, aureole).

Smileys after Sanderson (1993)

Basic smileys	:-)	pleasure, humour
	:-(	sadness, dissatisfaction
	;-)	winking
	;-(	crying
	:-o	shocked
Joke smileys	8-)	wearing sunglasses
	:-{)	a moustache
	:*)	user is drunk
	:-@	user is screaming
	-:-(	real punk do not smile
	0:-)	user is an angel in heart

:-E	user is a bucktoothed vampire

Smiley stories :-)   8-)   8-{)

A smiley to disguise himself gets glasses and a fake moustache.

Table 1- Smileys

Netspeak also enlarges and enriches the vocabulary. This vocabulary enlarging process is almost neverending but it could not exists without word-formation processes as for example compounding (*mouse over, mouse across*), affixation (*cyberspace, hypertext, chatterbox, window full, geekitude, boxen*). All these expressions were in their time neologisms, but as they are older, we cannot consider them neologisms nowadays. One of the marked features in Netspeak are the various types of abbreviation.

Abbreviations used in Netspeak after Crystal (2006)

Abbreviation	Meaning
atw	at the weekend
b4	before
cya	see you
f?	friends?
gr8	great
imi	I mean it
jam	just a minute
j4f	just for fun
l8r	later
np	no problem
o4u	only for you
rip	rest in peace

thx	thanks
wb	welcome back
wu	what´s up?
4e	forever

Table 2- Abbreviations

2.1.2. Blogs

The word blog is taken from the word weblog. We are talking about a word- formation process called clipping. As the first blog was published at the end of 20th century, it is an quite innovative and new phenomenon.

Blogs are informal web sites which have their own authors who upload articles, photos, videos, music etc. Usually there is also space for discussion. A blog is traditionally a piece of work of one person but with some exceptions they can be authored by small group. People write on their blogs their opinions, experiences, information about things, they find interesting as well as what has happened to them or to other people in their surroundings.

Since blogs are well liked it does not have to be only about writing. Large numbers of blogs consist just of pictures plus videos. A good example is a blog about the fashion trends or fashion looks. It is better to show the picture of the clothes rather than to write pages about how the clothes look. I have found a family blog, where there was almost no writing, but only videos. How have they celebrated someone birthday, what did they eat for dinner and what they were talking about, how their children behaved in a some specifics situations.

In my opinion, the popularity of blogs is still increasing, which is not a really bad thing. When teenagers, adults and also the elderly people are interesting in something, they don´t waste their time watching TV. Another advantage of the blogs is that someone can find there some useful things, some useful advice or the may just relax by reading information which is fascinating for them.

It is almost impossible to create a list of the most popular blogs so instead of this I have decided to just list some of kinds of blogs.

Movie blog, Fashion blog, IT blog, Family blog, Business blog, Travel blog, Music blog, Friendship blog, Politic blog, Food blog, Cooking blog, Bodybuilding blog, Media blog, Network blog, Car blog, Technology blog, Moto blog, Data blog etc....

David Crystal had also paid attention to blogging in his publication Language and The Internet. Blogging is part of the chapter New varieties. Crystal explains that blogs were already in existence in 2000, but they had achieved little public presence, and he was not really aware of them. Five years on, and the name is everywhere, along with a whole family of derived nomenclature. Those who blog, bloggers, carry out of the activity of blogging, setting up a blogsite with a unique web address in order to do so. They may also locate their page within a bigger site, which takes blog feeds from many sources, and includes other (non-blog) material. As bloggers gain experience, they will compile a blogroll listing their favourite links to other blogs, often shown as a sidebar on their screen. If they dart about from on site to another, they are engaging in blog hopping. If their blog contains a request to readers, it may be called a bled (a begging blog). If a blog goes on for too long, the writer may be described as having bloggorhea. If a topic or site attracts a considerable amount of online attention, the result is a blogstorm or blog swarm. Those who are wise in the ways of blogs are sometimes called the blogoise or blogerati. The totality of all blogsites is known as the blogosphere. (Crystal, 2006, 238-239)

2.2. Word- formation processes

One chapter is dedicated to word-formation and word- formation processes.The neologisms will later be sorted out according to types of word-formation processes. I will characterize the most important and the most frequently used word-formation processes with clear explanation and a few examples.

2.2.1. Definition of word- formation

The definition of word- formation is described in numerous publications. Laurie Bauer defines word- formation with these words:

„Word- formation´ is a traditional label, and one which is useful, but it does not generally cover all possible ways of forming everything that can be called a ´word´. In particular, the use of the term ´word-formation´ is of value when the rules for the formation of words are not identical with the rules of sentences." (Bauer, 1983, 9)

Another sample of the definition of word-formation gives Ingo Plag:

„As the term of ´word-formation´ suggest, we are dealing with the formation of words." (Plag, 2003, 12)

Lexical word- formation after Rodney Huddleston:

„Lexical word- formation is related to the dictionary. It describes the processes by which new lexical bases are formed and the structure of complex lexical bases, those composed of more than one morphological element. The traditional term is simply word- formation: we add lexical to exclude the formation of words by inflectional processes."(Huddleston, 2002, 28)

All three definitions mean in general the same, but Ingo Plag´s definition is for us the easiest to understand. To my mind I would define that word-formation as creating words.

Since it is a very complex part of linguistics and I want to scrutinize primarily the single word- formation processes, I think it is all the information we need.

2.2.2. Types of word-formation processes

„It has been estimated that average speakers of a language know from 45,000 to 60,000 words. This means that we as speakers must have stored these words somewhere in our heads, our so-called mental lexicon. But what exactly is it that we have stored? What do we mean when we speak of 'words'? In non-technical every-day talk, we speak about 'words' without ever thinking that this could be a problematic notion. In this section we will see that, perhaps contra our first intuitive feeling, the 'word' as a linguistic unit deserves some attention, because it is not as straightforward as one might expect. If you had to define what a word is, you might first think of the word as a unit in the writing system, the so-called orthographic word. You could say, for example, that a word is an uninterrupted string of letters which is preceded by a blank space and followed either by a blank space or a punctuation mark. At first sight, this looks like a good definition that can be easily applied, as we can see in the sentence in example." (Plag, 2002, 4)

„Words are linguistic units enable people to refer to every object, action, and quality that members of a society to wish to distinguish. These units have a meaning and a structure which relate them not only to the world outside language but to the other words within the language (happy to happiness, unhappy etc.) The study of word is a business of lexicology."(Quirk, 1985, 11)

Compounding

„We defined compounding (sometimes also called composition) rather loosely as the combination of two words to form a new word. This definition contains two crucial assumptions, the first being that compounds consist of two (and not more) elements, the second being that these elements are words." (Plag, 2003, 170)

Compounding is a very frequent word- formation process and is divided into a large number of categories. Therefore I will mention the types of compounds based on Bauer's classification. Moreover I will add few examples.

Noun + noun- *football, fireplace, bedroom, bus stop, classroom*

Verb + noun- *living room, breakfast, working hours, swimming pool, pickpocket*

Noun + verb- *sunshine. haircut, rainfall, breastfeeding, milkshake*

Verb + verb

This pattern is extremely rare, and probably not productive. And established example is *make-believe*, which is also used as in adjective and a verb. (Bauer, 1983, 205)

Adjective + noun- *redhead, blacklist, fast-food, full-moon, blackboard*

Particle + noun- *in-crowd, off-islander*

Verb + particle- *drawback, put down, bring up, find out, give up*

Another classification of compounding is endocentric and exocentric compounds. These types are also mentioned in Bauer´s publication.

Endocentric- the compound is a hyponym of the grammatical head

       armchair (type of chair), *doghouse* (house for dog)

Exocentric- the compound is not hyponym of the grammatical head

       redskin (not type of skin)

Affixation

„Affix = cover term for all bound morphemes that attach to roots. " (Plag, 2003, 13)

Types of affixes: prefix (can be add before a base) *ex-husband, reproductive*

         suffix (can be add after a base) *playful, importance*

         infix (can be add inside a base)

This is a productive type of word- formation. We have to add a prefix or suffix to an existing base. The process of affixation is divided into two types- prefixation and suffixation.

Prefixation

Adding a prefix in front of the stem may change the word class.

a-moral, disconnected, micro sound, irregular, misunderstood, ex-wife, distrust, semi-detached, anti-clockwise, mishear, foreplay, underpay, empower, autobiography, bilingual

Suffixation

Putting a suffix after the base can also change the word class.

examinee, brunette, Japanese, photography, monumental, financial, ideology, personify, democracy, childhood, boredom, impressionism, possessive, beautify

Conversion

„Conversion is an extremely productive way of producing new words in English. There do not appear to be morphological restrictions on the forms that can undergo conversion. Conversion is the use of a form which is regarded as being basically of one form class as though it were a member of a different form class, without any concomitant change of form."(Bauer, 1983, 226-227)

„Conversion can be defined as the derivation of a new word without any overt marking. In order to find cases of conversion we have to look for pairs of words that are derivationally related and are completely identical in their phonetic realization. Such cases are not hard to find." (Plag, 2002, 134)

Types of conversion based on Plag´s classification.

Noun to verb- *the bottle to bottle, the hammer to hammer, the file to file*

Verb to noun- *to call a call, to dump a dump, to guess a guess*

Adjective to verb- *better to better, empty to empty, hip to hip*

Adjective to noun- *poor the poor, rich the rich, well-fed the well-fed*

Back- formation

The process of forming a new word (a neologism) by extracting actual or supposed affixes from another word; shortened words created from longer words. Verb: back-form (itself a back-formation).The term back-formation was coined by the Scottish lexicographer James Murray.

„The great majority of back-formations in English are verbs." (Bauer, 1983, 230)

admix from admixt, air-condition from air-conditioning, brainwash from brainwashing, burger from hamburger, decadent from decadence, gidd from giddy, lase from laser, sedate from sedative, sulk from sulky, tase from taser, vaccinate from vaccination

Clipping

„Clipping refers to the process whereby a lexeme (simplex or complex) is shortened, while still retaining the same meaning and still being a member of the same form class. Frequently clipping results in a change of stylistic level." (Bauer, 1983, 233)

Types of clipping:

Final (back-clipping, apocope) - *micro (full form microphone)*

Initial (fore-clipping, apheresis) - *phone (full form telephone)*

Final+ initial (fore- and- aft clipping) - *fridge (full form refrigerator)*

Medial - *specs (full form spectacles)*

Another examples of clipping: *copter (full form helicopter), gas (full form gasoline), gym (full form gymnasium), plane (full form airplane), tie (full form necktie), memo (full form memorandum), dorm (full form dormitory)*

Blending

„Words that combine two (rarely three or more) words into one, deleting material from one or both of the source words." (Plug, 2003, 155)

This is a very often used type of word- formation in modern English.

motel (motor + hotel), sci-fi (science + fiction), brunch (breakfast + lunch), smog (smoke + for), sitcom (situation + comedy), sportscast (sport + broadcast), workaholic (work + alcoholic), spork (spoon + fork), camcoder (camera + recoder), heliport (helicopter + airport).

Acronymy

„An acronym is a word coined by taking the initial letters of the words in a title or phrase and using them as a new word, for example Strategic Atms Limitation - SALT. However, not every abbreviation counts as an acronym: to be an acronym the new word must not be pronounced as a series of letters, but as a word." (Bauer, 1983, 237)

LASER - Light amplification by the stimulated emission of radiation.

NATO - The North Atlantic Treaty Organization.

UNICEF - The United Nations International Children's Emergency Fund.

SCUBA - Self-contained underwater breathing apparatus.

WASP - White Anglo Saxon Protestant.

RADAR - Radio detecting and ranging

FEMA - Federal Emergency Management Agency

Initialism

Lexical units formed from the initial letters of the words with alphabetic reading. Sometimes also called alphabetism.

BBC - British Broadcasting Corporation

MP - Member of Parliament

UN - United Nations

TUC - Trades Uninon Congress

UK - United Kingdom

CD - Compact disc

Abbreviation

„Abbreviations are similar in nature to blends, because both blends and abbreviations are amalgamations of parts of different words. Abbreviation has in common with truncation and blending that it involves loss of material (not addition of material, as with affixation), but differs from truncation and blending in that prosodic categories do not play a prominent role. Rather, orthography is of central importance. Abbreviations are most commonly formed by taking initial letters of multiword sequences to make up a new word." (Plag, 2002, 160-161)

BA - Bachelor of Arts

DC - District of Columbia

EC - European Community

FAQ - frequently asked question

*The word-formation is very often ambiguous. It does not have to be only one word-formation process. We can use for one word for example compounding but also derivation.

personal-interaction- compounding (personal+ interaction)

                - derivation (suffix -al, prefix- inter, suffix- ion)

2.3. Neologism

As we cannot predict the future of any language, we have got always new words, terms or phrases. These new items of language are neologisms. Synonym to neologism is neolexia.

Speaking about neologisms Mr. Levchenko shows in his publication what might have been a problem by defining the term "new word". „When it is necessary to identify which words can be regarded as new ones and which not, where arises a problem. The problem lies in the relativity of the concept of novelty, newness as it depends on what period is taken to consideration, for how long the word has the status of being new, etc." (Levchenko, 2010,11)

„A neologism stays new until people start to use it without thinking, or alternatively until it falls out of fashion, and they stop using it altogether. But there is never any way of telling which neologisms will stay and which will go."(Crystal, 2003, 132)

Another clear definition of neologisms is connected with etymology. „Etymology is the investigation of word histories."(Dunkin, 2009, 3). Etymology is also defined on the website dictionary.reference.com as a chronological account of the birth and development of a particular word or element of a word, often delineating its spread from one language to another and its evolving changes in form and meaning. As to the connection of etymology and neologism, neologisms are also words which may have existed for many years, but as they have changed their original meaning we can define them also as a new words= neologisms.

The types of neologisms after Levchenko (2010, 14-15)

1) A completely new word- lexemes which has not existed up to a certain period of
<div style="text-align:center">time</div>
<div style="text-align:center">- cannot be found in the texts written before a given</div>
<div style="text-align:center">moment</div>

2) A totally new meaning of an old word- words, which have change their meaning but
<div style="text-align:center">retained their old form</div>
<div style="text-align:center">- result of secondary nomination</div>

3) A new seme in an existing word- lexemes which have only added one or more new

meanings without losing the significance of the old
ones

„ The more creative the language context, the more likely we are to encounter lexical experiments, and find ourselves faced with unusual neologisms. The stretching and breaking of the rules governing lexical structure, for whatever reason, is characteristic of several context, notably humour, theology, and informal conversation, but the most complex, intriguing , and exciting instance come from the language of the literature."(Crystal, 2003, 134)

Examples of modern neologisms in English after www.vappingo.com

Neologism	Meaning
Google	to use an online search engine as the basis for looking up information on the World Wide Web
404	someone who's clueless. From the World Wide Web error message 404 Not Found, meaning that the requested document could not be located
Brangelina	allegedly referring to supercouple Brad Pitt and Angelina Jolie
Vagjayjay	slang term for the vagina that was believed to have been coined by Oprah Winfrey
Republican'ts	the 49 percent of Republicans who, in a recent survey, were unable to explain the meaning of their party's initials "GOP

Coffee	the person upon whom one coughs
Willy-nilly	impotent
App	software application for a Smartphone or tablet computer
Noob	someone who is new to an online community or game

Table 3- Modern neologisms

3. Practical part

3.1. Blog articles

3.1.1. Fashion blog- The Circus of Fashion

The article The Circus of Fashion seems to me not like a usual form of article about fashion. When someone says fashion blog I would imagine photos of outfits after last trends. This article talks about people, fans of fashion as well as fashion designers, and what is the latest fashion. The author also wants to define what the word fame really means in the world of fashion. What I have found interesting is that also fashion is influenced by the Internet including social networks, video webpages and the blogs.

Neologism	Meaning	Word-formation process	Source
multipatterned	more than one trend	compounding	wordsense.eu
clubsandwich platform	type of shoe platform	compounding	
walking display	type of advertisment	compounding	
tweets	to write comment on the new social network Twitter	conversion	
mile-high shoes	shoes with very high heels	compounding	fashion blogs
big-sleeved	special type o sleeve	compounding	fashion blogs
supertight	extremely tight jeans or pants	compounding	urbandictionary.com
gagging for something	to be desperate for something	semantic shift	urbandictionary.com

Facebook	name of social network	compounding	
blog	a website that contains online personal opinions etc.	clipping	merriam-webster.com
showoff	a loser with no selfimage and no life at all	compounding	urbandictionary.com
fast fashion	the increasingly high turnover rate of cheaply-manufactured version of high-end designers trends	compounding	urbandictionary.com
smartphone	advanced mobile phone	compounding	
pros	prostitute	clipping	urbandictionary.com
bloggers	person who writes blog	suffixation	merriam-webster.com
crowdsourcing	the pracise of obtaining needed services, ideas etc. from a large group of people especially from online community	compounding	merriam-webster.com
YouTube	name of website that allows users to upload and shares videos worldwide	compounding	urbandictionary.com

Table 4- Neologisms in fashion blog

3.1.2. Travel blog- My Top 10 Foreign Countries

The author of this travel blog has chosen a prevalent type of articles, he has decided for a top ten list format and he has learned the fact that writing top ten lists is something that bloggers love, mentioned in the introduction of his article. How to make a top ten list? It is very individual, but our author has decided for chronological order. He does not describe the countries in general, but he focus on his own experiences and feeling. This type of description is very attractive and interesting for people, because they can read the general information everywhere on the Internet, in the books etc...

Neologism	Meaning	Word- formation process	Source
blogger	someone who writes blog	suffixation	merriam-webster.com
blog	a website that contains online personal opinions etc.	clipping	merriam-webster.com
liveaboard	to live on a boat	compounding	merriam-webster.com
subzero	lower or less than zero	prefixation	thefreedictionary.com

Table 5- Neologisms in travel blog

3.1.3. Music blog- Coldplay Mylo Xyloto

While observed a few blogs about music, I was surprised that in a large number of articles there is a strong fans concerts or CDs. The article in my bachelor work is the same case. The author talks about Coldplay´s CD called Mylo Xyloto, which catches our attention just by the name. This review is interesting because the author does not write only about Mylo Xyloto, but he mentions also older songs as well as another music group and singer.

Neologism	Meaning	Word-formation process	Source
Mylo Xyloto	no specific meaning	compounding	
rebranding	to change or update the image of an organization or product	prefixation	
ultra-mainstream	unusual mainstream	prefixation	thefreedictionary.com
Auto-Tune	to adjust or alter with Auto-Tune software (to correct sung notes that are out of tune)	compounding	merriam-webster.com
Mylolacks	lack of the Mylo-Xyloto album	compounding	
Mylo	the name of the album Mylo Xyloto	blending	

Table 6- Neologisms in music blog

3.1.4. Movie blog- Fury

Another typical blog article, in this case a movie blog article, reports personal opinions about war movie Fury. We can define this article as a review as well as a short overview of the history of World War II. The author writes about the movie generally on one hand in general but on the other hand offers his point of view. What I have found interesting was his own recommendation about who might not watch this movie, because of the violence and darkness of WWII.

Neologism	Meaning	Word-formation process	Source
depicting	a representation by picture of portraiture	suffixation	thefreedictionary.com
kinda	to some (great or small) extent	clipping	thefreedictionary.com
field-trip	a group excursion for the purpose of firsthand observation	compounding	thefreedictionary.com

Table 7- Neologisms in movie blog

3.1.5. Digital blog- Multi-channel, cross-channel, omni-channel retailing: business in all its forms

This article is an very specific type of article which has been written for experts in the field of new technologies. For me, as for the amateur, it was quite difficult even to understand what was going on and what the author wanted to say or better what he wanted to describe. As I have tried to comprehend this article, I had to look for some special business vocabulary. The "channels" defined in the article should help the customers in business field.

Neologism	Meaning	Word-formation process	Source
multi-channel retailing	type of a marketing strategy	compounding	smallbusinness.chron.com
cross-channel retailing	type of a marketing strategy	compounding	smallbusiness.chron.com
omni-channel retailing	type of a marketing strategy	compounding	smallbusiness.chron.com
monitor performance	area of IT that focuses on making sure software application programs	compounding	
interactive terminals	a data-processing the hardware, software and peripherals assembled to work as a computer unit	compounding	thefreedictionary.com

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for a specific	
situation	

Table 8- Neologisms in data blog

Table 8- Neologisms in data blog

3.1.6. Social Networks blog

The area of social networks is quite attractive from the point of view of looking for neologism because Social Networks are really widespread nowadays. That is the reason why I think there could be large number of neologisms, which is very significant fact for my work. The problem is that it is almost impossible to find a blog article talking about social network with the lengh of 1200 words, hense I have choosen a few shorter articles and put them together.

Neologism	Meaning	Word-formation process	Source
Facebook	name of social network	compounding	
Messenger	name of social network´s application	semantic shift	urbandictionary.com
F8	Facebook developer conference	acronymy	blog.gsmarena.com
Giphy	a database and search engine that allows users to search for and share animated GIF files	embellished clipping	urbandictionary.com
GIF	Graphics Interchange Format	initialism	urbandictionary.com
app	application software	clipping	
Everlane	luxury clothing design and	compounding	abbreviations.com

	manufacturing company		
Truecaller	the world's largest mobile phone community for mobiles and accessible via a Web site, developed by True Software Scandinavia AB	compounding	urbandictionary.com
Skype	name of software application	conversion	oxforddictionaries.com
Android	mobile operating system	semantic shift	urbandictionary.com
Tinder Plus	premium addition to dating mobile app Tinder	compounding	gotinder.com
Passport	new feature of Tinder Plus	semantic shift	gotinder.com
Instagram	is an online mobile photo-sharing, video-sharing and social networkingservice	blending	urbandictionary.com
iOS	mobile operating system developed by Apple	abbreviation	urbandictionary.com
Discover	new feature of the	semantic shift	blog.gsmarena.com

	app for iOS and Android		
Snapchat	photo messaging application	compounding	urbandictionary.com
Appstore	an online-shop with apps for Apple	compounding	urbandictionary.com
Google Play	an online page with apps for Android	compounding	urbandictionary.com
Facebook Lite	new app on Google Play	compounding	blog.gsmarena.com
APK	Android application package	initialism	urbandictionary.com
Android One	a new kind of smartphone	compounding	urbandictionary.com

Table 9- Neologisms in blogs about Social Networks

3.1.7. Mobile phones blog

Almost none of us can imagine every-day life without mobile phones. It might be better now to talk about smartphones. Smartphones are vastly more powerful than the first mobile phones. The technology is running forward really fast. New names for new companies, new smartphones, their software and applications seems like good field for neologisms. As it was also difficult to find one article about mobile phones with a lengh of 1200 words, I have mixed few articles too.

Neologism	Meaning	Word-formation process	Source
Vivo Xshot	type of smartphone	compounding	blog.gsmarena.com
Xplay	a TV programm about video games	initial abbreviation	
Xplay 3S	type of Vivo´s smartphone	compounding	urbandictionary.com
Vivo X5 Max	the thinnest smartphone	compounding	blog.gsmarena.com
microSD	kind of removable flash memory card used for storing information	compounding + abbreviation	urbandictionary.com
AMOLED	display technology for use in mobile devices and television	acronymy	urbandictionary.com

LTE	Long-Term Evolution	initialism	urbandictionary.com
FDD-LTE	type of LTE	initialism	blog.gsmarena.com
TD-LTE	type of LTE	initialism	blog.gsmarena.com
Funtouch OS	Vivo´s own version of Android	compounding	blog.gsmarena.com
GUI	graphical user interface	initialism	blog.gsmarena.com
bezel-less design	mobile phone or tablet without the outside frame	compounding	urbandictionary.com
non-iOS	without mobile operating system developed by Apple	prefixation	urbandictionary.com
Android	mobile operating system	semantic shift	urbandictionary.com
Apple store	an online-shop with apps for Apple	compounding	urbandictionary.com
Galaxy S6	type of smartphone	compounding	blog.gsmarena.com
Galaxy S6 edge	type of smartphone	compounding	blog.gsmarena.com

Table 10- Neologisms in blogs about mobile phones

3.1.8. Features blog

When I read the articles about features, I did not understand almost anything. In features blog article you can read what is going to be new. I mean new applications, new social networks etc. I am not really into new technologies but for people who are interested in this field it would surely be beneficial. I had to put a few shorter articles together to reach the number of words.

Neologism	Meaning	Word-formation process	Source
Exynos 7420	last model of Exynos	compounding	blog.gsmarena.com
YouTube Live	event on YouTube	compounding	
YouTube	name of website that allows users to upload and shares videos worldwide	compounding	urbandictionary.com
League of Legends	web game	compounding	urbandictionary.com
Android	mobile operating system	semantic shift	urbandictionary.com
app	application software	clipping	
NDA	non-disclosure agreement	initialism	blog.gsmarena.com
Play store	an online page with games for Android	compounding	urbandictionary.com
Google store	an online store for	compounding	urbandictionary.com

Android applications

3.1.9. Network operators blog

Another type of blog only for interested people is about mobile phones, computers, new programs and new possibilities to be always online etc. This is also field good for large number of neologism. If you want to understand the new words, you should look for that fot example on the Internet. Blog articles from this field are mostly about photos or videos, hense there is almost no literature about it.

Neologism	Meaning	Word-formation process	Source
Google Fiber	google´s TV connection	compounding	urbandictionary.com
SPRINT	data for mobile devices	semantic shift	urbandictionary.com
connectED	technology in telecommunication community	semantic shift	blog.gsmarena.com
Sprint Spark Connectivity	abbility to connect	compounding	blog.gsmarena.com
WhatsApp	mobile application	compounding	
app	application software	clipping	
WhatsAll	New type of WhatsApp application	compounding	blog.gsmarena.com
WhatsApp SIM	special type of SIM	compounding	blog.gsmarena.com
iOS	mobile operating system developed by	abbreviation	urbandictionary.com

	Apple		
Android	mobile operating system	semantic shift	urbandictionary.com
Score!	new T-mobile programm	semantic shift	urbandictionary.com
Alcatel ONETOUCH Evolve 2	type of smartphone	compounding	blog.gsmarena.com
LG L90	type of smartphone	initialism+compounding	blog.gsmarena.com
Samsung Galaxy S5	type of smartphone	compounding	blog.gsmarena.com
EE	mobile network operator	initialism	blog.gsmarena.com

Table 12- Neologisms in network operators blog

3.2. Quantitative analysis

In this part of my work I will count all neologisms I have found in the nine blog articles.

First I will elaborate a partial quantitative analysis, in which I will prepare tables of every single blog and write down what word-formation processes had appeared in the article and how many of each process are neologisms.

The content of the second part is quantitative analysis in total, which means that I will prepare two comparisons. The first point of view is the word-formation processes, the second point of view in the number of neologisms in every blog, but I will not pay attention to word-formation processes, because in the table only the quantity is significant.

3.2.1. Partial quantitative analysis

Fashion blog

Word-formation process	Number
Compounding	12
Conversion	1
Semantic shift	1
Clipping	1
Suffixation	1

Table 13- Fashion blog

Travel blog

Word-formation process	Number
Compounding	1
Clipping	1
Suffixation	1
Prefixation	1

Table 14- Travel blog

Music blog

Word-formation process	Number
Compounding	3
Prefixation	2
Blending	1

Table 15- Music blog

Movie blog

Word-formation process	Number
Compounding	1
Clipping	1
Suffixation	1

Table 16- Movie blog

Digital blog

Word-formation process	Number
Compounding	5

Table 17- Digital blog

Social network blog

Word-formation process	Number
Compounding	9
Initialism	2
Semantic shift	4
Acronymy	1
Embellished clipping	1
Clipping	1
Conversion	1
Blending	1
Abbreviation	1

Table 18- Social network

Mobile phone blog

Word-formation process	Number
Compounding	9
Semantic shift	1
Initial abbreviation	1
Abbreviation	1
Prefixation	1
Initialism	4

Acronymy	1

Features blog

Word-formation process	Number
Compounding	6
Semantic shift	1
Initialism	1
Clipping	1

Network operators blog

Word-formation process	Number
Compounding	8
Initialism	2
Semantic shift	4
Clipping	1
Abbreviation	1

3.2.2. Quantitative analysis in total

Word-formation processes

Word-formation process	Number
Compounding	54
Conversion	2
Semantic shift	11
Clipping	7
Suffixation	3
Prexixation	4
Blending	2
Acronymy	2
Embellished clipping	1
Initialism	9
Initial abbreviation	1
Abbreviation	3

Table 22- Quantitative analysis (word-formation processes)

Blogs

Blog	Number
Fashion	17
Travel	4
Music	6
Movie	3
Digital	5
Social network	21
Mobile phone	19
Features	9
Network operators	16

Table 23- Quantitative analysis (blogs)

3.3. Qualitative analysis

The purpose of qualitative analysis is to formulate a complete list of every neologisms from the five blog articles. As word-formation processes of these neologisms are also highly significant, I will state each of them and add the neologisms created by those word-formation processes.

The most common word-formation process in the blogs under study compounding, there was a large number of compound neologisms. Other often used word-formation processes were semantic shift and initialism. Only a few examples were by suffixation, prefixation, clipping, blending, acronymy, conversion, abbreviation, initial abbreviation and embellished clipping. I have tried to figure out why the use of compounding is so high I have found that creating new words by compounding is such a trend in contemporary English. Semantic shift is also significant because there is only change in the meaning, but the form of the word is the same. Suffixation and prefixation are quite popular too, because you are working with a known word, so you just put something in front of the word or at the end.

To interpret the number of neologisms in each blog might be quite difficult. I expected to find most new words in the blogs about new technologies. My expectations were right but with the exception of data blog, there were almost no neologisms. The truth is that in the blogs about social networks and mobile phone there were a lot of neologisms, which is logical, because all these phenomena are new and that is why we need new mobile phones and their software as well as new names for social networks and their applications. I was a bit surprised by the fashion blog, I did not expect so many neologisms. We can guess the meaning of some neologisms and be successful, but some of them are almost impossible to guess even for a native speaker.

Compounding

multipatterned	cross-channel retailing	bezel-less design
clubsandwich platform	omni-channel retailing	Apple Store
walking display	monitor performance	Galaxy S6
mile-high shoes	Facebook	Galaxy S6 edge
big-sleeved	Everlane	Exynos 7420
supertight	Truecaller	You Tube Live
Facebook	Tinder Plus	League of Legends
showoff	Snapchat	Play store
fast fashion	Appstore	Google store
Smartphone	Google Play	Google Fiber
crowdsourcing	Facebook Lite	Sprint Spark Connectivity
YouTube	Android One	WhatsApp
liveabroad	Vivo Xshot	WhatsAll
Auto-tune	Xplay 3S	Whatsapp SIM
Mylolacks	Vivo X5 Max	Alcatel ONETOUCH Evolve 2
field-trip	microSD	Samsung Galaxy S5
multi-channel retailing	Funtouch OS	

Suffixation

bloggers	blogger	depicting

Prefixation

subzero	ultra-mainstream
rebranding	non-iOS

Clipping

pros	blog	app

Initialism

GIF	FDD-LTE	NDA
APK	TD-LTE	EE
LTE	GUI	LG L90

Blending

Mylo
Instagram

Conversion

tweets

Skype

Semantic shift

gagging for something

Passport

SCORE!

Messenger

Discover

Android

SPRINT

Acronymy

F8

AMOLED

Embellished clipping

Giphy

Abbreviation

iOS

microSD

Initial abbreviation

Xplay

4. Conclusion

In the theoretical part of my work all significant concepts for my topic were defined. We cannot say that the Internet is directly related to neologisms, but the language of the Internet is full of variety and creative so generating neologisms constitute a sort of creativity. In describing neologisms it is also important to decide how were they created i.e., by what type of word-formation process. I have referred to these processes of creating new words too.

Because I analyse the language of the Internet I have decided to work with blogs articles, which was part of the practical part. I have to say that it was quite difficult to find blog articles with the lengh of 1200 words, because some of the articles were only made as a short commentary. I had to examine each word to determine if it is a neologism or an old, common word. I have written down the meaning of these new words to discover some information about word- formation process, by which they were created. One surprising discovery was that in some cases we cannot define the word-formation process, for example words- scooped up by (to provide someone with an update on the latest news, events, social group and organization), chase down (to track down and seize someone or something), cool off (become quiet and calm), sidle up (to move close to someone or something), Tinder (dating mobile application), Vivo (name of Chinese company), Gionee (Chinese mobile phone company), Subor (Chinese company). These words are neologisms but we cannot determine the word-formation process they were created by so, I have not put them into the tables.

Qualitative and quantitative analysis were only the summary of tables with neologisms. Some of my expectations have come up, some have not. As I have already mentioned, I have thought there would be a lot of neologisms in the blog about technologies.

Neologisms and their word-formation processes is a really interesting topic, because we use these newly created words (neologisms) very often but we do not realise that these words are new. It was pretty difficult to identify if it really was a neologism. We have no dictionaries with neologisms, though the Internet has helped me a lot, because in a typical dictionary we cannot find any neologism. We do not even realize how fast the vocabulary is changing: we stop using older words and we need always new words. Vocabulary is a neverending story and it does not depend on language: it is the same in English, German, Chinese or Czech.

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The younger generation would not know the meaning of words our grandparents used and our grandparents would not know the meaning of words out children will use. It is really interesting to think about the vocabulary and we should learn about new technologies and about all new things because we will enlarge our vocabulary a lot.

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Appendix

The Circus of Fashion

We were once described as "black crows" — us fashion folk gathered outside an abandoned, crumbling downtown building in a uniform of Comme des Garçons or Yohji Yamamoto. "Whose funeral is it?" passers-by would whisper with a mix of hushed caring and ghoulish inquiry, as we lined up for the hip, underground presentations back in the 1990s.

Today, the people outside fashion shows are more like peacocks than crows. They pose and preen, in their multipatterned dresses, spidery legs balanced on club-sandwich platform shoes, or in thigh-high boots under sculptured coats blooming with flat flowers.

There is likely to be a public stir when a group of young Japanese women spot their idol on parade: the Italian clothes peg Anna Dello Russo. Tall, slim, with a toned and tanned body, the designer and fashion editor is a walking display for designer goods: The wider the belt, the shorter and puffier the skirt, the more outré the shoes, the better. The crowd around her tweets madly: Who is she wearing? Has she changed her outfit since the last show? When will she wear her own H&M collection? Who gave her those mile-high shoes?!

The fuss around the shows now seems as important as what goes on inside the carefully guarded tents. It is as difficult to get in as it always was, when passionate fashion devotees used to appear stealthily from every corner hoping to sneak in to a Jean Paul Gaultier collection in the 1980s. But the difference is that now the action is outside the show, as a figure in a velvet shoulder cape and shorts struts his stuff, competing for attention with a woman in a big-sleeved blouse and supertight pants.

You can hardly get up the steps at Lincoln Center, in New York, or walk along the Tuileries Garden path in Paris because of all the photographers snapping at the poseurs. Cameras point as wildly at their prey as those original paparazzi in Fellini's "La Dolce Vita." But now subjects are ready and willing to be objects, not so much hunted down by the paparazzi as gagging for their attention.

Ah, fame! Or, more accurately in the fashion world, the celebrity circus of people who are famous for being famous. They are known mainly by their Facebook pages, their blogs and the fact that the street photographer Scott Schuman has immortalized them on his Sartorialist Web site. This photographer of "real people" has spawned legions of imitators, just as the editors who dress for attention are now challenged by bloggers who dress for attention.

Having lived through the era of punk and those underground clubs in London's East End, where the individuality and imagination of the outfits were fascinating, I can't help feeling how different things were when cool kids loved to dress up for one another — or maybe just for themselves.

There is a genuine difference between the stylish and the showoffs — and that is the current dilemma. If fashion is for everyone, is it fashion? The answer goes far beyond the collections and relates to the speed of fast fashion. There is no longer a time gap between when a small segment of fashion-conscious people pick up a trend and when it is all over the sidewalks.

Now that women and men (think of the über-stylish Filipino blogger Bryanboy, whose real name is Bryan Grey Yambao) are used to promote the brands that have been wily enough to align themselves with people power, even those with so-called street style have lost their individuality.

Smartphones are so fabulous in so many ways that it seems daft to be nostalgic about the days when an image did not go round the world in a nanosecond. In the mid-1990s, when I stopped having to run from the shows to the film developing lab and first saw digital images, I blessed technology and was convinced that my working life was changing for the better. I had no inkling of the role that images would play, pitting fashion's professionals — looking at shows for their own purposes of buying or reporting — against an online judge and jury. While fashion pros tend to have personal agendas related to their work, bloggers start a critical conversation that can spread virally.

Many of these changes have been exhilarating. It is great to see the commentaries from smart bloggers — especially those in countries like China or Russia, where there was, in the past, little possibility of sharing fashion thoughts and dreams — although I am leery about the idea that anyone can be a critic, passing judgment after seeing a show (from the front only and in distorted color) on Style.com or NowFashion. But two things have worked to turn fashion shows into a zoo: the cattle market of showoff people waiting to be chosen or rejected by the photographers, and the way that smart brands, in an attempt to claw back control lost to multimedia, have come in on the act. Marc Jacobs was the first designer to sense the power of multimedia. When he named a bag after Bryanboy in 2008, he made the blogger's name, and turned on an apparently unending shower of designer gifts, which are warmly welcomed at bryanboy.com.

Many bloggers are — or were — perceptive and succinct in their comments. But with the aim now to receive trophy gifts and paid-for trips to the next round of shows, only the rarest of bloggers could be seen as a critic in its original meaning of a visual and cultural arbiter.

Adhering to the time-honored journalistic rule that reporters don't take gifts (read: bribes), I am stunned at the open way bloggers announce which designer has given them what. There is something ridiculous about the self-aggrandizement of some online arbiters who go against the mantra that I was taught in my earliest days as a fashion journalist: "It isn't good because you like it; you like it because it's good." Slim chance of that idea catching on among the fashion bloggers. Whether it is the sharp Susie Bubble or the bright Tavi Gevinson, judging fashion has become all about me: Look at me wearing the dress! Look at these shoes I have found! Look at me loving this outfit in 15 different images!

Fashion has to some extent become mob rule — or, at least, a survival of the most popular in a melee of crowdsourcing. The original "Project Runway," a television show that chose participants with at least a basic knowledge of fashion, has been followed worldwide by "American Idol"-style initiatives, in which a public vote selects the fashion winner. Who needs to graduate from Central Saint Martins in London or New York's Fashion Institute of Technology when a homemade outfit can go viral on YouTube with millions of hits?

Playing King Canute and trying to hold back the wave of digital fashion stuff is doomed for failure. But something has been lost in a world where the survival of the gaudiest is a new kind of dress parade. Perhaps the perfect answer would be to let the public preening go on out front, while the show moves, stealthily, to a different and secret venue, with the audience just a group of dedicated pros — dressed head to toe in black, of course.

My top ten foreign countries

Bloggers love top ten lists. They are easy and fun to write, they do well in search engines, and they get good responses. So recently, as I was flipping through my passport in anticipation of my upcoming trip to Spain I realized I had hit my 10th foreign country! Maybe not such a celebratory number for Europeans who can take day trips for new passport stamps, but pretty good for someone from the United States suburbs, where travel across the border takes lots of money, lots of time, and lots of airport transfers.

So, as I'm about to enter England for the first time, I figured I better get up my list of Top Ten Countries, before I have to pick one to cut! In chronological order:

1. Spain

My first foreign country, and the one I am heading back to right now! I traveled to Spain when I was just 11 or so, visiting my beloved cousin Kirsten who was studying abroad there (and who was featured on this blog previously when she came to visit me in Grand Cayman last summer). We spent a day in Madrid before moving onto Grenada and Costa Del Sol. I recently found my "travel journal" from this trip which I'm planning to share in another post, as I'm now convinced I was meant from a young age to be a travel writer!

2. Belize

Belize! What a special place this country holds in my heart. And not least because at the very mature age of 14, my parents let me plan and book our entire family vacation! While I loved our yearly trips to Martha's Vineyard, I had seen an ad in a travel magazine for Francis Coppola's resort and after some light pleading (have I mentioned my parents used to call me The Bulldozer?) I was booking us in for four nights in the jungle in San Ignacio and four nights on the coast at Placencia.

The trip was absolutely magical, and the perfect balance between beach and jungle. We saw ancient ruins, rode horses through the rainforest at sunset, and I discovered my love of snorkeling during a boat trip to the pristine barrier reefs. I'm sure next time I make it back to Belize it will be on a much more modest budget, but for now I have happy memories of adventure and luxury!

3. Bahamas

My first trip to the Bahamas was a long weekend with my family to the Atlantis resort, just months after we had been to Belize. While we had fun being together, we found it all a bit Disney-ish and overcrowded for a vacation, after sleeping in open air thatch roof bungalows not long before. We also took a snorkeling trip that had way too many people and not enough fish.

Luckily I got a second chance at the Bahamas not too long ago, when I went to visit my boyfriend Mark on his liveaboard dive boat through Eleuthera and the Exuma Cays. This time around I had a whole new appreciation for the ocean, the people, and the natural beauty the Bahamas has to offer. Hell, we even went back to Atlantis. And I loved it.

4. Costa Rica

Costa Rica also holds a very special place in my heart (are you sensing a theme here?) I traveled here as part of a student exchange my senior year of high school, and it was my first time traveling out of the country without my parents. While the freedom was certainly exhilarating, nothing could compare to the hospitality I felt being

scooped up by my host family. For two weeks we explored the far corners of the country from our home base in San Jose, and every day I fell in love with Central America, and my new host family, a little more.

5. Canada

Oh, Canada. One New Year's Eve before turning 21, a group of my friends descended upon Montreal in order to take advantage of the subzero weather (ha!) and 18 year old drinking age. We were there for three days. I remember 1.5 of them, most of which involved trying to chase down a lost passport. Does this even count?

6. Thailand

My trip to Thailand was a major turning point in my life. I was meant to be traveling with a friend, but when she backed out I soldiered on and at age 19 got on a plane headed for Bangkok. It was here that I fell in love with travel, Thailand, scuba diving, and my scuba diving instructor. My life changed in Thailand, as I began finding answers to questions I hadn't even yet articulated out loud.

7. Cambodia

Cambodia was Part II after Thailand in my big Southeast Asia trip. Joined by my father, we traveled from the temples of Angkor in Siem Reap to the bustling city of Phnom Penh to the sleepy beachside town of Kep. It was not an easy place to visit in light of the country's brutal recent decades, but I couldn't have asked for a more appropriate travel buddy than my wise and history loving Dad.

8. Malaysia

Malaysia was the unexpected Part III of my Southeast Asia trip. Mark and I came here after another week in Thailand. We had a rough outline of a route for our two weeks there, but no accommodation, transport, or activities were booked. And it was fantastic. We zipped around Kuala Lumpur, cooled off in the highlands and spent a week blissing out on the most beautiful beaches I have ever laid eyes on.

9. Cayman Islands

After Mark moved to New York for three months, the US said bye bye and so he landed a job on Grand Cayman. I visited for my spring break from University and as soon as the school year was up I moved down for the summer. While the island grew on me slowly, I loved my job working for a photographer and underwater videographer. This was the summer I realized there was no going back: it's island life for me.

10. Honduras

Honduras was our "vacation" from Grand Cayman. Mark and I spent a week whitewater rafting in La Ceiba and diving and exploring in Roatan before heading to Utila to meet my girlfriends from home. It was not easy coordinating a trip for six people with different budgets, expectations, and comfort levels, but the result was unforgettable. We had a fantastic week culminating in a 24 hour rave on an uninhabited island… how's that for a story to reminisce over with friends?

11. Scotland

Although I've been in Scotland for three weeks I feel like I'm just starting to scratch the surface of what this country has to offer. I can't believe when I see people devoting just two and three days to see the entire country! Scotland will always be dear to me as the first stop on my Great Escape!

So, Apparently there is a reason I went to art school and not math school. Because that was actually country 11 right there in my top 10 list. I must not have been counting Canada? But ten sounds so much better right? So we'll just call that last one a "bonus country." Because every place I've been has shaped who I am, and I'm not ready to cut any one of them.

Coldplay- Mylo Xyloto

"No one knows what it means, but it's provocative… gets the people going." A couple of Chris Martin's good buddies memorably flipped this obscure bit of Blades of Glory dialogue onWatch the Throne to annotate the purchase of Margiela jackets, but it's every bit as applicable to the title of Mylo Xyloto and speaks toward Coldplay's lofty ambitions on it. A new Coldplay album is the sort of thing that's used as a health check for the record industry, and the band is very much aware that they could just release "a new Coldplay album" that would leave everyone involved satisfied-- this is essentially what happened on 2005's X&Y, their fastest seller and also their weakest LP according to many. But being criticized as bantamweight compared to peers like U2, R.E.M., or Radiohead has clearly worn on them-- and truth is, they're all the better for their guilty conscience about a total lack of post-punk credentials. While Coldplay will always be more enjoyable than groundbreaking and their artistic advances seen as smart troubleshooting than divine intervention, Mylo Xyloto works because the band once again manages to sound like Coldplay without sounding like any of their previous LPs, maintaining their stadium-spanning grandeur while subtly challenging preconceptions.

While retaining the studio services and crucial cosign of Brian Eno, it's a relief that their most carefully thought-out work initially sounds less ambitious than Viva La Vida, a record whose orchestral and political bombast felt at the very least a necessary act of aggressive rebranding.Mylo Xyloto is brighter in both attitude and especially timbre, sleeker, more emphatic and up to the task of being a capital-E Event. Though their collaboration with Rihanna on "Princess of China" makes it all the more explicit, when you're at Coldplay's level, pop acts are your competition and Mylo places itself in a lineage of ultra-mainstream rock records spanning from Born in the U.S.A. to Wolfgang Amadeus Phoenix-- swaddled in synths and gilded by state-of-the-art production, but never too off-putting if you still insist that "real music" is played by men with guitars.

Indeed, the militant, pound-the-dashboard beat that powers "Hurts Like Heaven" sounds like the band jockeying for the Boss' nod of approval. It's a remarkably aerodynamic piece of all-purpose inspirational rock that never gets too pushy even with Martin's meaningful/meaningless proclamations ("You use your heart as a weapon/ And it hurts like heaven"), tweaking its classicist template with a slight Auto-Tune on the falsetto harmonies.Likewise, the imperial march of "Paradise" is wheelhouse Coldplay, as is Martin's unfortunate tendency to stretch out syllables for rhymes that really aren't worth saving. But its power has little to do with whatever Martin's going on about (dreaming of paradise, mostly)-- it's all about how they unabashedly flirt with contemporary R&B production, cranking the drums way up in the mix and the massing the vocals on the chorus to overwhelming, Pavlovian effect. They don't want to completely do away with Coldplay qua Coldplay-- they're still four normal-looking guys who introduced themselves with frail post-The Bends Britrock like"Yellow" and "Trouble". But they continually ask, why limit themselves to that?

Of course, some of their limitations aren't really a matter of choice. While there's no shortage of venomous carping at Coldplay's expense, I've never heard anyone complain about Jon Buckland's guitar tone or the rhythm section not being up to snuff. All sonic tinkering aside, Martin is still a full-time target serving as the perfect avatar for Coldplay, undeniably well-meaning, painfully earnest, and lord, does he try. When Martin tells you that Mylo Xyloto is a conceptual love story inspired by the White Rose movement and The Wire, don't you at least believe that he believes it? So he's still a sucker for big parables told like he's the first to come up with them-- the innocence lost on the Muse-like stargazer "Charlie Brown" is documented awkwardly enough ("Took a car downtown where the lost boys meet/ Took a car downtown and took what they offered me"), even before you deal with the use of thePeanuts character as some sort of entry-level embodiment of adolescent purity. Likewise, though it's commendable that a multi-platinum band on its fifth record could make a swooning, waltz-time ballad called "Us Against the World" notable for not laying it on too thick, Martin pops off a line, "Drunken like a Daniel in a lions' den," like someone who's somehow just managed to hear "Hallelujah" for the first time.

Still, the collection of softies is among their best-- the measured beauty of breakup weeper "Up in Flames" and "U.F.O." confidently update the guilelessness of Parachutes through a self-described and self-explanatory "Enoxification." But maybe restraint's not what you're looking for out of a Coldplay album, and if that's the case, none of the ballads have the sort of shameless goosebump triggering of "Fix You" or "The Scientist". Which isn't to say that Mylolacks populist thrill; it's just trying to mine alternative sources. They've sidled up toward music of more hedonistic ideals before, especially on A Rush of Blood to the Head; Martin's vocals on "Clocks" worked incredibly well filtered through dance remixes, while the ecstatic surge of "Daylight" really needed no translation. And thankfully, the revolutionary rhetoric of Mylo is based on love in this club rather than dope, guns, and fucking in the streets.

The aforementioned "Princess of China" is an insistent, mechanized grind that fits just as easily on Mylo as the next Rihanna album, though it wouldn't be a single-- everyone seems to be taking it just a little too seriously. The important thing is that it'll sound great at the Grammys. And "Every Teardrop Is a Waterfall" will surely work well as a festival closer: As a call to arms, it's pretty much nonsense, Martin's already infamous "I'd rather be a comma than a full stop" threatening to bring "Teardrop" to a dead halt. But then you remember Coldplay aren't just Martin-- it's Will Champion's kick drum guiding its four minutes of skyward propulsion, one of the cruelly underrated Buckland's pealing, major-key guitar leads (think "Strawberry Swing"), and, yes, Martin's wordless cooing coming together in a way that's sui generis Coldplay-- a band on top of a game they really don't have much competition in.

These are the moments I think about when people lament the lack of a monoculture-- so often we speak of indie bands that "should be huge" and songs that "could be hits" in an alternate universe. But with "Teardrop" and "Hurts Like Heaven", there's a thrill of knowing these songs can, should, and will be on the radio that you just can't recreate. With all due respect, while M83 shoot for a similar extroverted exhilaration on Hurry Up, We're Dreaming-- the penultimate electro rush of "Don't Let It Break Your Heart" proves both bands are ever closer to intersecting-- the idea that it could fill arenas still involves wishful thinking. It's still one man's project, whereas Coldplay was built for this from day one. It shouldn't matter, but it does-- while so many bands at their status revert to bloated contentment or some vague idea of rockist salvation, Mylo Xyloto finds Coldplay successfully continuing to explore the tension of wanting to be one of the best bands in the world and having to settle for being one of the biggest.

Fury

Synopsis: April, 1945. As the Allies make their final push in the European Theatre, a battle-hardened army sergeant named Wardaddy commands a Sherman tank and her five-man crew on a deadly mission behind enemy lines. Out-numbered, out-gunned, and with a rookie soldier thrust into their platoon, Wardaddy and his men face overwhelming odds in their heroic attempts to strike at the heart of Nazi Germany.

It's time for Inglorious Basterds to move over. In Brad Pitt's latest war epic, Fury delivers blood, guts, and entertainment. Fury, centers on a small American WWII crew, lead by sergeant Don "Wardaddy" Collier (Brad Pitt) that operates a tank called Fury. It story takes place in the final months of world WWII, where the Allies were making their final push to take down the Nazis. While the film incorporates a significant amount of battle scenes, there is a fair amount of on-screen time devoted to the relationships of the crew-men.

What makes Fury intriguing is the perspective that the audience gets to see the story unfold in. Wardaddy might be the leader of the crew, but we witness the film mainly through the eyes of Norman Ellison (Logan Lerman). Pitt plays a significant part in the film, and is the major focus of the publicity campaign for the film. Lerman on the other hand, is the film's backbone. In an otherwise dark and gruesome story, Lerman's character brings life and innocence to a ruthless and vicious world portrayed.

Norman is thrown into the Fury crew against his will. A military copywriter who is assigned combat action. He's a a very religious person who now has been ordered to kill. He is the complete opposite of what Wardaddy wants him to be. The other crew members (Shia LaBeouf, Jon Bernathal, and Michael Pena) bully Norman for not being tough enough. The relationship between Wardaddy and Normal unfolds as the film progresses. It's a significant part of the film.

On the surface, Fury looks like a hardcore war movie, it is that and more. Beneath all the disturbing violence on-screen, you get the witness the close bonds and relationships these men share together. Director David Ayer does a hell of a job showcasing the terrors that a war brings. The gritty, raw and in your face realism is explodes on the screen. Cinematographer Roman Vasyanov gets to the very core depicting concise details of what it was like to be in the field of battle. The inside of a tank is can be likened to a home that these men share. Pictures of loved ones glued on the corners. Sentimental items placed near their respective spaces. Vsyanov and Ayer presentation of the story isn't what you might expect. That majority of the film takes place in the bright lights of daylight, only the pivotal scene near the end is shot at night. The inclusion of a bright daylight stage for the barbaric violence is an unique aspect of the film. The sounds are spectacular. Moments where you feel you might need an earplug. Chilling moments where you might find yourself looking up to the roof of the theater expecting to see the sea of air crafts that the characters are cheering on.

The acting is as realistic as you need for a film of this nature. Brad Pitt does a meaner and colder version of Aldo Raine. He's as ruthless as you can get. He's not the most sympathetic of characters, however the character refines over the course of the film. It's a more than meets the eye kinda performance. The actors playing the crew members are an unlikely bunch that seems to gel ideally. Shia LaBeouf finally can escape the shadows of Transformers, he does well in a supporting role. As long as he keeps the grocery paper bags off his head, this movie goes a long way to legitimizing him as a serious actor. Michael Pena and Jon Bernathal are solid. It did puzzle me that Pena's character had a stereotypical Hispanic lingo to him. It was unnecessary. The breakout star of the film is undoubtedly the least famous of the mentioned actors, Logan Lerman. He's outstanding as the shy and righteous Norman. He adds heart and humanity to an inhumane world he's part of. His performance could be very much in the running for an Oscar.

Fury is not a movie for everyone. It's just too dark and violent. The sheer grotesque realistic display of faces blowing-up in chunks, legs shattering to pieces due to land mines, and images of young people being hung on poles is too harsh to handle for most. The vivid imagery is part of what makes this movie a hit. Even though the character's story is fictional. The reality of the film is unquestioned. These things did indeed happen in WWII, as well as many other wars. The terror is real, and the audience will feel it. The intimacy is unparalleled. The courage and fear of these soldiers will be felt by everyone who is viewing this. Fury is a well crafted and authentic view of the war. Ayer takes you on an exclusive historical field-trip that many films haven't been able to accomplish. Its' disturbing, gruesome, vicious and eye-opening, yet you get to witness the most important elements of humanity. The bravest of men also feared what they did. The most ruthless of them, also had compassion deep down inside. They killed and tortured, yet they loved those closest to them like no-other. Had loyalty to their brothers that ran through to the core of their souls. The title says it all. It's not just a name of a military crew that's imprinted on the barrel of their tank. It's a fury by the terms of rage, anger, wrath, and outrage that war brings with it. As Pitt's character notably says, "Ideals are peaceful, history is violent." That phrase nicely sums up what this film display.

Multi-channel, cross-channel, omni-channel retailing: business in all its forms

What do the terms multi-channel, cross-channel and omni-channel retailing mean? Let's examine the different terms used today to describe recent evolutions in the retail space, where performance is now measured across several different channels. And in our next article, we'll discuss how to monitor performance in a multi-channel context, while also considering the protection of personal data.

"What is understood well is expressed clearly."*

The term multi-channel describes the experience of a customer who shops using the different channels made available by a company, such as brick-and-mortar?? stores, catalogues, website, mobile application, TV commercials, and call centres.

Multi-channel is not a new concept. Before the advent of the Internet and mobile, it was possible to purchase via different channels including shops, call centres and mail order catalogues. What is new, however, is the growing number of channels used today, and the multiplying devices used to access them, such as desktop computers, smartphones, tablets, interactive terminals, and smart TV. These channels will continue to increase as we see more "smart" devices develop, like cars and fridges.

The term cross-channel describes the experience of a customer who has used a combination of several different channels for the same purchase. For example, a customer prints a product configuration on a company's website and then goes in-store to make the purchase. A customer may also choose the product he or she wants to purchase from a company's catalogue, and then buy the product directly on the company's website. Another example is a customer who purchases through his or her TV set, and then collects the product from the nearest store.

The term omni-channel describes the simultaneous use of two channels, like using a mobile phone while in-store, or a tablet while watching TV. The term is also used to describe the consistency between different channels that facilitates and streamlines customer interactions.

This means that a customer's configurations and preferences saved on one channel must be memorised and accounted for on all other channels. As a customer, could you imagine if you had to recreate an account for each different channel used (desktop computer or tablet, or in-store checkout)?

These new terms also support an underlying idea put forth by service providers and championed by digital marketing experts, which can be summed up as follows: Businesses who do not think "multi-channel" are doomed to disappear. But as always, we must exercise caution when making categorical judgments such as this one, especially when there are no figures to rely on. Just because everyone repeats the same thing does not make it an absolute truth.

Dismissing preconceptions about multi-channel

Your data is there to help you rule out preconceptions, like the ones that follow, surrounding the emergence of multi-channel.

#1 Customers like to use all channels as soon as they are available

If customers use several different channels it is not for the sake of using them, but rather they find them important. Having a wide range of channels available meets one of their needs:

saving money: customers using a mobile device in-store can take advantage of the latest promotions, collect their product in-store after online purchase to avoid paying shipping fees

reducing risks: customers might go in-store to view a product they discovered online in more detail, or they might reserve a product using their mobile phone for fear that the product may no longer be available in-store

reducing efforts: customers may choose their product from a catalogue and insert the product reference number into the mobile application to purchase it

saving time: customers might use smart TV to show a product to the whole family and get their approval, then later purchase the product when they're alone from the store closest to their workplace.

obtaining further information: a customer might use his or her mobile phone in-store to consult more detailed technical information or reviews about a product.

#2 All channels must have the same offerings

Businesses fear that customers will not be able to find a product on all the different channels available – and this drives retailers to provide the same offerings on all channels. But there's a risk in underestimating the particularities of each channel and the customer segments targeted with each (like young people for mobile channels, older customers for catalogues). Slide 22 of a recent study carried out by Mappy-BVA-Novedea Group confirms that a relationship exists between age, socio-professional category and the tendency to buy online or in-store. By striving to provide the exact same offerings on all different channels, business miss the opportunity to make the most of the differences existing between each channel.

#3 A customer who uses several different channels is more likely to make a purchase

We have all read statements such as "Multi-channel provides a higher conversion rate", "A multi-channel customer generates sales six times greater than a single-channel web customer." But is it really multi-channel

that leads to a higher conversion rate? Yes, of course, making an offer available on several different channels means that brands won't miss out on selling to people who like using different channels. But more likely, higher multi-channel conversion rates can be explained by the fact that customers who use several different channels to make a purchase have a stronger intention to buy. Trying desperately to move visitors from one channel to another will not necessarily increase your sales turnover. The intention to buy trumps the use of multiple channels. The bottom line is that sales will not take off if your product is poor, no matter how unique the experience you offer through your distribution channels.

All of these statements are only hypotheses. The work of a web analyst is to confirm if the statements are true by using figures, or by disproving them if need be. The web analyst must help their Marketing Manager sort all of the opinions published online. As a result, it is necessary to test and analyse the data. AT Internet, through its Web Analytics and Mobile Analytics solutions, provides data on these two main channels. Your in-store or call centre data can also be integrated via API to supplement this online data.

The only remaining problem is the question of protecting the personal data of prospects and customers, which we'll examine in our next post. At AT Internet, we're vigilant and transparent on the subject of collecting data from users who consult our customers' online properties…

Social Networks

Facebook announces Messenger Platform and Businesses on Messenger
Facebook has announced two new Messenger related features at its F8 event. The first is Messenger Platform. Facebook has turned its messaging service into a platform, that allows integration with third party applications.
For example, you can now have the Giphy app integrated into the Facebook Messenger app on your phone, which lets you access Giphy content from within the Messenger app. Giphy now integrates within the Messenger app, allowing you to choose a GIF, which you can then send to your friends on the Messenger app. The person on the other end receives the GIF in their Messenger app. Messenger shows them the app that you used to send the GIF and then can click on the handily available Install button to install the app if they don't have it.
This allows developers to include additional functionality into an already successful platform. Services like Giphy can take advantage of the 600 million Messenger users to share their content. Other developers like Giphy too can integrate with Messenger and there are already 40 apps that do so.
The other feature that Facebook announced is Businesses on Messenger. This allows businesses such as Everlane to integrate within the Messenger app, and keep their customers up to date on their order status by sending messages within the Messenger app. Customers, in turn, can also interact with businesses through the app, and can, for example, make changes to their order if they so desire. This means you wouldn't need to have the app of the company installed if they are working with Messenger, and customers can interact with them through Messenger itself.

Facebook testing a Phone app to take on Truecaller
Facebook's strategy for the mobile apps is full of surprises. With free Voice Calls in the Messenger app, the company decided to compete with the likes of Skype. Now it is testing out a diaper app called Phone to compete with the likes of Truecaller.
A random trial message showing up in the Facebook app for Android talks about installing a Phone app meant for Facebook only. This app will show information about who is calling and will automatically block calls from most commonly blocked number.
Many may find it confusing why Facebook is testing out an app called Phone to confuse the Android users, but it comes with a hidden agenda. It is quite evident that Facebook will make use of your social data to tell the Facebook app users whether the caller is an authentic and real person or just another scam caller.
In a way, Facebook is slowly trying to take on the evidently popular app – Truecaller which offers similar functionality and some more.

Tinder Plus expected to arrive today for $9.99
Dating app Tinder will soon be announcing its monetization plan with the launch of Tinder Plus. The updated app will bring two new feature for those who don't mind paying for them.
One of the features is something that has been requested a lot, and that is undo for dislikes. When you dislike someone, that person is removed forever and won't be shown again, unless maybe you reinstall the app. With the undo button, you can bring back accidentally disliked cards back with the press of a button.

Another new feature called Passport lets you set your location. Presently, the app uses your current location and suggests people around you. With this, you can set your location to any other place you want and get suggestions for that location.

Lastly, the free version of the app will soon be getting ads, which are currently not present, giving you all the more incentive to upgrade to the paid app.

Instagram update brings along Vine-like endlessly looping videos

Instagram has updated its video feature, ensuring that video clips shared to the service now loop continuously, meaning they'll start automatically and repeat continuously until you scroll past them.

Apparently, the feature is designed to please advertisers, who are always keen to get as many views for their ads as possible. As for the users, they probably won't be happy given that the feature cannot be disabled altogether. For those who are fearing high data bills, the company has explicitly said that the feature won't affect how much data the app uses.

The update, which comes just a few months after the Facebook-owned service started rolling out video ads, is currently rolling out to iOS and Web users, with Android expected to follow later.

Snapchat introduces new 'Discover' feature

Snapchat has added a new feature in the latest update of the app for iOS and Android, which is called Discover. With this, you can now access content from service such as Yahoo News, ESPN, National Geographic, MTV, Daily Mail, and Snapchat's own network.

Snapchat has been working with media companies to be able to deliver content that fits into Snapchat's format. With the latest update, you can now choose from any of these services, and then see the content within the app. The content appears in the form of short video clips, and you can swipe up to either see a full video, like on, say, National Geographic or MTV, or read the associated article, like on Yahoo News. Snapchat also has its channel, where you can get updates from events happening around the world, such as the current winter storm Juno happening in the western hemisphere.

All this is not free though, as there will be advertisements within the content provided by the media outlets, which will be the first time Snapchat tried to monetize its service.

Another thing added in the latest update is a barcode like image that you can share with others for them to add you as a contact. People can just open their Snapchat app and scan the image to instantly add you as a contact.

The update is now available on iOS and Android on the App Store and Google Play, respectively.

Facebook Lite app sneaks up on Play Store

Facebook has employed a rather odd approach to the mobile market and it seems to be betting on quantity, rather than quality for quite some time now. When the social media giant decided to detach the messenger from its main application, thus making it all that less appealing to most users it sparked an avalanche of complaints with a lot of subscribers rage-quitting on the main app.

Facebook surely must have felt the negative consequences and while initially it seemed like a good enough marketing step to promote the messenger itself the detrimental effect have apparently caught on as a new application has silently made its way to the Google Play Store. It is essentially a lightweight version of the social platform that aims to offer services to low-end devices at faster speeds and best of all, with lower bandwidth.

The tiny app weighs only 252KB and is very reminiscent of zero Facebook, only running natively on the Android platform instead of inside a browser. Even though Facebook Lite is officially marketed as a compromise solution for low-end devices that can not handle the "full experience" its appeal stretches far beyond that to almost anybody fed up with the resource-hungry app.

Officially the Lite client is only available for Bangladesh, Nepal, Nigeria, South Africa, Sudan, Sri Lanka, Vietnam and Zimbabwe, which is all but fair given that they are all developing markets and an Android One style of approach is truly necessary. Still if you manage to get your hands on the APK you should also be able to enjoy a simpler Facebook experience, just like in the good old days.

Mobile phones

Vivo Xshot hands-on

Vivo is one of those small Chinese manufacturers that rarely make headlines, but when they do, it's usually big. The company definitely deserves credit, as it is generally quite open to experimentation and has always employed a premium quality approach to their tech.

This, of course, has its down-sides, but the good news is that most every phone that bears the Vivo brand is quite distinctive in some way. The Xplay and Xplay 3S were very early adopters of cutting-edge hardware at the time of their releases and the Vivo X5 Max was the bearer of the title – "word's thinnest smartphone", that is before Gionee came along.

So, we tend to keep an eye on the company and their latest creation definitely lives up to the formidable legacy. The Vivo Xshot is a truly premium phone and this time around its definitive feature is, as the name suggests, the camera. The Xshot packs an ambitious 13MP sensor, complete with f/1.8 aperture and optical image stabilization and a resolution of 4160 x 3120 pixels, which is definitely impressive in the mobile realm.

This, however, is not to say that the Vivo Xshot has nothing else going for it, right on the contrary. The handset comes with a beautiful and stylish, all-white plastic exterior, complete with a metal frame. It really feels premium with supreme materials and build quality. The back cover is non-removable, so the SIM and microSD card slots are concealed behind a seamless cradle on one side. On the other, there are the volume rockers, power button, both metal, as well as a dedicated two-stage shutter button.

Straight off the bat, this speaks clearly that the Xshot means business, when it comes to photography. The huge protruding camera is another, not so subtle hint. It is accompanied by a dual-tone LED flash, for even better low-light image quality. The front-facing camera is also quite impressive. It is a 8MP sensor with its own dedicated LED flash. The Vivo is capable of capturing 4K video and we can't wait to put it through our obstacle course to see what it is actually capable of.

Speaking of hardware, the Vivo Xshot definitely packs some serious number crunching power. It is actually available in two versions – a high-end "flagship" version and a bit less powerful "elite" one. The Flagship has a Qualcomm Snapdragon 801 SoC, clocked at 2.3 GHz, 3GB of RAM and 32GB of onboard memory, while the "elite" version packs a Snapdragon 800, 2GB of Ram and 16GB of memory. Other than that, the two handsets are identical. They both boast a 5.2-inch Full HD IPS LCD screen, which is far from ideal, but quite vivid and crisp. An AMOLED solution would have been ideal, but let's not get picky.

Naturally, an Adreno 330 GPU is responsible for graphics, and the whole thing is powered by a 2600 mAh non-removable battery. Both phones offer LTE connectivity, but only the flagship version supports both FDD-LTE and TD-LTE.

On the software side, Vivo has gone down the proprietary road, as usual. The Xshot runs the company's own custom version of Android – Funtouch OS. The version is 1.2 and is still based on Android 4.3, so there is definitely room for improvement there. Other than that, GUI is really gorgeous and clean with a distinct Apple vibe, but not too much, like we've seen in so many other Chinese models. Vivo has thrown in a few nice features in the OS, like air gestures and a chronological timeline of user interactions, but there are still some edges to polish.

Menu arrangement is often confusing and differs just enough from more conventional Android builds to necessitate lengthy menu surfing for more convoluted options. Translations are also a little off and you can expect a lot of weird wording while using the device. Other than that, the Xshot is more than capable to handle most anything you throw its way. Vivo has definitely kept to its tradition of packing quality hardware.

Subor S3 claims to be the World's first bezel-less smartphone

Being first in something, especially in the tech world, does bring about a certain level of attention. And coming up with new innovations and pushing the boundaries on the mobile tech scene has become increasingly harder. So when somebody claims to have created the World's first bezeless phone, we, only naturally, give the company it's much deserved two minutes of fame.

And before you ask "Why the bitter sarcasm?", consider the following news – Subor, a virtually unknown Chinese manufacturer has constructed an odd, proof of concept device, which really sounds more like a bad idea than anything else. The company claims that its latest S3 model has no side bezels around the display whatsoever, which definitely sounds cool and looks nice, but is surely accident prone.

The fact of the matter is, that while a display, stretching from one end to the other, does looks very cool it is also really easy to shatter. Bezels typically play a structurally important role in modern day smartphone, so simply getting rid of them, like Subor did, falls more under the category of accidents, waiting to happen, rather than an actual formidable technical feat. A traditional, flat, non-flexible display is really fragile, especially around the corners, so you really want to covet those.

There a few other grudges we have with the device, like the renders, which seem to still show a hint of bezel, but we digress. On the hardware side, the Subor S3 is powered by a MTK6732 quad-core S0C with 1GB of RAM and 8GB of storage. The display is a 5-inch 720p model and the camera setup includes the 8MP units, with a f/2.0 aperture on the back. This is all powered by a 1700 mAh battery pack.

The Subor S3 is currently selling in China in either black or white for the price of CNY 1399, or about $225. Seeing how the phone is already available, we would have loved an actual photograph, but, sadly all the website offers for now is tacky renders.

According to a report in 9to5Mac, Apple will soon launch a trade-in program for users of non-iOS smartphones. The new venture will aim to boost the Cupertino giant's already healthy iPhone sales.

Apple has trade-in program for Android users in the works
The trade-in program will primarily focus on Android and BlackBerry smartphone users. Upon trading their devices, the latter will receive gift cards that can be used towards the purchase of an iPhone.
Apple Store employees will be in charge of determining the value of the traded smartphones. It will be based on the "cosmetic and functional condition" of the device.
Apple's program is tipped to launch in the weeks ahead. The company's retail employees will receive extensive training, which will allow them to help customers transfer contacts from their old smartphone to their shiny new iPhone.

Buy a Galaxy S6 or S6 edge from T-Mobile, get free Netflix for one year
If you want to get a Samsung Galaxy S6 or S6 edge but haven't settled on a carrier to sign a contract with, this might help. T-Mobile will give you a one year subscription to Netflix for free if you buy either Galaxy S6 device from it.
Like the carrier says, this is a value of more than $100, so if you are also a fan of Netflix, it basically means you'll be paying a lot less for the smartphone as you would at other carriers.
It's definitely one of the better deals we've seen so far for a newly outed handset. T-Mobile is currently in the process of taking registrations for the Galaxy S6 and S6 edge. If you register your interest, the magenta carrier will let you know when you can buy either phone, and get the free year of Netflix with it.
As previously reported, the Galaxy S6 should launch in certain markets on April 10. The US could get it on that day, or perhaps on April 11. Before that, expect there to be a pre-order period of a few days or more. The S6 edge may or may not be released at the same time, but in any case do expect stocks of the curved screen model to be pretty thin.
Features blog

AMD might soon become part of the Samsung family

AMD has definitely lost a lot of its former glory. Once on top of the food chain, the company is now struggling to make ends meet with shrinking CPU and GPU sales. This decline has naturally been felt on the stock market as well, where AMD is now priced at around $2.64 a piece – a number which was as high as $40 in 2006.
This has put the company in a tough spot, but its extensive R&D capacity really makes it a desired target for acquisition. Over the past few years, there has been a lot of talk about such buy-outs, most recently Mediatek was cited as a prospective buyer, but none of the plans has actually stuck. A new rumor now hints that Samsung might have its sight set on the struggling semiconductor company.
The benefits of such a deal could potentially be plentiful for both sides. Samsung would acquire a lot of know-how and research potential. Not to mention a formidable portfolio of patents that AMD has acquired throughout the years. The Korean tech giant has been doing really well with its custom Exynos chipsets recently and the latest Exynos 7420 model has shown such huge potential in the new 14nm realm that the company might, quite justifiable, decide to start offering in to third-party companies.
The reality, however, is that, while the Exynos chip has managed to crush its competition in terms of performance, it is still based on off-the-shelf ARM technology, namely the Cortex-A53, Cortex-A57 and Mali-T760 MP8 CPU and GPU. In the meantime, competitors, such as Qualcomm and Intel have custom chip designs of their own, which could give them an edge down the road. With the help of AMD, Samsung cane remedy this and perhaps entirely shake itself off from the dependence on Qualcomm or generic ARM technology.
And then, there's AMD. The sad truth is that, if such a buy-out does eventually occur, no matter what the other party is, AMD has one main thing to gain – much needed financial support. Samsung could be the company's ticket back to the major leagues and a potential investment in mobile graphics research, could even allow AMD to license chips to third party vendors, other than the Korean giant down the road.

On the flip side, though, there is the matter of AMD's current z86 business. Samsung appears to have little use for it, judging by the company's withdrawal from PC markets in recent years. Of course, this does not necessarily mean that AMD will completely sack its PC CPU and GPU units and most likely the chips will remain in production by third party manufacturers. But the buy-out might lead to a refocus of effort and potentially hinder development of new technologies on this front.
In any case, the possible scenarios are numerous and without any official word on the matter we are entirely in realm of speculations.

YouTube Live coming soon to take on Twitch

As some of you surely remember YouTube has its sights set on Twitch – the popular game streaming platform, and was on the verge of paying $1 billion to own it last year. The online video giant has surely recognized the growing popularity of online streams and has likely not given up on its goals to enter the market.

Seeing how the deal was cancelled, allegedly due to "antitrust concerns" and Twitch was acquired by Amazon, for the sum of $970 million it is only natural that YouTube is looking at other options to deliver the service. A new report has surface, stating that the company is already hard at work on a new YouTube Live platform, which will focus on live streaming games and e-sports.

And if you are thinking to yourself that YouTube already has streaming, you would definitely be right, but the key new concept here is introducing the right marketing strategy to draw in major content creators, partners and, consequently, viewers. This, however, does not mean there are no technical challenges, associated with launching a new large-scale streaming service. And, reportedly, Google has already addressed that by hiring 50 engineers, with experience in the field, to work on the project.

Nothing is official yet about YouTube Live and all we have heard so far are hints and little bits of information. Still, the plan does seem quite plausible and if everything goes well and Google acquires the right partners and exclusive content, the new platform might really give Twitch a run for its money. The key here is, undoubtedly, captivating the young generation. Twitch seems to be getting it right as the platform has become very "hip" among gamers and trends are often tough to combat, even with the best marketing plan.

There is no better testament to this, than the fact that YouTube has been trying its hand at game streaming for a few years now and has been covering the League of Legends Championship series since 2013. This, however, has yielded questionable levels of success, as most viewers still opt for Twitch to watch the tournament. We'll see if the new approach by YouTube does anything to change that

Amazon to offer "unlocked" Android apps through its store

Amazon is one of those instantly recognizable online vendors that are constantly trying its hand at new services and consumer markets. Besides goods and books, both digital ant traditional, for which the store is best known, Amazon probably has the most diverse catalog from all the major online stores, including movies, music and also Android apps.

It is undoubtedly hard to achieve popularity as an app store under Google's own mobile OS, which, has its own proprietary shop and is not too keen on sharing sales profits. Still, Amazon has managed to stick with the niche and in order to do so, often resorts to quite impressive app promotions, like the regular "free daily apps", which is even currently available with 43 titles, to celebrate the store's forth birthday.

A rather interesting, leaked presentation has emerged today, which might reveal Amazon's latest effort to snatch away Android app sales from Google. It is called Amazon "Unlocked" and can be best described as a prime account for apps. The idea is quite radical – have a dedicated section of paid apps within the Amazon store, which can be downloaded and used for free as part of the promotion. The deal gets even sweeter, because Amazon intends to throw in-app purchases in the mix. Meaning that if an app is part of the Unlocked promotion, even its micro-transactions will be totally free.

Now, this all sounds too good to be true and naturally it must come with a catch, as both developers and the store itself can't really go away empty-handed. We are not exactly sure how the final system will work, but the idea seems to be to reel in new users for both the store and the app, give them everything they are used to paying for, absolutely free, but for a time. After the app essentially gets delisted from the Unlocked section, developers will be free to charge in-app purchases once again and the hope is that by this time a lot of new users will be hooked.

So, in essence, Amazon has devised a way to skip all the traditional revenue techniques that users have already grown painfully accustomed to and seek profits in a different way. The only problem is that the Unlocked program sounds like a really long-term investment. And while Amazon will probably not have any problem delaying its profits, getting app developers to agree to the same, could prove very tricky.

Now, Amazon Unlocked is pretty much in rumor state and, naturally neither Amazon, nor NDA-bound developers wish to disclose anything about the project, so the above problems could be addressed in a number of ways. Perhaps Amazon will subsidize the free app downloads, until the app regains profitability, but this is pure speculation and nothing is official yet.

The Unlocked platform, should appear as a separate section within the Amazon Android app, once it becomes available. Bear in mind, that after Google banned the Amazon app from the Play store andchanged its policy on alternate app stores, the Amazon app essentially comes in two flavors. If you want to access the app section, you have to get the apk from the Amazon website, instead of Google's store.

Network operators blog

Google Fiber heading to more US cities this week

Google is all set to offer its ultra-high speed Google Fiber broadband service in several new metro areas soon, according to a Wall Street Journal report. These areas include Atlanta, Nashville, the North Carolina cities of Raleigh-Durham, as well as Charlotte.

As per the report, the Mountain View, California-based company has already sent invitations to local media in the cities to attend events this week, details of which are still under wraps. While events in Atlanta and Nashville are scheduled for today, those in Raleigh and Charlotte are planned for tomorrow, and Durham the day after.

Google Fiber is currently available in Kansas City, Kansas, Kansas City, Missouri, Provo, Utah, and Austin, Texas. Back in February last year, the search giant said that the company is exploring the idea of expanding the service to up to 34 cities in nine metro areas.

According to David Vossbrink, a spokesperson for San Jose, the company has told him that the new announcements "should not be considered the end of the road for the other areas."

Sprint's giving 50,000 US students broadband at home

The White House launched an initiative, ConnectED, which aims to give 99% of US students high-speed internet access within the next five years.

Sprint has decided to partake in ConnectED by pledging broadband internet service to the homes of 50,000 students in the US.

So how does Sprint intend on carrying out its promise? Schools that are selected to be a part of the program will receive up to four years of Sprint's Spark Connectivity internet service. The schools will have to apply to be a part of the program, and qualify, of course, before Sprint connects students to the web.

Since Sprint isn't exactly ubiquitous when it comes to service coverage, a lot of the availability will depend on whether or not Sprint Spark Connectivity is available in the schools' area. Another qualifying factor is the quality of the schools' digital learning programs. The schools that are approved for the program will need to fork over some cash for mobile broadband devices, and then each device will receive 3 gigs of wireless high-speed data every month.

The ConnectED program is an initiative that is looking to give internet access to students from lower-income areas, to help them have the same quality of education as those who are constant web access.

What do you think of the plan and Sprint's involvement? Does it feel good to see big companies give back?

WhatsApp prepaid cards now selling through E-Plus in Germany

WhatsApp now offers its own prepaid service through E-Plus in Germany, letting you use the popular messaging app for a fixed monthly amount. The offer also features unlimited usage of the app even if you don't have any standing traffic left.

The package with the SIM card is on offer for €10 but features a starting balance of €10 itself making the SIM practically free. Otherwise a call or text will set you back €0.09 to all German carriers whilst 1 MB will cost €0.24.

For an additional fee of €10 you can add a WhatsAll option, which will give you 600 units to use with either minutes, texts or data for 30 days. If you use up all data you'll still have unlimited MB available but the speeds will drop to 56 KBits per second. Additionally for €4.99 Euro you can get 50 MB or 50 minutes for calling in roaming that will be doubled from April 11 for a limited time to 100 MB or 100 minutes.

For now the WhatsApp SIM is available only through E-Plus but the company is launching a separate app to control the SIM on iOS and Android.

You can pre-order from the E-Plus site (linked below) or through Amazon.

T-Mobile launches Score! program for device discounts

T-Mobile launched a brand new program for discounts on popular smartphones. Dubbed Score!, the plan gives subscribers the opportunity to pick up a new device at a special price every year.

Score! is available for both prepaid and postpaid T-Mobile customers. Priced at $5 a month, the plan gives subscribers the opportunity to grab a free Alcatel ONETOUCH Evolve 2 after six months of membership.

If users stick it out for 12 months, they will be able to pick up a more capable smartphone at a much deeper discount. The latter includes a free device such as LG L90, or at least $150 off the price of a smartphone such as Samsung Galaxy S5 or similar flagship handset.

To sum things up, Score! will allow you to reap benefits at least six months after you sign up for it. The plan is a good idea for users who plan to change their device on an annual basis – it can really save them some cash.

Three UK owner Hutchison Whampoa reportedly in talks to acquire O2 UK

Hutchison Whampoa, which owns British carrier Three UK, is considering a purchase of Telefonica's O2 UK for around 9 billion pounds ($13.6 billion), according to a report from The Sunday Times, which also notes that talks are at an early stage, and nothing is yet confirmed.

A deal makes sense for both companies given that Hutchison is looking to expand in Europe, while Telefonica is in need of cash to help pay down its debts. The latter even came close to selling O2 UK to BT last year, but the deal didn't go through as the telecommunications giant eventually agreed to acquire EE.

In addition, Three's acquisition of O2 would also make it the biggest carrier in the UK – it is currently the fourth largest network in the country. However, any such deal between the two could cause regulatory concerns as it would bring down the number of major mobile operators in the UK from four to three.

The report also notes that Telefonica may also consider selling shares of O2 to the public. It's worth noting that Hutchinson already owns O2 Ireland.