**Dynamic Control System for Identity as Reflection of Socio-Cultural Context**

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## **Abstract-** Introduction.One of the main objectives of humanitarian studies is to find reliable tools and methods to be used for the assessment of processes in social studies and in national culture. Control processes are extensively analyzed by engineering education, historical science, economy, sociology and some other academic disciplines which have produced a substantial material for research which needs further interpreting. The fuzzy system as the qualtive control strategy is used to control the language of the human as a link of culture.Language as an embodiment of a social and cultural life of a nation has preserved lots of facts and trends that were typical of this or that period of time and can serve as an objective, unbiased analysis tool which integrates the knowledge from all spheres of human activities.Research methods. Sampling methods are used in order to correctly record the correlation between language changes and social and cultural shifts in the life of societies. Another method, that of collecting statistical data, which involves more complex sampling is necessary for making a planned observation for some definite period in time. Besides, when we deal with large language array both in the Russian and English vocabularies it is necessary to apply the principles of random sampling and statistic assumptions.Discussion.The analysis of correlations between the mind-set of the members of the society, peculiarities of their life structure and the language have got little attention in the past but it is getting more and more topical nowadays. The interrelations between all challenges, social shifts and economic issues are considered as a fuzzy variables that the society is going through at some definite point of its development are carefully fixed and stored in the language of each nation. Together with other factors they form national cultural identity, a language playing a crucial role, which is recognized by an overwhelming majority of scholars. The word-building changes shift the formation of new words towards conversion, shortenings, semantic transference mechanisms, new forms of affixation in the case of a quick development of all the sides of the country in question. Turbulent periods are characterized by the appearance of nonce-words in the form of compounds, blends, geographical metonymic units. The periods when the nation is behind the trends of global development result in extensive use of borrowed words and borrowed affixes which are not adapted by the language.Conclusion. The main idea of the research is to define the most typical linguistic mechanisms which reflect the social and cultural changes in the life of the society and it has found its confirmation in the shifts that the English and Russian vocabulary and, in particular, their word-building mechanisms have undergone.

***Keywords***: Fuzzy Control, Dynamic systemLinguistic identity, social processes, cultural changes, word-building mechanisms.

**1. Introduction**

One of the main objectives in modern social study, cultural philosophy and culture study is to identify most objective mechanisms and tools that reveal social regularities, life patterns and historical events which quite often are disguised in official records and historical chronicles. Many academic disciplines have collected a lot of information which is vast and comprehensive, but it has often been interpreted ambiguously to serve the interests of the parties concerned and only recently the focus has shifted to defining some reliable mechanisms which will allow for better understanding of cultural and social processes in the society[7,8,10,11,16,17].

The most popular definition of national identity is “the sense of belonging to one state or to one nation [5]. It is the sense of belonging to a nation as a cohesive whole, as “represented by distinctive traditions, culture, language and politics” [22] and we understand that traditions, culture, language and familiar political environment are necessary for feeling at ease in national communities. So, it is evident that languages play a great role in the formation and development of the national cultural identity. The latter depends on the social and cultural processes that take place on the territory of this or that country.

The 18th century was the period of dynamic nations’ formation and the end of the 18th century saw the emergence of two crucial notions, that is: the nation and the national language. J. Joseph [11] adheres to the opinion that challenging political context gave rise to the awareness of the national idea and national language concepts, laying special emphasis on the importance of education in the matter. J.G. Fichte was even more persuasive in his “Addresses to the German Nation” [7] claiming that “a language is a defining feature of a nation”. E. Hobsbawm [10] also confirmed a peculiar role of the nations’ languages that are intertwined with national identity and even national spirit, but only in conjunction with other factors. M. Silverstein [16] believes that the national languages and the national identity co-exist in a very sophisticated, non-linear environment. According to M. Silverstein the language is a reflection of real national status, even of nationalism and these notions depend on many different factors, from economic realities to a specific political structure of a state and to peculiar social characteristics.

However, the history teaches that sometimes the language itself, its uniqueness, its comprehensibility only for the devoted ones served for strengthening national identity, up to the development of exaggerated forms, in the form of the nationalism. This was the situation in Japan in the 16-18th centuries when the country was developing in the environment of cultural isolation. The official doctrine was that the Japanese people and Japanese culture are unique because, according to Shu Watanabe [17, p.5], the Japanese language is filled with unique unsurpassed spirit. And even Japanese irrationality was necessary to covert the Japanese spirit from the foreigners as the language was supposed to be an embodiment of the Japanese culture.

The Turks at the time of Kemal Ataturk put forward the «güneşdilteorisi» theory according to which the Turkish language is the oldest and the most developed language of the world, the “paralanguage” of all modern languages. The Sun Language Theory states that all human languages are descendants of one primal language, proto-Turkic, and it is supported by many scholars, Aytürkİlker being one of them [6].

Today the two main approaches to national cultural identity are the Primordialists and Constructivists. The Primordialists believe that social and cultural reality is marked by originality which affects cultural and political day-to-day life of people. The Constructivists are sure that the defining factors for nations and national identity are social, political, economic and historical processes and the environment [8]. They believe that modern rational and complicated environment has the tendency to deprive the national identity of its uniqueness and originality substituting it with the “assets and liabilities balance” approach.

**2.Research Methods**

In order to correctly record the correlation between language changes and social and cultural shifts in the societies, it is useful to use sampling methods and temporal framework becomes especially important when we analyze the social processes and the corresponding language changes. When the time period is up we can judge about the state of the language stock for the specified time period [15] for which we find N. Kondratiev’s long cycles most appropriate. Besides, the method of collecting statistical data is used for obtaining valid data for the purposes of interpretation [24]. Generally collecting statistical data method is necessary for the purpose of making inferences to wider population, audience, range of vocabulary which can’t be otherwise surveyed. The key to collecting data is that it is representative of a larger scale that you are interested in. In case of studying a vast stock of vocabularies the simple random selection is appropriate, especially when we select and test sample parts of the vocabulary of the Russian and English languages. Cases of more complex sampling schemes are possible in case of analyzing neologisms with the intent that the data can provide a significant, meaningful understanding of the social processes that the society is undergoing. Besides, it helps to reduce biases that subjective historical approaches have brought in. In other cases the data may be simplified as sometimes data is so complicated that it may not tell the full story. It is important to mention that statistics and content analysis are also of great value and can help point to most significant factors, especially when dealing with mass media information as it allows counting and categorizing randomly sampled content. The same approach is useful in scrutinizing the vocabulary and thesauri stocks.

**3.Discussion**

National language and cultural-linguistic identity notions integrate many factors: the situation in economy, technology, territorial factor, historical changes, religious beliefs, cultural customs, traditions, changes in social structure of the society, outstanding personalities, history of victories and defeats, relations with neighbors. The sphere of interrelations and interconnections is vast and we think it is necessary to suggest a temporal framework to systematize economic and political development as reflected in the English and Russian languages. The best way to do it is toset time limits as suggested by a famous Russian scientist Nicholas Kondratiev [14], who put forward the long cycles approach to measure price fluctuations and changes in economic indices that constitute a long wave with duration of 50-60 years. But it turned out to imply more than simple economic measuring as it followed the algorithm: 1) new sources of energy result in technological and economic changes; 2) the latter impact the social life of the community; 3) the changes in social sphere entail new linguistic environment, or, to be more to the point – lexico-grammatical environment with preference of this or that word-building mechanisms. Nicholas Kondratiev analyzed the cycles of 1770-1830, 1830-1880 and 1880-1930 and on their basis predicted the subsequent cycles of 1930-1980 and 1980-2030 [13]. Nowadays, thanks to the achievements of corpus linguistics it is possible to compare ways of enriching the vocabulary, which is compiled in dictionaries [12, 18, 19, 23, 25].

The first cycle was based on a new energy source – energy of water, with such countries as UK, France, Belgium and Netherlands being the leaders of the period. The change affected the English vocabulary profoundly as previously the main source of vocabulary enrichment were borrowings and the number of French words in English increased to 77.9% and about 64% of all nouns were borrowed [9]. By the end of the 18th century there had appeared new word-building models, dynamic “composition” being the main of them which enriched the English language with lots of words, such as “lady-killer, craftsmanship, slowcoach, blood-lady” etc.. It is worth mentioning that the number of borrowings at the period fell sharply, i.e. the number of borrowed adjectives is reduced to 21.6 %.

 The Russian empire at that period was also developing quickly but still under a great influence of the French, German and Dutch fashion and life-style. EAs early as the 8-12th centuries the main loan-words came from Turkic languages: очаг (hearth), шатер (tent), телега (cart), ватага (gang), орда (horde) and others. At the end of the 18th – the beginning of the 19thcenturies, the borrowings started to come from German, Dutch and later from French: ассамблея, оптика, глобус, руль, флаг (assembly, optics, globe, steering wheel, flag), i.e. the ones to denote new phenomena. At the same time the Russian language was actively assimilating affixes, especially prefixes as the ones are typical of Russian: а - aсоциальный (asocial),анти -антинародный (antipopular). The prefixes were assimilated by the Russian language especially quickly.

The period of the second wave, based on the energy of steam, coincides with a dynamic evolution of Great Britain which bursts forward by economic indicators. It is the period of terminology formation and active development of “conversion” as a word-building mechanism, active conversion of verbs and especially phrasal verbs into nominal constructions being quite numerous (to ape, to butches, to fish).

The Russian language at the time is under the influence of French, the language of the upper class. Numerous borrowings from the French language denote a new way of life: бюро (bureau), будуар (boudoir), витраж (stained glass), жилет (vest), гарнизон (garrison). This period is marked by a specific type of conversion, typical ofthe Russian language when non-finite forms of verbs are substantivized: раненный (wounded), очарованный (charmed, bewitched).

The third wave, the period when the energy source is electricity, covers the period from 1880 – 1930, the main discoveries being done in Britain, Germany and the United States. Because the English world dominates at that time we can observe a very dynamic development of such word-building models as conversion from nouns to verbs and from verbs to nouns (a jump, a move, a switch, a drive) and to adjectives (to yellow, to cool, to rough etc.). New nouns are often coined by shortening (phone, fence, movie) and abbreviations (MP, GDP).

The Russian language [4] is going through a lot of changes as at the time the country woke up to a new way of development, to turbulent periods of Revolutions and construction of socialism. Complete changes of all political, economic and social institutes resulted in lots of shortening of different nature: abbreviations – СССР (the USSR), ПТУ (vocational school); shortenings – исполком (executive committee), профком (trade union), мопед (motorbike) etc. There were also numerous borrowed shortening as is illustrated by the table Borrowed shortenings in the Russian language [2, 3].

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Borrowed shorteningPercentage % | English borrowingsPercentage % | French borrowingsPercentage % | Spanish borrowingsPercentage % | GermanborrowingsPercentage % |  |
| 3500100% | 195056% | 120034% | 501% | 2006% |  |

The forth economic cycle is associated with petrochemical industry and the internal combustion engine. It is the time of a two-polar world with Anglo-Saxon and Russian domination in different parts of the world. This is the period of important technological inventions and the beginning of the“know-how” era, especially in the USA, and the English language reflects the dynamics of life in its word-building. The shortening receives a new impulse because a strictly-arranged pattern of technological operations needs short words and new type of composition (no-win-no fee, time-and-material-based). The publications in American and international journals are abounding in accepted and contextual abbreviations.

The Russian language is mainly using its own word-building mechanisms, affixationhelping to quickly assimilate rare borrowings, which the case of “hippie” demonstrates: хиппи (n), хипповый (adj), хипповать (v), хиппарь (n., masc.), хиппистка (n., fem.), хиппизм (n. abstract), хиппня (n., collective), хипповский (adj.) and others. Borrowings are rare and usually come together with fashionable things, such as: джинсы, телевизор, видео, дискотека, аэробика (jeans, TV, video, disco, aerobics). This is the period of active prefixation of verbs: отловить (catch), выгулять (walk), выпасти (drop out), прикидывать (estimate), напрягать (strain), закупать (buy) and corresponding nouns which are formed by way of the zero suffixation(отлов, выгул, выпас, прикид, напряг, закуп).

The end of the period begins the golden age of Anglo-American culture, and the fifth long cycle, the era of microelectronic elements, innovative and alternative energy sources, information technologies, fiber optics, genetic engineering, innovative military equipment, low-waste technology. This is the period of the new modern English and the English language actively penetrates into all countries and spheres of life. However, the vocabulary reacts to this ambiguously. Firstly, the number of borrowings from the Spanish language in American English is increasing, right up to the formation of Spanglish. Secondly, the scientific style abounds in nominative constructions and syntactic compounds (how-to-ideas, do-it-yourself –ingenuity) which are used instead of sentences to present the skeleton of utterances. Thirdly, the role of adjectives decreases and the noun is reinterpreted and receives the function of a quantitative and qualitative characteristic.

The Russian language is overloaded with English borrowings: briefing, impeachment, establishment, barter, broker, privatization, interface, image, hacker, snowboard and many others. Besides, this is the period of active polysemy development: челнок (shuttle) acquires the meaning “Merchant, bringing lots of goods for resale from abroad”, тусовщик(shuffling card) starts to mean “a party-goer”. ITborrowingsarequitenumerous (google, spam, login, clickandlotsofothers) and practically at once they are assimilated by the Russian language and are converted into verbs and verbal forms:кликать (to click), гуглить (to be googling), спамить (to spread spam messages), поспамить (to have sent lots of messages), залогиниться (to have quickly logged in) [3,2].

Another important word-building mechanism is “blending” which appears at certain time-periods when the society is more concerned with its domestic problems and challenges or undergoes major political changes.“The blends” are new words that are formed from parts of two or more root-words, phonemes or morphemes. The classical example is the word “smog” which is coined by blending “smoke + fog”. First blends appeared in English in the 16th century, which coincides with the period of the Great Geographical discoveries and some of them are still preserved by the English language: blatterature= blatter+ literature (1512); foolosophy=fool + philosophy (1592); knavigator=knave + navigator (the 17th century); unisalphabeth =universal + alphabet (the 17th century) etc.

The second period of intensive blends formation was in the 19th century, when Great Britain enjoyed the technological revolution. It was the time when a new wave of blends was fixed in the Daniel Webster Dictionary [18]: cablegram = cable + telegram (1868); squarson =squire + parson (1876); astronography = astronomy + geography (1856); wiglomeration = wig + conglomeration (1858) etc. This vocabulary-enrichment process started as a rhetorical device to create comical and a bit ambiguous impression. It was extensively used by L. Carroll in “Alice in Wonderland” to draw the readers’ attention to connotations, not the direct meaning, creating a very sophisticated context, as in: rocking-horse-fly=horse-fly + rocking-horse; bread-and-butterfly= bread-and-butter + butterfly; snap-dragon-fly = Snapdragon +dragonfly. It was favored by many writers and publishing houses: balloonacy =balloon + lunacy (Ch. Dickens, 1864); needcessity = need + necessity (W.Scott,1818); «shamateur» = sham + amateur (the Guardian, 1896). The English Dialect Dictionary [26] fixed the following blends in 1898-1905: baffound = baffle + confound; smothercate = smother + suffocate; boldacious = bold + audacious; squirearchy = squire + hierarchy. A very interesting blend was «gerrymander», which is a fusion of the Massachusetts governor’s name (Elbridge Gerry) and «salamander» (1811).

A very dynamic evolution of technology with lots of discoveries and break-throughs and economy in the second half of the 20th century in the Anglo-Saxon world prompted blending. It was necessity to assess dynamic phenomena of the world and blendswere perfectly suited for the purpose:cocacolonization = coca-cola + colonization; videot = video + idiot; Euroshima= Europe + Hiroshima.

Nevertheless, blends do not always express irony, they often imply sarcasm, disbelief and cynical assessment: liger = lion + tiger; sexting = sending text + sexual content; complisult = compliment + insult; globesity = global + obesity (from Twitter)[21]etc. New blends include many phenomena that are socially equivocal: entreporneur = entrepreneur + porn; subtweet =subliminal + tweet[23]; carbage = car + garbage; chugger = charity + mugger, mockumentary = mock + documentary; prestitute” (coined by Paul C. Robertson)= press+ prostitute.

The Russian language started to fix the words coined according to the blending model in the 19th century when the Russian society made an effort to become a serf-free country and integrate new democratic values (the middle of the second long wave). The Russian writer N. Leskov was among the pioneers of using blends in his novel “The Tale of Cross-eyed Lefty from Tula and the Steel Flea”: мелкоскоп = микроскоп + мелкий (tiny + microscope); гувернянька = гувернантка+нянька (a governess + a babysitter); долбицаумножения=долбить+таблицаумножения (to chisel+multiplication table). In the Russian language the blends have a much more critical and sarcastic meaning than in English.

The second wave corresponds to the Perestroika period and the blends of the period are often verging on vulgar slang in desire to unmask the reality: дурократы = дураки + демократы (fools + democrats); крадоначальник = крадет + градоначальник (to steal + amayor)[1]; нуворишки = нувориши + воришки (nouveau riche + thieves).

The blends allow to understand the situation in the society at some definite time-period. The picture of the American society which can depict, using blends [25] - is the following: the public is afraid of many things. The latter can be proved by a great number of blends formed from “Armageddon”:  Infogeddon = information + Armageddon (lots of frightening scandals because of mass media leaks); econogeddon / moneygeddon = economy/money + Armageddon (permanent scare of financial crises);  jobageddon = job + Armageddon (scare of losing one’s job); stupidgeddon = stupid + Armageddon (low opinion about authorities); disastrophe = disaster + catastrophe; fempire = female + vampire.Another characteristic feature is the American public’s great dependence on social communication through mobiles and internet and a substantial number of dangers awaiting people there: wall-jack = fraudulently access Facebook + posts to wall; Neature = neat + nature (nature exploration through video); subtweet =subliminal + tweet [23] (tweet targeting the subconscious); Mocial = mobile + social (many-faced social media); simulcast =simultaneous + podcast; Twittership = Twitter + friendship/relationship [20]. If we add new blends from innovative discoveries sphere, such as glasphalt, wholphin, tigon, zorse, horbra, cattalo, cockapoo, potamo,grapear, garlion, humalin, complimagra etc., we will get quite a surrealistic picture, weighing on an average American of 10-35 years old.

The situation with Russian blends is quite different: they demonstrate a high degree of disbelief and even detest of the social context. First of all, people in modern Russia are disillusioned and reject the so-called liberal values, which is seen in the blends: майдауны = майдан + дауны (Maidanprotesters+Down’ssyndrome), гейропеец=гей + Европа (homosexual+Europe); незагармоничный = заграничный+негармоничный (foreign+inharmonious). Secondly, Russian people are quite cynical about both the state of modern Russian and former Soviet society. The mood is expressed even by some outstanding personalities such as Alexander Zinoviev. This outstanding Russian philosopher and logician, created some very expressive blends, reflecting the emotions in the USSR and during the time of Perestroyka: Гомосоветикус (Homo Soveticus)=гомосапиенс +советский (homo sapience from the USSR), горбачевизм = Горбачев + капитализм (Gorbachev+capitalism), глобальныйчеловейник=человек + муравейник (men+anthill); катастройка=катастрофа + перестройка (catastrophe + social rearrangement). Thirdly, they reflect the realities of a bleak period in the country’s development straightforwardly: «дурократы» = дураки + бюрократы (fools + bureaucrats); «хрущоба» = Хрущев + трущоба (Khrushchev + a slum); «фальшивонапитчик» = фальшивомонетчик + напитки (counterfeiter +spirits).

**4.Research Results**

The analysis of social and economic processes, discussed earlier testifies to the fact that vocabulary of any and each language stores lots of information that points to the state of the society at some definite period of time. If the vocabulary is mainly enriched by borrowings then we can judge that the country has quite a sluggish economic development or is trying to catch up with the world progress. In cases when some country starts developing its own word-building mechanisms, as for example, English during the first, the second, and the fourth long cycles or the Russian language during the fourth wave, we can state that the country has leading positions in technological and economic spheres. Semantic transfer is “activated” at periods of transition from a subordinate position to a much more active one [27].

Political changes findreflection in word-building mechanisms, as the case of blending has demonstrated. It reflects the state of the social community at some period of time. The more blends in the language the less stable the society. Besides, they point to active social-political processes in the country, the society of which tries to digest new realities and phenomena of the development. Sometimes it is done ironically, sometimes – seriously but with assessment connotations, sometimes – indignantly.So, it is possible to depict a typical atmosphere in the society at the time when there appear new big waves of blends. Affixation, polysemy, semantic transference indicate active integration into development processes while shortening and new word-building models (branding, blends etc) indicate some chaotic tendencies.

**5. Conclusion**

Everything mentioned above allows us to state, that a language is a big computer that keeps important information about the situation in the society at different stages of the nation’s development. Besides, it reflects the general atmosphere in the society, the attitude towards imposed values and laws.

Moreover, the changes in the vocabulary indirectly correspond to the cyclic pattern of changes in the technological and socio-political life of the country. Quick development and integration into a new world environment gives an impulse to new word-formation models as it is obvious in case of conversion, abbreviations and short-living compound words.

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