BORROWED WORDS IN TECHNOLOGY: UNDERSTANDING THE LANGUAGE OF INNOVATION

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Annotation: *This article looks at how words from the technology field have spread into everyday language across different cultures. We explore terms like "byte," "Bluetooth," "WiFi," and "GPS" to see where they came from and how they became part of the language people around the world use every day. Using methods like reading through official documents and product details from big tech companies such as IBM and Bluetooth SIG, we learn about these words and their stories.*

Our findings show that these technology words help people in tech talk to each other and also change the way everyone talks and shares ideas across different places. This study helps us understand how new tech words are picked up by different languages and what this might mean for the future. It adds to what we already know by focusing on tech words, showing us how they help connect people from different backgrounds. We also think about how these words might keep spreading into other languages, showing the strong link between technology and language.

Keywords: *byte, Bluetooth, share it, WiFi, GPS, drone, smartphone, spam*

INTRODUCTION

In today's tech-savvy world, it's hard to escape the influence of borrowed words. Whether it's chatting on your smartphone, navigating with GPS, or sending files via Bluetooth, these terms have become part of our everyday language. But have you ever wondered where these words come from and how they find their way into our tech vocabulary? In this article, we'll explore the fascinating journey of borrowed words in technology. From the byte to the drone, we'll uncover the origins and evolution of these terms, shedding light on the ever-expanding lexicon of the digital age. So, join us as we embark on a linguistic adventure through the world of technology and discover the stories behind the words we use every day.

Linguists such as Fromkin and Rodman (1984: 309) define loan words as "a process by which one language or dialect takes and incorporates some

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linguistic elements from another"[83]. Similarly, Gal (1979: 79) identifies loan words or borrowings as "consisting of the introduction of single words or short idiomatic phrases from one language into the other"[84].

Methods and materials. This study employed a descriptive qualitative approach using textual analysis to explore the origins and usage of borrowed terms in the technology sector, as described by McKee (2003).[85] The focus was on technology-related terms such as "byte", "Bluetooth", "WiFi" and "GPS." Official documents, product descriptions, user manuals, and marketing materials from key technology companies were analyzed. The selected companies included IBM for "byte," Bluetooth SIG for "Bluetooth," and various GPS device manufacturers. This approach aimed to trace the etymological roots and integration of these terms into everyday tech language.

RESULTS

In the field of technology, the dynamic interplay between different linguistic and cultural backgrounds has fostered a robust environment for the exchange of lexical items. This phenomenon is evident in the widespread use of borrowed words across various languages, driven by technological advancements and global connectivity. Such borrowings are not merely linguistic transactions but also represent the diffusion of technological innovation and cultural influence.

In the context of technology, borrowed words are terms adopted from one language into another as a result of technological exchange and adoption. These borrowings often occur metaphorically, with terms taking on new meanings as they are assimilated into different technological cultures. They are used by communities different from those in which the terms originally evolved, highlighting the non-literal nature of their adoption.

For instance, the term "byte", initially conceptualized by IBM in the early computing era, has transcended its original English-language boundaries to become a fundamental term in many languages for describing digital information. This illustrates how technological terms, much like cultural elements, can spread and become integral to other languages.

Similarly, the adoption of "Wi-Fi" (a play on the term Hi-Fi) illustrates how technological terms can quickly become global lexicons that enhance communication across different linguistic landscapes. The term "drone"

[83] Fromkin, V. and Rodman, R. 1984. Introduction to Language. New York: Holt. p.309
[84] Gal, S. 1979. Language Shift. New York. Academic Press. p.79.
[85] McKee, A. (2003). Textual Analysis: A Beginner's Guide. p. 45.

originally linked to mundane and mechanical functions, has evolved in public discourse to encompass a wide range of autonomous vehicles, reflecting broader technological capabilities and societal adoption.

Discussion. Technology greatly influences how we communicate, changing the way new words are used and learned in different languages. Just like spending habits in the beauty industry show what people value, the use of terms like "smartphone" and "GPS" shows how deeply technology is woven into our culture, affecting how we talk and interact every day.

When new technology words become common, it's like people are learning a new part of language and tech together. This can be seen as both good for knowing more about technology, but also can lead to spending too much because of advertisements and social media. Thurlow and Jaworski point out that this mix of technology and new words being used more can make technology feel necessary, which might make people spend more on it[86].

Social media helps make tech terms well-known very fast. As people around the world use social media and talk about technology, words like "Wi-Fi" and "Bluetooth" become very common. This is similar to how social media influences what beauty products people buy, especially younger people like millennials and Gen Z. According to DiResta and Lotan, social media plays a big role in making certain tech words and ideas popular quickly[87].

As we keep seeing new technologies like artificial intelligence and quantum computing, the words linked to these technologies will likely start being used by everyone. This means our everyday language might keep changing as new tech develops and becomes popular.

CONCLUSION

This article looked into how certain words from technology are borrowed and used widely, changing how we talk about technology in different languages. We examined where terms like "byte," "Bluetooth," "WiFi," and "GPS" come from and how they change and fit into our everyday language.

We found that these technology words often change their meanings to better describe new technologies. For example, "byte" started as a specialized term but is now a basic part of how we talk about digital information all over the world. Terms like "GPS" and "WiFi" are now common and used by many people, not just experts.

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[86] Thurlow, C., & Jaworski, A. (2011). Language and the Globalizing Habits of Digital Modernity. p. 58.
[87] DiResta, R., & Lotan, G. (2015). Analyzing the Roles of Social Media in Digital Communication. p. 112.

Also, this study showed how social media and the internet help these tech words spread and become normal words everyone uses. As technology keeps improving, we expect to see more new words come into our everyday language. These words will help us talk about and understand new technologies better.

In summary, looking at these borrowed words in technology helps us see how language and technology grow together. It also shows how new words can help different people understand new technologies as they come about. As technology moves forward, studying these words will be important to keep up with how both language and technology are changing.

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