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ГІПЕРТЕКСТ У ЦИФРОВІЙ ЛІТЕРАТУРІ ТА СОЦІАЛЬНИХ МЕДІА: ГІПЕРПОСИЛАННЯ ПРОТИ ХЕШТЕГІВ

Анотація. Цифрова трансформація комунікації, яка розпочалася наприкінці ХХ століття та посилилася з появою Web 2.0, призвела до розвитку нових принципів текстової організації, серед яких гіпертекст займає центральне місце. Вперше запропонований Тедом Нельсоном у 1965 році, гіпертекст позначає нелінійну систему взаємопов'язаних текстових фрагментів. Подана стаття зосереджується на двох конкретних проявах гіпертекстуальності: гіперпосиланнях, що функціонують у цифровій художній літературі, та хештегах, що використовуються в дискурсі соціальних мереж. Хоча ці явища походять з різних комунікативних середовищ і виконують різні функції, вони демонструють низку спільних структурних, семантичних та прагматичних особливостей, що дозволяє аналізувати їх в рамках єдиної теоретичної бази. **Актуальність** дослідження полягає в недостатній увазі до порівняльного аналізу цих елементів у лінгвістиці, незважаючи на широкі дослідження теорії гіпертексту та лінгвістики соціальних мереж. Метою цієї статті є виявлення як спільних, так і відмінних характеристик гіперпосилань та хештегів, а також пропонування моделі їхньої кореляції як форм гіпертекстової зв'язності. Дослідження базується на аналізі корпусу цифрових літературних творів, що включає канонічні гіпертексти, а також сучасні інтерактивні наративи, та корпусу публікацій з Instagram популярних інфлюенсерів. Методи дослідження охоплюють лінгвістичний аналіз, контекстуальну інтерпретацію та елементи кількісного аналізу. Результати роботи демонструють, що гіперпосилання та хештеги функціонують як метатекстуальні засоби, що забезпечують нелінійну навігацію та взаємодію з користувачем. Однак вони суттєво відрізняються своєю структурною роллю, семантичною специфічністю та ступенем авторського контролю. Хоча гіперпосилання є конститутивними елементами цифрового наративу, формуючи його архітектуру та уможливаючи ергодичне читання, хештеги служать інструментами індексування, що сприяють тематичній агрегації в середовищах, керованих платформами. Зроблено висновок про те, що гіперпосилання та хештеги представляють два різні еволюційні шляхи гіпертексту: один орієнтований на складність наративу та авторський дизайн, інший — на комунікативну ефективність та колективне творення сенсу.

Ключові слова: гіпертекст, гіперпосилання, хештег, соціальні мережі, дискурс, художня література, наратив.

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FANFICTION TERMINOLOGY AS A MANIFESTATION OF PARTICIPATORY CULTURE IN DIGITAL DISCOURSE

Summary. The article explores fanfiction terminology as a manifestation of participatory culture in digital discourse. The study is grounded in contemporary approaches to terminology theory and discourse analysis, which interpret terminological systems as dynamic, context-dependent, and socially constructed phenomena rather than strictly regulated and standardized structures. Within this framework, fanfiction communities are viewed as interactive

environments where users actively create, modify, and spread specialized vocabulary, thus forming a non-institutionalized yet functionally organized terminological system. The **aim** of the study is to investigate the structural, semantic, and functional characteristics of fanfiction terminology. The research identifies and classifies the main types of terminological units used in fanfiction communities, including genre and subgenre markers, relationship-related terms, narrative technique labels, and interactional units associated with content production and dissemination. Particular attention is paid to the mechanisms of term formation, such as abbreviation, compounding, blending, and semantic shift, which demonstrate a high degree of linguistic economy, flexibility, and creativity typical of digital communication. The semantic analysis reveals that fanfiction terminology is characterized by polysemy, metaphorization, and contextual variability. These properties allow for the flexible interpretation and adaptation of meaning across different fandoms, platforms, and communicative contexts. Furthermore, the study determines the key communicative and pragmatic functions of terminological units, including categorization, evaluation, identity construction, discourse organization, and facilitation of interaction. The findings confirm that fanfiction terminology plays a crucial role in structuring digital interaction, supporting collaborative practices, and maintaining shared knowledge within fan communities. It is concluded that fanfiction terminology constitutes a significant object of linguistic research, as it reflects broader processes of language change, the expansion of non-institutionalized terminological systems, and the influence of participatory culture on contemporary discourse practices.

Keywords: fanfiction terminology, digital discourse, participatory culture, fan communities, semantic properties, word formation, online communication.

Statement of the Research Problem and Its Relevance. In the context of rapid digitalization and the expansion of online communication, new forms of discourse have emerged, significantly transforming linguistic practices and the ways in which specialized vocabularies develop. One of the most dynamic environments for such transformations is fan culture, particularly fanfiction communities, which function within the broader framework of participatory culture. These communities are characterized by active user engagement, collaborative content creation, and the reinterpretation of existing cultural texts, resulting in the formation of specific linguistic systems.

Fanfiction, as a form of user-generated narrative based on pre-existing fictional worlds, has evolved into a complex communicative space where participants not only create texts but also develop and actively use a specific set of terminological units. These terms serve as markers of community membership, tools for categorizing narrative conventions, and means of structuring interaction within digital platforms. Therefore, fanfiction terminology can be considered a distinct subsystem of digital discourse shaped by both linguistic and sociocultural factors.

The relevance of this study is determined by the increasing scholarly interest in non-institutionalized terminological systems that emerge outside traditional scientific and professional domains. Unlike classical terminology, which is typically standardized and regulated, fanfiction terminology is characterized by variability, dynamism, and a strong dependence on communicative context. This makes it a valuable object of linguistic investigation within discourse studies, cognitive linguistics, and modern terminology theory.

Terminology is traditionally defined as a system of specialized lexical units that reflect conceptual structures within a particular field of knowledge [1]. Such systems are typically characterized by internal organization, precision, and a clear relationship between linguistic form and conceptual content [4]. At the same time, contemporary approaches emphasize the dynamic nature of terminology and its dependence on communicative and cognitive factors.

Modern terminology studies distinguish between descriptive, prescriptive, and explanatory approaches, highlighting the importance of analyzing terminological units not only as fixed elements but also as context-dependent and evolving phenomena [6]. This perspective is especially relevant for examining emerging terminologies in digital environments.

In Ukrainian linguistic research, particular attention has been paid to issues of terminology formation, semantic organization, and normalization. It is noted that the development of terminological units involves challenges related to semantic consistency and standardization [3]. At the same time, communicative and cognitive approaches stress the role of discourse and context in shaping terminological systems [2]. The concept of a term system as a structured and interconnected set of units remains central to understanding how terminology functions within specific domains [4]. Additionally, the interaction between terminology and translation is viewed as a complex process involving both linguistic and conceptual alignment [5].

However, traditional terminology studies mainly focus on institutionalized domains such as science and professional communication. In contrast, contemporary digital discourse gives rise to new types of terminological systems that emerge organically within online communities and are not subject to strict standardization.

Research on participatory culture and fan communities provides an important framework for understanding these processes. Participatory culture is associated with active audience involvement in content creation and dissemination [8]. Within such environments, fan communities develop their own communicative practices and linguistic resources, forming specific discourse systems [7].

Despite the growing interest in digital discourse and fan culture, the linguistic dimension of fanfiction, particularly its terminology, remains insufficiently explored. Existing studies primarily

focus on cultural, social, or narrative aspects, while the systematic analysis of terminological units and their functions has received limited attention.

Thus, there is a need for a comprehensive linguistic analysis of fanfiction terminology as a dynamic, context-dependent system that reflects the principles of participatory culture and the specifics of digital discourse. This study aims to address this gap by integrating approaches from terminology theory and discourse analysis.

Purpose and Objectives. The aim of the study is to investigate fanfiction terminology as a manifestation of participatory culture in digital discourse, with a focus on its structural, semantic, and functional characteristics. The objectives of the study are: to define the concept of fanfiction terminology within the framework of modern terminology studies and digital discourse analysis; to identify and classify the main types of terminological units used in fanfiction communities; to analyze the structural features of fanfiction terms, including their formation mechanisms and word-building patterns; to examine the semantic properties of fanfiction terminology, including polysemy, metaphorization, and contextual variability; to determine the communicative and pragmatic functions of terminological units in fanfiction discourse.

The empirical material comprises English fanfiction texts and glossaries published on major fan platforms such as *Archive of Our Own* (AO3), *FanFiction.net* communities [9; 10]. These sources reflect authentic user-generated discourse, providing a representative corpus of contemporary fanfiction terminology.

The research employs a combination of methods: descriptive and analytical – for defining and classifying terminological units; structural-semantic analysis – to determine internal organization and interrelations among terms; motivational and word-formation analysis – to identify derivational models and semantic shifts.

Main Findings. The analysis of fanfiction discourse has made it possible to identify and classify the main types of terminological units used in fanfiction communities. The findings demonstrate that fanfiction terminology constitutes a heterogeneous and dynamic system that reflects both narrative conventions and communicative practices of digital interaction.

First, a significant group of terminological units includes **genre and subgenre markers**, which are used to categorize texts according to narrative structure and thematic focus (e.g., *angst*, *fluff*, *hurt/comfort*). These terms function as organizational tools that facilitate navigation within large digital archives and help users select texts based on their preferences.

Second, **relationship-oriented terms** represent a central component of fanfiction terminology. Units such as *ship*, *OTP (one true pairing)*, *slash*, *femslash* denote specific types of character relationships and play a crucial role in structuring fan narratives. These terms not only classify content but also reflect the values and interpretative practices of fan communities.

Third, the analysis reveals a group of **authorial and narrative technique markers**, including terms like *AU (alternative universe)*, *OOO (out of character)*, *canon*, *headcanon*. These units describe deviations from original source material, narrative strategies, and degrees of adherence to canonical texts. Their usage indicates a high level of meta-discursive awareness among participants.

Another important category consists of **interactional and platform-specific terms**, such as *fic*, *oneshot*, *drabble*, *beta reader*. These terms are closely connected with the production, editing, and dissemination of fanfiction texts and reflect the collaborative nature of participatory culture. A set of **evaluative and affective terms** has been identified, including *Mary Sue*, *self-insert*, which are used to assess narrative quality and characterize certain types of characters or authorial choices. These units perform a regulatory function within the community by shaping norms and expectations.

Structurally, fanfiction terminology demonstrates a high degree of abbreviation (*OTP*, *AU*), compounding (*fanfiction*, *headcanon*), and semantic shift, often involving recontextualization of existing lexical units. Semantically, many terms exhibit polysemy and context-dependence, with meanings that are negotiated within specific communities.

Overall, the classification of terminological units in fanfiction communities confirms that this terminology functions as an essential tool for organizing discourse, constructing community identity, and enabling efficient communication in digital environments.

The analysis of fanfiction terminology reveals a diverse range of structural features and word-formation mechanisms that reflect the dynamic and user-driven nature of digital discourse. The formation of fanfiction terms is characterized by a high degree of creativity, economy, and adaptability, which corresponds to the communicative needs of online communities.

One of the most prominent structural features is the widespread use of **abbreviation and acronymization**. Terms such as *AU* (alternative universe), *OOO* (out of character), and *OTP* (one true pairing) demonstrate a tendency toward linguistic compression, allowing users to convey

complex concepts in a concise form. These units function as efficient communicative tools and are easily recognizable within the community.

Another productive mechanism is **compounding**, which involves the combination of lexical elements into a single unit. Examples such as *fanfiction*, *headcanon*, *self-insert* illustrate how new meanings are constructed through the integration of existing lexical bases. These compounds often retain transparency, enabling users to infer meaning even without prior familiarity.

Blending also plays a role in the formation of fanfiction terminology, particularly in relationship labels and fandom-specific expressions. For instance, names of fictional pairings (often referred to as “ship names”) are created by merging parts of character names, resulting in hybrid lexical forms. This process reflects both linguistic creativity and the social practices of fandom.

Another important feature is **semantic shift and recontextualization**, where common lexical items acquire specialized meanings within the fanfiction context. Terms such as *canon* and *ship* illustrate this process: originally general-language words, they develop domain-specific meanings that are understood within the community.

In addition, **conversion (zero-derivation)** is frequently observed, as nouns and verbs interchange without formal morphological marking. For example, *to ship* (to support a romantic pairing) derives from the noun *ship*. This flexibility contributes to the economy and expressiveness of fan discourse.

The use of **affixation** is less systematic but still present, particularly in evaluative terms such as *Mary Sue*, which has generated derivatives and analogical formations. Furthermore, fanfiction terminology often incorporates elements of **informality and hybridity**, combining standard language with slang and internet-specific conventions.

Structural organization of fanfiction terminology reflects its non-standardized and evolving nature. The predominance of abbreviation, compounding, blending, and semantic transformation indicates that these terms are shaped not by institutional regulation but by the communicative practices of participatory culture.

The examination of the semantic properties of fanfiction terminology demonstrates that this subsystem of digital discourse is characterized by a high degree of polysemy, metaphorization, and contextual variability, which reflects its dynamic and community-driven nature.

One of the key features is **polysemy**, as many fanfiction terms possess multiple related meanings depending on the context of use. For example, the term *canon* may refer to the original source material, to the set of officially recognized events within a fictional universe, or to the degree of adherence of a fan-created text to that source. Similarly, *ship* can denote both a romantic pairing and the act of supporting such a pairing. This multiplicity of meanings does not lead to communicative ambiguity within fan communities, as interpretation is guided by shared knowledge and contextual cues.

Another important semantic process is **metaphorization**, which underlies the formation of many fanfiction terms. A significant number of units originate from metaphorical reinterpretation of existing lexical items. For instance, *ship* derives from *relationship*, metaphorically conceptualizing interpersonal dynamics as something that can be “constructed” or “supported.” Terms such as *fluff* metaphorically represent light, emotionally comforting content, while *angst* conveys emotional tension and distress through semantic extension. These metaphorical shifts contribute to the expressiveness and evaluative capacity of fanfiction terminology.

Fanfiction terminology exhibits pronounced **contextual variability**, as the meanings of terms are often shaped and modified by specific fandoms, platforms, or communicative situations. The same term may acquire nuanced interpretations depending on the narrative universe or community norms in which it is used. For example, the interpretation of *OOC* (out of character) may vary depending on how strictly a particular fandom adheres to canonical characterization. This variability indicates that meaning is not fixed but negotiated within discourse.

Semantic properties of fanfiction terms are closely linked to their **evaluative and pragmatic functions**. Many terms carry implicit judgments about narrative quality, character construction, or authorial choices. Units such as *Mary Sue* or *self-insert* encode critical evaluation and function as tools for regulating community standards. The semantic organization of fanfiction terminology is flexible, context-dependent, and highly responsive to communicative needs. The interaction of polysemy, metaphorization, and contextual variability ensures both efficiency and richness of meaning, allowing participants to convey complex ideas within a shared interpretative framework.

The analysis of fanfiction terminology makes it possible to determine a range of communicative and pragmatic functions performed by terminological units in fanfiction discourse. These units are not limited to naming or classification; they actively structure interaction, regulate communication, and contribute to the construction of meaning within fan communities.

First, terminological units perform a **categorizing function**, enabling users to organize and navigate large volumes of content. Terms such as *AU*, *angst*, *fluff*, *oneshot* serve as labels that classify texts according to genre, theme, length, or narrative features. This function ensures efficient information retrieval and helps readers select content that corresponds to their expectations.

Second, fanfiction terminology fulfills an important **communicative-economy function**. Abbreviations and condensed forms (e.g., *OTP*, *OOO*) allow users to convey complex ideas quickly and efficiently. This is particularly relevant in digital environments, where speed and brevity are valued. Another key function is **identity construction and group affiliation**. The use of specific terminological units signals membership in a particular fandom or community. Mastery of this terminology demonstrates insider knowledge and contributes to the formation of a shared linguistic identity among participants. Fanfiction terms also perform a **pragmatic-evaluative function**, as many units encode judgments about narrative quality, character portrayal, or stylistic choices. For example, terms like *Mary Sue* or *self-insert* are used to critique certain narrative patterns. In this way, terminology serves as a mechanism for expressing attitudes and regulating community norms. Terminological units have a **metacommunicative function**, as they are used to comment on the process of text creation and interpretation. Terms such as *canon*, *headcanon*, *OOO* allow participants to discuss narrative strategies, degrees of adherence to source material, and interpretative decisions. Another important function is **facilitating interaction and collaboration**. Terms like *beta reader* reflect the collaborative nature of fanfiction production and highlight the roles participants take within the community. This demonstrates that terminology is closely linked to social practices and interaction patterns. Finally, fanfiction terminology performs a **discursive-organizing function**, structuring communication within digital platforms by standardizing tags, descriptions, and metadata. This contributes to coherence and accessibility within the discourse.

Conclusions. The study has demonstrated that fanfiction terminology constitutes a dynamic and non-standardized subsystem of digital discourse, shaped by the principles of participatory culture. It has been established that fanfiction terms are formed through productive mechanisms such as abbreviation, compounding, blending, and semantic shift, reflecting the creative and adaptive nature of online communication. The analysis of semantic properties has shown that fanfiction terminology is characterized by polysemy, metaphorization, and contextual variability, which enable flexible meaning construction within specific communities. At the same time, terminological units perform a wide range of communicative and pragmatic functions, including categorization, evaluation, identity construction, and discourse organization. Overall, fanfiction terminology functions as an effective tool for structuring communication, facilitating interaction, and maintaining shared knowledge within fan communities, confirming its relevance as an object of modern linguistic research in the context of digital discourse.

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ТЕРМІНОЛОГІЯ ФАНФІКШЕНУ ЯК ПРОЯВ КУЛЬТУРИ УЧАСТІ У ЦИФРОВОМУ ДИСКУРСІ

Анотація. У статті досліджується термінологія фанфікшену як прояв культури участі у цифровому дискурсі. Дослідження ґрунтується на сучасних підходах до теорії термінознавства та дискурс-аналізу, які трактують терміносистеми як динамічні, контекстуально зумовлені та соціально сконструйовані явища, а не як жорстко регламентовані й стандартизовані структури. У цьому контексті фанфікшн-спільноти розглядаються як інтерактивні середовища, у межах яких користувачі активно створюють, модифікують і поширюють спеціалізовану лексику, формуючи неінституціоналізовану, але функціонально впорядковану терміносистему. Метою дослідження є вивчення структурних, семантичних і функціональних характеристик термінології фанфікшену. У роботі визначено та класифіковано основні типи термінологічних одиниць, що використовуються у фанфікшн-спільнотах, зокрема жанрові та піджанрові маркери, терміни на позначення міжперсонажних взаємин, позначення наративних прийомів, а також одиниць, пов'язані з процесами створення та поширення контенту. Особливу увагу приділено механізмам термінотворення, таким як абревіація, словоскладання, блендинг і семантичне переосмислення, які відображають принципи мовної економії, гнучкості та креативності, притаманні цифровій комунікації. Семантичний аналіз засвідчив, що термінологія фанфікшену характеризується полісемією, метафоризацією та контекстуальною варіативністю. Ці властивості забезпечують гнучку інтерпретацію та адаптацію значень у межах різних фандомів, платформ і комунікативних ситуацій. Крім того, у дослідженні визначено основні комунікативні та прагматичні функції термінологічних одиниць, серед яких категоризація, оцінювання, конструювання ідентичності, організація дискурсу та забезпечення взаємодії. Отримані результати підтверджують, що термінологія фанфікшену відіграє важливу роль у структуруванні цифрової взаємодії, підтримці колаборативних практик і формуванні спільного знання в межах фан-спільнот. Зроблено висновок, що термінологія фанфікшену є вагомим об'єктом лінгвістичних досліджень, оскільки відображає ширші процеси мовних змін, розвиток неінституціоналізованих терміносистем і вплив культури участі на сучасні дискурсивні практики.

Ключові слова: термінологія фанфікшену, цифровий дискурс, культура участі, фан-спільноти, семантичні властивості, словотвір, онлайн-комунікація.

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