

**Ministry of Education and Science of Ukraine  
Taras Shevchenko National University of Kyiv  
Educational and Scientific Institute of Philology  
Department of English Philology and Intercultural Communication**

**Bachelor's thesis**

**NICKNAMES IN THE 21<sup>ST</sup> CENTURY ENGLISH**



**Karina Peshko**

4th year student of the Education Program

'English Studies and Translation

and Two Western European Languages'

Field of science: 03 "Humanities"

Specialty: 035 "Philology"

Supervised by:

Associate Professor,

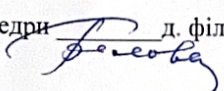
**PhD Anna Stoliarova**

«Допущено до захисту»

Протокол засідання кафедри англійської філології

та міжкультурної комунікації

Протокол № 12 від 19 травня 2026 року

Зав. Кафедри  д. філол. н., проф. Алла БЄЛОВА

**KYIV – 2026**

## АНОТАЦІЯ

*Peshko K. V. Nicknames in the 21<sup>st</sup> century English. – Bachelor's thesis.*

У пропонованій роботі здійснено лінгвістичний аналіз нікнеймів у сучасному англomовному цифровому дискурсі, оскільки в умовах активного розвитку інтернет-комунікації вони виступають основним засобом саморепрезентації та соціальної взаємодії. З метою комплексного дослідження нікнеймів як мовних одиниць та визначення їх основних особливостей у різних типах цифрового дискурсу застосовано описовий, структурний і порівняльний методи, а також семантичний та прагматичний аналізи. Наукова новизна цього дослідження полягає в систематизації та узагальненні сучасних мовних і креативних механізмів формування нікнеймів, а також у виявленні їх функціональної варіативності залежно від дискурсивного контексту. Огляд вітчизняних та зарубіжних наукових джерел з теми дозволив сформулювати визначення поняття «нікнейм», запропонувати класифікацію нікнеймів за семантичними особливостями, а також встановити їхні функції в інтернет-дискурсі. Окремо було проаналізовано словотвірні та креативні механізми створення нікнеймів, а також їх значення для індивідуалізації, виразності та різноманітності в цифровому середовищі. Додаткову увагу приділено аналізу функціонування нікнеймів у політичному та кіберспортивному дискурсах, що дозволило підкреслити різноманітність їхніх ролей: від маркування ідеологічних позицій до формування особистого бренду та бажаного образу. Узагальнені результати проведеного дослідження свідчать про те, що нікнейми є важливими засобами ідентифікації та саморепрезентації і допомагають формувати цифрову ідентичність користувачів, забезпечуючи їхню впізнаваність та участь у різних формах цифрової комунікації. Це дослідження дозволяє виявити основні тенденції розвитку нікнеймів в сучасному інтернет-просторі та їхню роль у формуванні мовної поведінки користувачів.

**Ключові слова:** *нікнейм, цифровий дискурс, класифікація нікнеймів, саморепрезентація, словотворення, креативні механізми, політичний дискурс, кіберспортивний дискурс, ідентифікація.*

## ABSTRACT

*Пешко К. В. Нікнейми в англійській мові 21 століття. – Бакалаврська робота.*

This study conducts a linguistic analysis of nicknames in contemporary English-language online discourse, as they serve as a primary means of self-representation and social interaction in the context of the rapid development of internet communication. To conduct a comprehensive study of nicknames as linguistic units and identify their main characteristics across various types of digital discourse, descriptive, structural, and comparative methods were employed, along with semantic and pragmatic analyses. The scientific novelty of this study lies in the systematization and generalization of contemporary linguistic and creative mechanisms for the formation of nicknames, as well as in the identification of their functional variability depending on the discursive context. Drawing on a range of domestic and foreign academic sources, the study examined the theoretical foundations of the concept of “nickname,” its classification based on semantic features, and its functions in online discourse. Separately, the word-formation and creative mechanisms of nickname construction were analyzed, including their significance for individualization, expressiveness, and diversity in the digital environment. Additional attention was paid to analyzing the functioning of nicknames in political and esports discourses, which highlighted the diversity of their roles: from marking ideological positions to creating a personal brand and a desired image. The overall findings indicate that nicknames are important tools for identification and self-representation, which help to shape users’ digital identities by ensuring their recognizability and participation in various forms of digital communication. This study highlights the main trends in the development of nicknames in the modern online space and their role in the formation of users’ linguistic behavior.

**Keywords:** *nickname, online discourse, classification of nicknames, self-representation, word formation, creative mechanisms, political discourse, esports discourse, identification.*

## **CONTENTS**

|                                                                                            |           |
|--------------------------------------------------------------------------------------------|-----------|
| <b>INTRODUCTION .....</b>                                                                  | <b>5</b>  |
| <b>1. THEORETICAL FOUNDATIONS OF NICKNAME STUDIES .....</b>                                | <b>9</b>  |
| <b>1.1 Definition of the term “nickname” and related concepts .....</b>                    | <b>9</b>  |
| <b>1.2 Classification of nicknames .....</b>                                               | <b>12</b> |
| <b>1.3 Functions of nicknames in Internet discourse .....</b>                              | <b>16</b> |
| <b>Conclusion to Chapter 1 .....</b>                                                       | <b>18</b> |
| <b>2. THE LINGUISTIC FEATURES OF NICKNAMES IN 21<sup>ST</sup>-CENTURY<br/>ENGLISH.....</b> | <b>20</b> |
| <b>2.1 Morphological and word-formation mechanisms in nickname creation ...</b>            | <b>20</b> |
| <b>2.2 Creativity in Internet nickname formation.....</b>                                  | <b>22</b> |
| <b>Conclusion to Chapter 2 .....</b>                                                       | <b>25</b> |
| <b>3. THE PECULIARITIES OF THE USE OF NICKNAMES IN<br/>CONTEMPORARY ENGLISH.....</b>       | <b>27</b> |
| <b>3.1 Nicknames in political discourse .....</b>                                          | <b>27</b> |
| <b>3.2 Nicknames in esports discourse.....</b>                                             | <b>33</b> |
| <b>Conclusion to Chapter 3 .....</b>                                                       | <b>41</b> |
| <b>CONCLUSION .....</b>                                                                    | <b>42</b> |
| <b>REFERENCES .....</b>                                                                    | <b>45</b> |
| <b>LEXICOGRAPHIC SOURCES.....</b>                                                          | <b>50</b> |
| <b>LIST OF DATA SOURCES .....</b>                                                          | <b>50</b> |
| <b>APPENDICES.....</b>                                                                     | <b>51</b> |

## INTRODUCTION

The modern digital space is evolving rapidly, leading to an increase in online communication and exerting a significant influence on linguistic processes and forms of user interaction. Nicknames play a key role in this environment, functioning as a means of identification and self-presentation, and facilitating social interaction online. In this context, they are analysed as an important phenomenon of contemporary English-language online discourse, which simultaneously reveals linguistic and sociocultural characteristics of the online environment.

This study conducts a comprehensive analysis of nicknames in contemporary English-language online discourse and focuses on their semantic, morphological, and functional characteristics. The analysis aims to identify the key linguistic and creative mechanisms that users employ when creating nicknames in the digital environment. Particular emphasis is placed on the theoretical definition of the concept of “nickname,” its classification, and its significance in online communication processes. This paper also examines the characteristics of nickname usage in various types of digital discourse, revealing how they vary depending on the specific communicative context.

The **relevance** of this topic stems from the need to study nicknames as a dynamic linguistic phenomenon that plays an active role in contemporary English-language online discourse and reflects linguistic adaptation in online communication.

The **practical value** of the study lies in the possibility of applying its results to the analysis of the linguistic behavior of social media users, as well as in educational programs related to linguistics and digital discourse.

The **aim** of this study is to conduct a comprehensive examination of the use of nicknames in various types of discourse, as well as the linguistic mechanisms underlying their formation and function in contemporary English-language online discourse.

The specific **objectives** of this study are:

- 1) to explore the theoretical foundations of the concept of “nickname” and related terms;

- 2) to analyze the main approaches to classifying nicknames used in the 21st century;
- 3) identify the functions of nicknames in contemporary online discourse;
- 4) establish an empirical research base by selecting and systematizing nicknames in tabular form;
- 5) examine the morphological, word-formation, and creative mechanisms of nickname formation in online discourse;
- 6) to characterize the features of the use and functioning of nicknames in political and esports environments.

The **object** of the research is nicknames in 21<sup>st</sup>-century English-language online discourse.

The **subject** of the study is the structural, morphological, and functional characteristics of nicknames, as well as the creative mechanisms behind their formation and the specific ways of their functioning in various types of online discourse.

The **study corpus** consists of nicknames selected from contemporary English-language online platforms, including social media (Instagram [44], TikTok [46], Twitter/X [48], Facebook [43], YouTube [49]) and other digital environments. The sample was formed by selecting and subsequently organizing the nicknames into analytical tables, which allows for the analysis of their structural, morphological, and functional characteristics. The total number of English nicknames analyzed in this study is 311 units [Appendix 1; Appendix 4; Appendix 5].

To address the research objectives, the following **methods** were employed in the course of the study:

- method of sampling (a method used to select nicknames from contemporary English-language online platforms based on criteria of relevance to the research material);
- descriptive method (a method used to systematize and generalize the collected empirical data);

- comparative method (a method used to compare different types of nicknames and identify common and distinct patterns of their formation depending on the type of discourse);
- method of semantic analysis (a method used to determine the meaning and semantic load of nicknames in the digital environment);
- method of pragmatic analysis (a method used to establish the functions of nicknames and their role in communicative interaction in online discourse);
- method of quantitative analysis (a method used to count the frequency of the use of different types of nicknames and determine their prevalence among user types, online platforms, and countries);
- method of qualitative analysis (a method used to interpret the characteristics of the formation, functioning, and creative strategies of nickname creation in various contexts).

The **structure** of the paper. The research consists of an introduction, three chapters with conclusions for each chapter, a general conclusion, a list of references and lexicographic sources, a list of data sources, appendices, and a summary.

The first chapter “Theoretical foundations of nickname studies” is devoted to the theoretical foundations of nickname research in modern linguistics. It examines the concept of “nickname” and its interpretations in the academic literature, clarifies related terms, and analyzes the main approaches to classifying nicknames. Special attention is given to the functions of nicknames in contemporary online discourse, particularly their role as means of identification, self-representation, and communicative interaction among users.

The second chapter “The linguistic features of nicknames in 21<sup>st</sup>-century English” focuses on the linguistic features of nicknames in the contemporary English-speaking digital environment. It examines the morphological and word-formation mechanisms of their creation, including clipping, compounding, affixation, blending, etc. as well as creative ways of forming nicknames, such as non-standard spelling, the use of numbers, symbols, and stylistic transformations. This chapter aims to identify patterns of linguistic economy and creativity in online communication.

The third chapter “The peculiarities of the use of nicknames in contemporary English” is devoted to analyzing the functioning of nicknames in various types of contemporary English-language discourse, particularly political and esports discourse. It examines the characteristics of using nicknames as means of expressing identity, shaping an image, and conveying specific social or ideological meanings. Pragmatic variability and the influence of the discursive context on the choice and structure of nicknames are analyzed separately.

The general conclusion summarises the main findings of the study and synthesises theoretical and practical observations regarding nicknames in contemporary English-language online discourse. It systematizes the identified linguistic and creative mechanisms of nickname formation, summarizes their structural and functional features, and emphasizes the role of nicknames as means of identification and self-representation for users in various types of online communication.

# 1. THEORETICAL FOUNDATIONS OF NICKNAME STUDIES

## 1.1 Definition of the term “nickname” and related concepts

The internet creates a parallel universe free from real-world complexities, where communication evolves in unique ways. Unlike real life, where a person represents themselves using a surname and first name, in virtual life this function is performed by nicknames [8, p. 210]. According to Carole Hough, nicknames help identify a communicator and create a certain image, and also predict recognition and attention in any part of the Internet space: on a website, social network, game, sport, etc [27, p. 220]. In this respect, nicknames are treated as an integral component of the anthroponymic system.

Carole Hough explains that a nickname is essentially an unofficial, casual name someone uses instead of or alongside their formal name. Unlike legal names, which follow strict rules, nicknames are characterized by creativity and personal flair. They are influenced by things like age, gender, individual preferences, experiences, and even personality traits the creator considers important [27, pp. 220–221]. Iryna Omeliukh, a Ukrainian linguist, describes a nickname as “a real or made-up name, call sign, or similar, used by people online; it is also the name of a business or organization attached to a social media account, mostly for promotional purposes” [7, pp. 77-78].

In linguistic literature, nicknames are frequently seen as secondary naming units. Their primary role is not formal identification but social distinction. They help set individuals apart and signal group affiliations, typically emerging within specific communities. Short, sharp, and deeply tied to identity, nicknames carry layers of meaning. They are not just names, they are markers of belonging, personality, and context [27, p. 222].

Understanding the distinction between nicknames and other naming conventions, like diminutives, pseudonyms, and bynames, is essential. **Diminutives** serve a dual role in language, carrying both expressive and practical weight. These forms often emerge through suffix additions, conveying warmth, affection, or a sense

of smallness, though they are not always standalone names. Take English, for instance, where diminutives can appear through external modifications, such as “birdie” from “bird” or “roomette” from “room.” Khrystyna Kim and Zhmaeva Natalya highlight that in Ukrainian linguistics, diminutives are not considered separate naming units but instead function as expressive forms of proper names. Take, for instance, “Olexandr” becoming “Sashko” or “Andriy” turning into “Andriyko” [4, p. 45]. Based on this, we can form the conclusion that not all nicknames can be reduced to diminutives, even though diminutives may serve as nicknames in some situations.

On the other hand, according to Iryna Omeliukh, a **pseudonym** is a name, surname or author’s mark used by a writer, journalist, actor, etc. instead of their own surname. Essentially, it is a creative alias for public use. A pseudonym is similar to a nickname in that both create an image, conceal the author’s identity to some extent, and represent non-standard forms of names. The primary distinction is that a pseudonym exists in both oral and written language, whereas a nickname is limited to written language. Additionally, pseudonyms and nicknames serve different communicative purposes and exhibit varying degrees of stability. Pseudonyms are generally stable and oriented toward public discourse, while nicknames arise organically within social interactions and are closely tied to specific communicative contexts [7, p. 80].

**Bynames** represent a distinct phenomenon that should be differentiated from nicknames. According to Carole Hough, a byname is a name added to an individual’s given name to help identify or distinguish them from others with the same name. The primary function of a byname is to personalize an individual within social contexts, such as communities, workplaces, schools, or families. Bynames may be neutral and descriptive, such as *Smith* for a *blacksmith* or *Fleming* for someone from *Flanders*. They can also convey intimacy, as seen in affectionate pet names like *Honey* or *Billy*, or create distance and even ridicule, as in names like *Stinky* or *Fatty* [27, p. 226]. While bynames and nicknames are similar and often overlap, bynames can identify

characteristics, occupations, or origins, whereas nicknames are generally more intimate or sentimental.

The temporal and contextual flexibility of nicknames in contrast to diminutives, pseudonyms, and bynames is another significant difference. Iryna Omeliukh highlights that nicknames are quite dynamic. Nicknames exhibit considerable dynamism, often changing according to the online platform or community standards. Users may adopt different pseudonyms across professional forums, social networks, and gaming platforms to tailor their online personas to each context. In contrast, bynames typically remain stable within a specific social group, diminutives generally persist once established, and pseudonyms are often chosen for sustained public use. Furthermore, nicknames tend to reflect contemporary trends, especially within youth or digital communities, as they frequently incorporate elements of humor, irony, pop culture, or slang [8, p. 210].

Traditionally, people resort to using alternative names in various spheres of life. For example, military personnel often create call signs for security or special military operations as a means of alternative identification. During monastic tonsure, a solemn Christian rite when a person voluntarily renounces secular life and takes a new name as a special symbol of a new life and complete submission to God. Many writers and artists often use pseudonyms to maintain privacy or create an image for self-representation. In today's world, digital communication, which is characterized by a high degree of anonymity, has been added to the above-mentioned areas of life. That is why active use of Internet communication tools involves the creation of nicknames to create virtuality and completely hide real personal data.

Thus, nicknames are informal personal names driven by social dynamics, used in specific communication settings to highlight individual identity and align with group expectations. This understanding sets the stage for exploring their role in modern English conversations.

## 1.2 Classification of nicknames

In modern linguistics, it is generally accepted that a nickname is an anthropological term. Anthroponyms can be primary, i.e., official personal names, or secondary, i.e., those related to nicknames and pseudonyms [9, p. 127]. Unlike anthroponyms of primary nomination, nicknames are characterized by variability and versatility, which determines their classification according to certain criteria.

One of the most comprehensive classifications of English nicknames based on lexical and semantic characteristics was proposed by the renowned British researcher J. Holland [26, p. 258]. According to his classification, nicknames can be divided into:

- 1) those that indicate a person's actual name;
- 2) those that indicate belonging to a particular profession, interest, or hobby;
- 3) those that describe personal character traits or appearance;
- 4) those that indicate nationality, ethnic or racial origin;
- 5) nicknames that indicate social and financial status.

The most common nicknames in English are those based on proper names. They are most often used in political or everyday discourse. Most of these nicknames are created through clipping. For example, "*Johnny*" for "*John*" or "*Penny*" for "*Penelope*", "*Katherine*" for "*Kate*", "*Patricia*" for "*Pat*", "*Rebecca*" for "*Becca*", "*Matthew*" for "*Matt*", "*Margaret*" for "*Maggie*" and "*David Beckham*" for "*Becks*" [31].

Nicknames that indicate membership in a particular profession or hobby are also commonly used in English. Occupational nicknames are created using metonymic or colloquial nomination to emphasize the type of person's activity and responsibility. Further examples include "*Doc*" for doctor, "*Fed*" for federal agent, "*Journo*" for journalist, "*Barkeep*" for bartender, "*Roofer*" for construction worker, "*Seaman*" for sailor, and "*Busker*" for street musician [31].

According to researchers, nicknames describing **personal characteristics and appearance** are the most commonly used in English, in particular: "*Slim*" for a person with a thin build, "*Chunky*" for a stocky and overweight person, "*Big Ben*"

for someone who is large and massive, “*Red*” for a person with red hair or a reddish tint, “*Snowball*” for someone with very light skin or hair, “*Four Eyes*” for a person who wears glasses [23].

**Ethnic nicknames**, as well as nicknames that indicate national or racial affiliation, serve as a means of expressing the speaker’s subjective assessment. They can convey irony or admiration, affection or contempt, and also serve as a form of social disapproval of the referents they denote. Such nicknames are often based on the full names or surnames of representatives of other ethnic groups. For example, “*Mario*” for an Italian, “*Olaf*” for a Swede, “*Yannis*” for a Greek, “*Pierre*” for a Frenchman, and others. Such nicknames have a representative function and usually do not carry negative connotations. However, nicknames with subjective connotations are often used and can sometimes be racially offensive to members of certain ethnic groups. Such nicknames carry emotional and evaluative suffixes, for example: the English get called a “*limey*” since Victorian times, a “*Sassenach*” (by the Scots) and “*Sows*” (by Cornish people in Cornwall, England), and “*Pom*” and “*Pommie*” (by Australians and New Zealanders). The Scots get called a “*Jock*” or “*Jimmy*” and the Welsh a “*Taffy*” and the Irish “*Paddy*,” “*Mick*” or “*Mickey*” [39].

There are quite a few nicknames that indicate social status and position in society. In modern English, nicknames are used to mockingly refer to members of the privileged class of British society. The meaning of these nicknames is formed through a metaphorical reinterpretation of commonly used lexemes, in particular: “*toff*” for a fancily dressed member of the upper class; “*yah, hoorayhenry*” for someone who is egocentric [2, pp. 152-153]. Many nicknames can also be used to show contempt for certain groups. For example, “*upper crust*” for the aristocracy or social elite; “*fat cat*” for a wealthy and powerful person, especially in business or politics; “*blue blood*” for a person of aristocratic birth [42].

Another, more detailed and systematic classification of nicknames is that of Ukrainian linguist Anna Popova, which is based on the semantic choice of a user’s nickname in the digital environment [11, pp. 53-54]. According to this classification, nicknames are divided into:

- 1) Autonym - the user's real name;
- 2) Allonym (or heteronym) - usually accepted as a pseudonym, surname, or name of an existing person (writer, actor, politician, etc.);
- 3) Geonym (or toponym) - a nickname associated with a geographical location;
- 4) Heronym - a nickname based on a surname of a literary hero or mythological character;
- 5) Zoonym - a nickname based on the name of an animal;
- 6) Titlenym - a nickname that indicates a person's profession, type of activity, hobby, social status, or worldview;
- 7) Phytonym - a nickname based on the name of a plant;
- 8) Chromatonym - a nickname based on the name of a color.

The least popular type of nicknames are **autonyms**. This is because they are based on the user's real name, and we know that the main function of a network name is to hide the author's name and give as little reliable information as possible, thereby creating a virtual image in the Internet space. The group of autonyms includes nicknames expressed by a first name or surname and a first name.

Close attention should be paid to **allonyms** among online names. As we mentioned above, an allonym is acceptable as a pseudonym for the surname or first name of a real person (writer, actor, politician, etc.). In some cases, it can be difficult to determine whether a nickname belongs to a famous person or is the real name or surname of a person participating in online discourse. For example, it is quite easy to identify the nicknames *Messi* (Lionel Messi is an Argentine footballer), *Shakespeare* (William Shakespeare is an English writer), or *da Vinci* (Leonardo da Vinci is an Italian artist). However, certain difficulties arise with nicknames based on popular and frequently used English surnames and names, which may belong to public figures or represent the real name of an Internet user. For example, the nickname "*Smith*" may refer to public figures such as *Will Smith* (American actor) or *Adam Smith* (economist), while remaining one of the most common surnames in the English-speaking world [11, pp. 53-54].

**Geonyms**, a group of nicknames associated with geographical names, are based on the user's origin, place of residence, or birthplace. Among English geonyms that require no explanation (*LondonMike* or *Chicago92*), there are some that require additional information. For example, the nickname *Tex*, which is commonly used by users living in Texas, belongs to this group. The nickname "*Naco*" also belongs to the group of geonyms, as it refers to a resident of the city of Nacogdoches (Texas). Another example is the nickname *Leanderthal*, which refers to residents of the city of Leander (Texas) [40].

Another group of nicknames are **heronyms**, which are based on borrowed fictional names or surnames of characters or mythological figures from books, films, games, etc. For example, the nickname *Cinderella*, as a character from *Charles Perrault's* fairy tale, or *Zorro*, as a character from the film "*Back to the Future*." This type of nickname usually serves an expressive function and allows users to create an idealized desired image [35].

The next group of nicknames belongs to **zoonyms**, which are based on animal names. They are usually used to convey certain human qualities. For example, *FaithfulDog* indicates loyalty, *LionRoar* for a brave person, or *SlyFox* for a cunning person [12].

A separate case of **titlenyms** was found among network names that indicate the author's profession, as well as their social status, title, position, worldview, hobby, namely **aristonym**. An aristonym is a name with the addition of a title that most often does not belong to the author. For example, the nicknames *Prince Vitold* or *His Majesty Damon* belong to this category [11, p. 56].

An interesting group of nicknames are **phytonyms**, which are based on the names of plants. Such nicknames usually carry symbolism and, to a certain extent, can reflect the character of the user, similar to the group of zoonyms. For example, *Sage* symbolizes wisdom and calmness, *Iris* symbolizes creativity and inspiration, *Rosemary* symbolizes memory, and *Aspen* symbolizes resilience [11, p. 57].

The last group consists of **chromatonyms**, that is, nicknames created based on the names of colors. They are typically created to evoke a vivid visual image,

symbolically convey a mood, or express a sense of belonging to a particular culture. Typical examples include *BlueShadow*, *RedRebel*, *NeonDreamer*, *GoldenBoy97*, and *PinkPoison* [11, p. 58].

According to this classification, we can highlight a wide range of opportunities for users to represent themselves in cyberspace with the help of various groups of nicknames, each of which performs a specific function and helps to create an image and adapt it to the digital environment.

### 1.3 Functions of nicknames in Internet discourse

Before figuring out the main functions of nicknames, we need to understand what Internet discourse is. In simple terms, Internet discourse is used to describe communication in the Internet space. According to Tetiana Koknova, “Internet discourse is a type of interaction that occurs in local and other types of interconnected systems in addition to the global network” [5, p. 54]. Iryna Omeliukh emphasizes that nicknames play a key role in this environment because they form the first impression of a person in users, similar to that which arises during the first meeting in the real world. Therefore, one of the main functions of nicknames is a **representative function** [7, p. 82]. Thus, a nickname is not just a random word for registration, because it carries the identity and personal characteristics of the user. Each nickname can reveal the user’s profession, age, marital status, gender, behavioral patterns, character, and much more. In this way, those around them “read” the business card and make their first conclusions about the author long before communicating with them. Therefore, a nickname is a chance to present yourself in the digital world [27, p. 222].

The distinguished linguist Carole Hough identified another function of nicknames - a **technical** one. Nicknames serve as digital identifiers, meaning they allow us to distinguish one person from another. A nickname becomes more than just a label; it begins to “speak about a person.” Even a neutral nickname can reveal something about a person’s character and acquire associative meanings that influence the attitude and perception of the author. Iryna Omeliukh notes that, for example, a

humorous or creative nickname can create positive associations and demonstrate the user's intelligence. On the other hand, an overly aggressive nickname carries negativity. Whereas a formal nickname can signal professionalism and trust [7, p. 79].

According to R. Wardhaugh, Janet Fuller, R. Le Page, and A. Tabouret-Keller, nicknames also serve a **social-relational** function. That is, a nickname indicates which social groups the author belongs to (e.g., student, athlete, businessman, etc.) and also indicates relationships with others in online and offline spaces [25, p. 42; 19, pp. 46-47]. For example, the common prefix *[BDG]* in a nickname is a symbol of belonging and solidarity, creating a boundary between "us and them" (*[BDG]Sniper* or *[BDG]Phoenix*) [25, pp. 42–46]. Different forms of nicknames, such as diminutive, affectionate, or ironic ones, can create an atmosphere of familiarity, informal communication, or social closeness. In contrast, formal nicknames maintain social distance because they carry a professional context [7, p. 82]. Thus, nicknames serve not only as identifiers, but also as linguistic glue that binds online communities and shows a person's position in a network of social relationships.

Another function performed by nicknames is no less important: **protection and anonymity**, as they are the main resource for security in online discourse. A nickname is a bridge between a real person and a virtual one, protecting the user's personal data. Danah Boyd highlights three aspects that reveal the role of nicknames. First, a nickname is a psychological buffer, especially for teenagers, allowing them to separate the public and private spheres, which reduces risks to their reputation [17, p. 41]. Second, it makes it harder to track and identify the real user, thus protecting against doxing and algorithmic tracking [36]. Third, nicknames are about self-expression, and Suler's research indicates that in anonymity, people feel more open and comfortable because they can freely express their fears and preferences. This effect is known as *the online disinhibition phenomenon* [34, p. 321]. As a result, nicknames are important for creating a shared communicative space where there is room for self-expression, experimentation, and identity formation.

In conclusion, the nickname is essential to creating a communicative space that encourages experimentation and genuine self-expression. In Internet discourse it functions as a complex sociolinguistic construct that integrates multiple communicative roles. It is simultaneously a representational and identificational marker that shapes initial impressions and encodes elements of identity, a social indicator that reflects community membership and the nature of relational dynamics, and a strategic mechanism for privacy and self-protection in digital settings. Taken together, these dimensions underscore the centrality of nicknames within the communicative architecture of the digital sphere.

### **Conclusion to Chapter 1**

This section examined the theoretical foundations of nicknames as an anthroponymic variety in the modern digital environment. Analysis of scientific research by Iryna Omeliukh, Tetiana Koknova, Natalia Pavlykivska, Anna Popova, Carole Hough, S. Dehham, R. Wardhaugh, Janet Fuller, R. Le Page, and A. Tabouret-Keller, J. Suler, J. Holland allowed us to clarify the concept of a nickname as a real or made-up name, call sign, or similar, used by people online. Terms related to nicknames, such as diminutive, pseudonym, and byname, were also examined, and the differences between them and nicknames were outlined. Nicknames are distinguished by their often informal and creative nature, their diversity, and dependence on the context of the communicative environment and intent. Nicknames are used primarily in written communication and are a means of self-representation and concealment of users' personal data. The functions that nicknames perform in online discourse were also identified, such as representative, identification (or technical), social-relational, and protective. A nickname forms the first impression of a user, shows a certain affiliation with social groups, helps to maintain anonymity, and reflects the character traits, areas of activity, and communicative intent of the author. Thus, a nickname is a tool for creating a digital identity. Special attention was also paid to the classification of nicknames according to semantic and functional characteristics. There are a large number of nicknames depending on the motivation

of the communicative situation, and we considered the main ones: autonyms (the user's real names), allonyms (usually accepted as a pseudonym, surname, or name of an existing person), geonyms (nicknames associated with a geographical location), heronym (nicknames based on a surname of a literary hero or mythological character), zonyms (nicknames based on the name of an animal), titlenyms (nicknames that indicate a person's profession, type of activity, hobby, social status, or title), phytonyms (nicknames based on the name of a plant), and chromatonyms (nicknames based on the name of a color). This classification reflects the variability and creativity of the use of nicknames as a means of self-representation and identification, and shows a wide range of possibilities for creating nicknames depending on the purpose and communicative situation. Thus, theoretical analysis proves that nicknames include psychological, social, and linguistic aspects, and their study is important for understanding the strategies of creating personal or group identity in the Internet space.

## 2. THE LINGUISTIC FEATURES OF NICKNAMES IN 21<sup>ST</sup>-CENTURY ENGLISH

### 2.1 Morphological and word-formation mechanisms in nickname creation

Nicknames play an important role in digital discourse because they serve as a means of identification and self-representation in the online environment [10, p. 92]. Nicknames are formed through a combination of various linguistic processes, particularly morphological and word-formation ones, which influence the structure and form of the nickname [13, p. 2526]. In the context of the rapid development of digital communication, linguistic units are adapting to the demands of fast and concise communication [22]. Users increasingly employ linguistic economy to create short, convenient nicknames, as this ensures quick memorability, recognizability, uniqueness, and ease of use of the name in the online space [10, p. 92]. In this analysis, we will examine examples of real nicknames from various users on English-language platforms such as Instagram [44], Twitter/X [48], Facebook [43], and TikTok [46], and identify the most common mechanisms in nickname creation.

In contemporary English-language online discourse, users often employ different mechanisms when creating nicknames, specifically clipping, compounding, affixation, reduplication and blending [13, p. 2528; 22]. This is done to simplify communication and make it as convenient as possible while maintaining recognizability.

The use of **clipping** in nicknames is a fairly common practice in which a portion of a long name or word is cut off, leaving only the shortest and most recognizable form [24]. For example, *Alexandr* becomes “*Lex\_*,” *Daniel Styles* becomes “*danstyles9*,” *Christopher* becomes “*chrislogs*,” and *Jennifer* becomes “*jenx*.” Similarly, *Matthew King* becomes “*mattking.atx*,” *Olivia Rose* is shortened to “*\_livrose.\_*,” and *Samantha Black* to “*samblack.ig*” [APPENDIX 1].

Another popular method for creating a nickname is **compounding**, which involves combining two or more independent words into a single word, forming a new concept with a combined meaning [38, pp. 23-24]. Unlike clipping, this method

retains the full forms of both words, such as *noun + noun*, *adjective + noun*, *verb + noun*, and so on. Using this method, users can convey a theme, character, or mood through their nicknames. For example, “*nightwolf.83*” (night + wolf), “*darkshadow\_2397*” (dark + shadow), “*fireheart\_17*” (fire + heart), “*\_ice.\_queen\_*” (ice + queen), “*thunderboltsvb*” (thunder + bolt), “*neonwaveid*” (neon + wave), “*starlight\_media*” (star + light), “*moon\_.beam.\_*” (moon + beam) [APPENDIX 1].

Another common way to form nicknames is through **affixation** (when morphemes (usually suffixes) are added to shortened names) [13, p. 2529; 22]. Many users quite often add elements such as *-ie/-y* to give the nickname a friendly and informal tone. For example, first names can be changed as follows: *John* to *Johnny* (“*johnny.sdy*”), *Beth* to *Betty* (“*betty\_mekos*”), *Sam* to *Sammy* (“*sammygreatest*”), *Dan* to *Danny* (“*danny\_zakk*”), *Chris* to *Chrissy* (“*\_cchrissy\_*”) [APPENDIX 1]. Users can also add these suffixes not only to names but to any words. This can be seen in nicknames such as “*cutiepie.xo\_*,” “*sweetie.luv*,” and “*kitty.girl119*,” where we can observe an enhanced effect of tenderness [APPENDIX 1]. Such nicknames are evidently used more often by women than men in order to create a lighthearted and even playful impression. We can say that the use of such suffixes also serve a stylistic function and help users create an appealing digital persona.

An additional common mechanism for creating nicknames is **reduplication**. This is the process of repeating a word or part of a word to create a more emotional and expressive nickname [13, p. 2531; 22]. For example, in nicknames such as “*babybabymew*,” “*lil\_lil\_vibes*,” “*noonoo.nails*,” and “*mimi.world*,” we can see the complete or partial repetition of parts [APPENDIX 1]. Sometimes reduplication can manifest through the repetition of short syllables or elements that resemble sounds. For example, “*dodo\_days*,” “*bebe.girl\_*,” “*jujulux\_\_*,” “*zuzudream*,” “*.\_tata.kk*” [APPENDIX 1]. Such nicknames are often used by youth groups seeking to create a friendly and sometimes childishly naive image [22].

Another interesting technique is the use of **blending**, which involves combining parts of two or more words into a single word to create a unique nickname

[13, pp. 2533; 38, p. 25]. In this process, the words are fused together to form a single word with a new sound and meaning. For example, many fan accounts use the names of celebrity couples as nicknames: “*Brangelina*” (Brad Pitt + Angelina Jolie), “*Kimye*” (Kim Kardashian + Kanye West), “*Bennifer*” (Ben Affleck + Jennifer Lopez) [APPENDIX 1]. Other examples, particularly popular in gaming tags, include nicknames such as “*frenemy.\_*” (friend + enemy), “*darkoncs*” (dark + dragon), and “*hangry\_wolf*” (hungry + angry) [APPENDIX 1].

Thus, the morphological and word-formation mechanisms involved in the creation of nicknames reflect users’ tendency toward linguistic economy as well as diversity in online discourse. They typically shorten linguistic units, simplifying the structure of nicknames as much as possible, because online discourse is primarily characterized by the speed of message exchange and the need for rapid text entry. Also, since many platforms have technical limitations and nicknames are often taken due to the large number of users on social networks, users must transform nicknames using clipping, compounding, affixation, reduplication, and blending, which help create nicknames that are distinct from one another.

## 2.2 Creativity in Internet nickname formation

In today’s English-language online discourse, users are increasingly expressing their creativity when creating nicknames. Creative techniques include graphic design, non-standard spelling, stylization and much more [29, p. 227]. Users try to employ various techniques to make their nicknames more interesting, trendy, and unique in the digital environment. In this analysis, we will examine examples of real nicknames from various users on English-language platforms such as Instagram [44], Twitter/X [48], Facebook [43], and TikTok [46], and identify the most popular creative methods for nicknames creations.

We can observe that users increasingly **omit letters** and use **non-standard spelling** when creating nicknames in order to make them shorter and easier to read and type quickly [32, p. 1845]. For example, “*cool kid*” becomes “*koolkid1125*,” “*night wolf*” turns into “*nitewolf816*,” and “*girl gamer*” becomes “*gurl\_gamer\_86*”

[APPENDIX 1]. This involves removing silent letters and replacing complex combinations with simpler sounds. Similarly, we often see nicknames like “*luvbug*” instead of “*love bug*,” “*bbygurl.c*” instead of “*baby girl*,” “*kweenbee*” instead of “*queen bee*,” “*litefire*” instead of “*light fire*,” “*frenlyfe\_mm*” instead of “*friend life*,” “*thoqueen*” instead of “*though queen*” [APPENDIX 1]. This approach illustrates how users generate informal spelling standards, where the pronunciation of a nickname matters more than its actual spelling.

**Vowel deletion** is another common creative technique in which vowels are intentionally omitted from the spelling [32, p. 1846]. Users employ this method when creating nicknames to make them minimalist and convenient. For example, in the nickname “*abt\_sportsline*,” “*abt*” stands for “*about*”; in “*nvrmindpaper*,” “*nvr*” stands for “*never*”; “*tnght*” stands for “*tonight*”; and in “*strng.officer*,” “*strng*” stands for “*strong*” [APPENDIX 1]. By using this vowel reduction method, users rely on the word’s recognizability without typing it out in full, while saving time on typing it on the keyboard.

Another common technique for creating a nickname involves replacing certain letters or words with numbers that look or sound similar. This is typically done to make the nickname more unique and stylish. It is a classic element of **leetspeak** (1337 speak) that is widely used in games, Steam [45], TikTok [46], and other online platforms [29, p. 225]. The most common substitutions are 3 for *E*, 4 for *A* or “*for*,” 1 for *I* or *L*, 0 for *O*, 5 for *S*, 7 for *T*, and 8 for *B*. This can be seen in nicknames such as: “*l33tty*” (where “*l33t*” stands for “*leet*”), “*h4x0r\_fr34k*” (*hacker, freak*), “*n1ghtw0lf*” (*night wolf*), “*d4rkshadow*” (*dark shadow*), “*sk8rboi*” (*skater boy*), “*p1x3l.weare*” (*pixel*), “*4ever.leather*” (*forever*) [APPENDIX 1]. This substitution also gives the nickname a gamer and subcultural atmosphere.

A further way to express creativity when creating nicknames is through the use of **onomatopoeia**, that is, sound-imitating elements. These are sounds derived from the real world, such as the sounds of nature, animals, and reactions that are frequently used in conversational speech and online discourse [32, p. 1847]. For example, the use of animal sounds can be seen in nicknames such as

*“m\_e\_o\_w\_k\_a”* (“meow” as an imitative sound for a cat), *“content\_hiss”* (“hiss” as an imitative sound for a snake), *“woofwoofpuppies”* (“woof” as an imitative sound for a dog), and *“rawr.x”* (“rawr” as a playful and stylized version of a sound imitating dinosaurs or monsters) [APPENDIX 1]. We can also observe natural onomatopoeia (for example, the sounds of water, wind, rain, etc.) in the following nicknames: *“dripndrop\_umbrellas,”* *“splashywave,”* *“whistle.angel”* [APPENDIX 1]. Additionally, users employ onomatopoeia to express emotions in order to highlight the author’s emotional state: *“haha.mood,”* *“ugh\_vibes\_,”* *“yay.its.\_me,”* *“wow\_itsme\_lena”* [APPENDIX 1]. These emotional nicknames create positive energy and give the impression that the author is cheerful and lively. We can conclude that the use of onomatopoeia in nicknames serves a stylistic function, as it creates a certain mood and a vivid image in the digital environment.

An interesting example of how nicknames are formed is the influence of viral **social media trends**, particularly on TikTok [41; 37]. A current example is the spread of the meme phrase *“six seven/67,”* which is widely used in video and audio content. In reality, “67” has no official meaning but is rather used by users as slang for absurd internet humor, functioning as an exclamation [37]. Users incorporate this viral element into their nicknames to demonstrate their awareness of the trend and their affiliation with the youth culture of alphas and zoomers. For example: *“mavthe67kid,”* *“six\_seveeen,”* *“sixsevenvibessss,”* *“sixsevenbabe”* [APPENDIX 1]. Such elements are unstable and change or disappear quickly, so their use in nicknames is situational and depends on the specific period. Therefore, we can observe how nicknames depend on trends, where linguistic units can appear and disappear just as quickly.

The analysis also reveals certain **gender-based trends** in the creation of nicknames [21, p. 148]. For example, women are more likely to choose elements associated with nature (particularly flowers), beauty, and aesthetics. For example: *“roselily,”* *“daisy.dream,”* *“lavendergirl,”* *“blossomvibes,”* *“softrose.x,”* *“moonflower,”* *“peachy.soft,”* *“angelpetal”* [APPENDIX 1]. In this way, women express their femininity and create an image associated with tenderness and softness.

On the other hand, men often use elements associated with strength and futuristic imagery, images of protectors and powerful beings. For example, “*ironman\_101\_*,” “*darkstriker\_1*,” “*hunterwarr\_*,” “*nightttreaper*,” “*cyberfang\_*” [APPENDIX 1]. In this way, male users create an effect of dominance and powerful energy. These gender differences stem from the fact that users choose their nicknames according to the image they want to project online, and that is why we often observe this particular tendency [29, p. 228].

The analysis shows that to create a unique nickname, users often employ creative methods such as non-standard spelling, vowel reduction, leet speak (replacing letters with numbers), onomatopoeia, and references to viral trends. These methods also help make nicknames stylistically distinctive and convenient for quick typing. Furthermore, gender-marked trends, which are widespread in nicknames, serve a clear self-representational function in online discourse.

## **Conclusion to Chapter 2**

In this section, we have analyzed the most popular morphological and word-formation mechanisms that users employ to create nicknames. We have examined examples of real nicknames formed using various methods, namely clipping (when a portion of a long name or word is cut off, leaving only the shortest and most recognizable form), compounding (which involves combining two or more independent words into a single word), affixation (when morphemes (usually suffixes) are added to shortened names), reduplication (that is, the process of repeating a word or part of a word) and blending (which involves combining parts of two or more words into a single word to create a unique nickname). Through these mechanisms, users can create nicknames that are short and easy to use, especially in the context of fast-paced online communication. Additionally, we have found that creativity plays an equally important role in the creation of nicknames. We examined the most common methods, such as non-standard spelling, vowel deletion, replacing letters with numbers (leetspeak), and using onomatopoeic elements. We also found that nicknames are often based on popular internet trends, such as “six seven,” but

determined that such nicknames are unstable and can change over time. Furthermore, we have observed that using such creative methods helps users express their desired image, convey a mood, demonstrate awareness of trends, and thus become part of a subculture. We also noted the presence of certain gender-based trends in nickname selection. It was found that most female nicknames are more often associated with nature (especially flowers), tenderness, and aesthetics. Meanwhile, men choose more rugged options associated with strength and masculinity. Thus, different people choose nicknames that reflect who they want to be in the online environment.

### 3. THE PECULIARITIES OF THE USE OF NICKNAMES IN CONTEMPORARY ENGLISH

#### 3.1 Nicknames in political discourse

Before analyzing nicknames in political discourse, it is important to know that this type of discourse is characterized by high emotionality, expressiveness, and ideological tension [15, p. 1523]. This is all due to the specifics of social networks, which encourage quick reactions and often have conflicting content, as well as the high level of anonymity, which reduces the level of responsibility and increases the harshness of users' statements [3, p. 108]. To study the characteristics of nicknames in contemporary English-language political discourse, we will analyze social networks such as Twitter/X [48], Instagram [44], and YouTube [49], where users often express their political views and shape their public image. In this communication environment, nicknames play a role in self-representation and belonging to a particular political group, as the nickname itself allows users to show their social position and attitude towards political events [16, p. 128].

To study nicknames in political discourse, we will take the period from 2023 to 2026. This period is saturated with various political events and relevance, such as increased political polarization in Western democracies, the US presidential election (2024), intensified political rhetoric in the UK, and the general popularization of politics on social media [18]. The study is based on 125 nicknames collected from various social media platforms, such as Twitter [47], Instagram [44], and YouTube [49], mainly from users in the US and the UK, as these countries have a developed political discourse and citizen engagement in digital politics. The list includes nicknames of politicians, commentators, political bloggers, and media accounts that explicitly or implicitly express their political position and opinion. Based on this database, we can perform a semantic and functional analysis of political nicknames in contemporary English-language digital discourse.

After conducting a **quantitative analysis** of the distribution of nicknames according to Anna Popova's semantic groups [11, p. 55], we can see the clear

dominance of the **Titlenym** group (89 out of 125 units) [APPENDIX 2]. This number of nicknames in the group accounts for two-thirds of the entire list. This indicates that in contemporary English-language political digital discourse, users most often create their identity by designating their activities, political position, character, and affiliation with a particular party, for example: *INJConservative*, *AZ\_Patriot*, *BrexitCentral*, *democracy\_defender*, *FreedomFighterUSA*, *iampoliticsgirl*, *liberal\_agenda*, *LibertySeeker*, *official\_maga\_voice*, *tory\_supporter\_crew* [APPENDIX 3].

Next in terms of quantity are the **Autonym** (23) and **Allonym** (18) groups [APPENDIX 2]. According to our analysis, the Autonym group is more popular among official accounts of politicians, because using one's own name as a nickname confirms one's identity and builds trust among readers [1, p. 11]. An additional reason is that a politician's name becomes a brand (especially during election campaigns), and in this case, the nickname becomes a marker of recognition that needs to be constantly promoted. Examples include *barackobama*, *berniesanders*, *borisjohnsonuk*, *carolinelucas*, *hillaryclinton*, *jeremycorbyn*, *joebiden*, *kamalaharris*, and others [APPENDIX 4]. On the other hand, Allonym demonstrates the use of political figures and other people's names to create a nickname as an ideological marker [30, p. 489]. For example, adding the surnames of political leaders: *BidenLs*, *JerryHicksUnite*, *Jingping\_Biden*, *ObamaBiden10*, *Reelect\_Biden*, *The\_Trump\_Train*, *trumpwon2024* [APPENDIX 4]. This is a way to show one's political position quickly and easily. It also creates an emotional and provocative effect, as adding words such as "won," "train," and "supporters" reinforces the mobilizing nature of the nickname.

The **Geonym** group (17) shows that users often indicate their location (city or country), for example, *antiwokeuk*, *BadgerBitesUK*, *britainelects*, *constitutionalist\_usa*, *FloridaManAF*, *kc4gop* (meaning *Kansas City*), *OklahomaDOGE* [APPENDIX 4]. Such nicknames allow us to understand the user's territorial or national affiliation. This is important because territorial affiliation often indicates ideological position.

In contrast, zoonyms (3) and chromatonyms (1) are represented minimally [APPENDIX 2]. This means that in political online discourse, users more often choose to represent themselves using real names, professions, or countries, and rarely use metaphorical language through zoonyms or color symbolism through chromatonyms.

According to our research database, the **Heronym** and **Phytonym** groups with zero indicators allow us to conclude that in contemporary English-language political online discourse, users strive to be as clear as possible and express their positions directly [APPENDIX 2]. In such an environment, the use of mythological images or plant names is ineffective and does not help to demonstrate political affiliation.

Overall, quantitative data on the distribution of nicknames by semantic groups indicates that users choose nicknames that actively and directly demonstrate political views and affiliation, in contrast to hidden and symbolic names that require additional explanation.

The following analysis indicates that different types of users use different groups of nicknames in their own way. For example, as mentioned earlier, **politicians** often use their real names (Autonym) or a combination of their name with a party marker (Autonym + Titlenym), for example: *ExDemMark*, *govrondesantis*, *senwarren*, *SteveScaliseGOP* [APPENDIX 4]. This is done to make the account look official and easily recognizable to other users. The title or party marker adds formality and increases trust.

On the other hand, **bloggers** most often use nicknames from the Titlenyms group, which show the theme or political position of their channel or account. In this way, they want to demonstrate that their account is about politics or political analysis.

**Regular users or commentators** also quite often use nicknames from the Titlenyms group, as well as from the Allonym and Geonym groups, for instance: *AmericanPoliticsUnfiltered*, *JerryHicksUnite*, *ObamaBiden10*, *saveamericatoday*, *UKPoliticsTV* [APPENDIX 4]. This shows that they are involved in political events

and discussions and want to join political leaders and express their political position by emphasizing their regional or national origin by using Geonyms.

From this analysis of the relationship between semantic groups and user types, we can conclude that the more official a person's status, the more formal and accurate their nickname, and the less official the user, the more diverse their nicknames.

An additional analysis of the distribution of nicknames across platforms was also conducted, which showed the dominance of **Twitter/X [48]** (63 units). This indicates that this social network is a popular platform for political discourse, rapid exchange of opinions, and debates [15, p. 1521; 18].

**Instagram [44]** (39 units) ranks second. Here, politics is often combined with branding and advertising. Politicians often use this network to promote their name and communicate with their audience, as Instagram serves as an official channel [1, p. 12].

**YouTube [49]** (23 units) has the fewest political nicknames, and most of them belong to the Titlenyms group and help to show the theme of the channel. On this social network, nicknames are more similar to the name of a project than a personal page, for example: *Democracy Now!*, *Second Thought*, *TheYoungTurks*, *UKPoliticsTV* [APPENDIX 4].

In conclusion, it can be stated that Twitter is more declarative in political terms, while Instagram is used for personalization and branding, and YouTube is a platform with a greater thematic focus.

**A qualitative analysis** was conducted in order to better understand the characteristics of nickname usage in online political discourse. A representative subset of political nicknames was selected to examine the characteristics of their structure, semantics, and level of political marking. The purpose of this analysis was to demonstrate that such nicknames serve a distinct function of self-representation and ideological signaling.

For example, the username "*AZ\_Patriot*" combines both geographical and ideological elements in its structure, as the abbreviation "*AZ*" stands for *Arizona*,

directly referring to the U.S. state, while “*Patriot*” clearly serves as a political marker and may imply that the user is a true patriot. Another username, “*liberty.1776*”, was taken from a U.S. user’s Instagram and references the country’s historical context, as 1776 is the year the Declaration of Independence was signed. The word “*liberty*” also reflects the fundamental political value of freedom, which the author emphasizes. In other words, even without context, it is clear that these nicknames signal the users’ patriotic and ideological stance.

Nicknames such as “*The\_Trump\_Train*,” “*ObamaBiden10*,” and “*Jingping\_Biden*” clearly employ allonyms, that is, the use of well-known politicians’ surnames in the nickname. In the first case, the word “*Train*” symbolizes movement and mass support for a political leader. In the second and third cases, the nicknames combine the surnames of two politicians to create contrast and criticism. Such nicknames are often used to evaluate political activities and compare leaders. Therefore, it can be argued that allonyms are frequently used to express attitudes toward specific figures in the political sphere [18].

The nickname “*Democrat4Life*” clearly reflects the user’s political stance. The author uses the name of a U.S. political party and combines it with the phrase “*4Life*” (*for life*) to emphasize their commitment to social justice and their liberal and progressive views. The nickname “*ConservativeOG*” serves the same purpose, as the author highlights their ideology and combines it with the reinforcing slang element “*OG*” (*original*), creating the image of an experienced supporter of conservatism.

The nickname “*CitizenWatchDog*” is interesting because it combines a titlenym and a zoonym. The phrase “*WatchDog*” carries metaphorical connotations, allowing the author to emphasize control and oversight of political processes. The user has thus constructed the image of a citizen who acts as an active political “watchdog.” On the other hand, the username “*TruthSeeker2024*” contains an ideological self-representation, as the author creates the image of a person as a seeker of truth, and the temporal element (*2024*) in this case refers to the year of the U.S. presidential election and emphasizes the political context of the nickname.

Finally, the nickname “*votebluenow*” openly expresses a political stance. It combines the exhortative and provocative verb “*vote*” with the color indicator “*blue*,” which is considered the color of the U.S. Democratic Party. Through this username, the author directly calls for support of the party and clearly expresses personal allegiance. Thus, this type of username serves an additional campaign function.

Based on this qualitative analysis, we can emphasize that nicknames are effective elements in online political discourse because they allow users to briefly and quickly indicate their party affiliation, ideology, support for a leader, or critical stance. Through this analysis, we can conclude that various elements, such as symbolic elements, temporal elements, and specific combinations of phrases, can help to emphasize and enhance the expressiveness of a particular nickname.

To gain a better understanding of how nicknames are used in English-language online political discourse, a **functional analysis** was conducted.

As we mentioned earlier, political nicknames primarily serve the function of **political identification**, as users can directly express their political views through their nickname [16, p. 130; 1, p. 10]. For example, “*tory\_supporter\_crew*,” “*constitutionalist\_usa*,” “*democracy\_defender*,” and “*freedomfirstusa*” directly indicate a political stance and ideology, and any user can understand this without even visiting the author’s account.

Nicknames can also serve as a source of **confrontation**, as they often play a provocative and polarizing role in political discourse [30, p. 492]. For example, “*WetToryLs*” and “*BidenLs*” (where “*Ls*” stands for “*losses*”) contain an element of criticism, while the nickname “*antiwokeuk*” expresses opposition to a certain ideology. Such nicknames can create conflict in the political arena and fuel polarization.

Nicknames can also serve as a **symbol of group solidarity**, with users employing common identifiers to demonstrate their affiliation with a particular group of supporters of a specific movement or party [16, p. 131]. For example, “*kc4gop*,” “*PaleoGOP*,” and “*SteveScaliseGOP*” are united by the use of “*GOP*,” which

signals support for the U.S. Republican Party, where “*GOP*” stands for *Grand Old Party*. Similarly, nicknames containing “*MAGA*” (“*MAGA\_FOREVER*,” “*official\_maga\_voice*,” “*maga\_patriot2024*”) indicate the “*Make America Great Again*” political movement. Another example is nicknames containing the element “*Tory*” (“*tory\_supporter\_crew*,” “*torynation2*”), which symbolizes affiliation with the Conservative Party of the United Kingdom, as “*Tory*” functions as an established informal designation for members of this party. Thus, such nicknames allow users to band together and collectively express their political ideology and even their geographic affiliation through political communities.

There are also nicknames that do not explicitly indicate any political affiliation. For example, “*Second Thought*,” “*LibertyPen*,” and “*The Voter Cast*” have more general names and project a neutral image, allowing them to offer objective criticism, information, and analysis of political topics on their social media pages [3, p. 109].

Thus, the quantitative, qualitative, and functional analyses conducted demonstrate that nicknames are important elements of self-representation and communicative influence in contemporary English-language online political discourse.

### **3.2 Nicknames in esports discourse**

Before we begin analyzing nicknames in the English-speaking esports community, we need to understand what esports discourse is. Esports discourse can be defined as a distinct communicative space that exists within the competitive video game environment [33]. As I. Schutz notes, esports discourse features specific mechanisms of interaction among players, distinct communication genres, and often its own jargon [33]. In this environment, nicknames frequently operate within a framework of creativity and anonymity and are geared toward entertaining communication. In order to better understand the specifics of nickname usage in the esports environment, we will examine online platforms such as Twitch [47], Steam [45] and YouTube [49], as these are the primary platforms for games and game

streams, and on this platforms users employ nicknames as a means of self-representation, gaming strategies, skill levels, and much more.

For the analysis, 101 gaming nicknames were selected specifically from an English-speaking context, including users from the US, Canada, the UK, and several other countries where esports is also well-established [APPENDIX 5]. This analysis includes the nicknames of various individuals, namely content creators, esports players, streamers, and regular players. These steps were taken from platforms such as Twitch [47], Steam [45] and YouTube [49] to gather representative data for further quantitative, qualitative, and functional analysis of nicknames in the English-language online esports discourse.

In the process of classifying nicknames according to Anna Popova's model, it was found that the gaming community exhibits a more diverse typology compared to the political sphere [11, p. 55]. In addition to the aforementioned groups of nicknames classified by semantic choice, the groups "Physionyms" and "Phrononyms" were also identified [APPENDIX 6]. A Physionym is a nickname based on the name of a natural phenomenon, while a Phrononym is a nickname that indicates a dominant trait of the author's character [11, p. 56]. Thus, it can be said that the gaming environment involves the creation of nicknames that also serve an expressive and image-building function.

**A quantitative analysis** of nicknames revealed that the **Autonym group** (39 nicknames) is the most commonly used [APPENDIX 6]. This is because users such as streamers, content creators, and esports players use their real names or variations thereof as nicknames to enhance their recognizability. This may also be related to establishing a personal brand within the gaming community due to the fact these individuals are often popular and want their target audience to easily remember their nicknames and immediately associate them with a specific person [33]. This is clearly evident in the examples: *Aceu*, *Clix*, *GeorgeNotFound*, *HasanAbi*, *Jerma985*, *Karl Jacobs*, *LIRIK*, *Ludwig*, *Meteos*, *Mizkif*, *Tarik*, *Tubbo*, *Valeska*, and others. In such cases, the nickname is used to create a brand name [APPENDIX 5].

Second place in terms of the number of nicknames goes to the **Phrononym group** (32 nicknames), where users choose nicknames to highlight their personality traits, playstyle, behavior, or to convey their emotions to other players [APPENDIX 6]. For example, *AlphaPredator*, *BattleFury*, *MadGamer*, *NoobDestroyer*, *RageQuitter*, *SilentKiller*, *SkullyCrusher*, *ToxicSniper*, *UltraInstinct*, and others [APPENDIX 5]. Thus, such nicknames immediately create a psychological image of the player and can influence the opponent's perception, due to their aggressive nature, which often suggests that the nickname's owner may be an experienced and confident player who is difficult to defeat [20, p. 15]. As S. Chen notes, the anonymity afforded by gaming nicknames is a key factor in the spread of toxic behaviour in esports discourse: shielded by a fictitious name, players feel less responsible for their actions and are more likely to engage in aggression and harassment [20, p. 16].

The next group is **Titlenyms** (31 nicknames), which includes nicknames that indicate a player's role in the game [APPENDIX 6]. A nickname may contain words that demonstrate the author's skills or status. For example: *ApexHunter*, *EpicGamerX*, *HeadshotKing*, *KillSwitch*, *LagMaster*, *NoScopeLegend*, *RapidFireX*, *RespawnKing*, *SilentKiller*, *WarMachine* [APPENDIX 5]. In this case, the nickname reveals the player's strengths to the opponent even before the game begins [34, p. 325]. According to J. Schutz, such explicit self-labelling through nicknames serves as a form of identity declaration within the gaming community [Bereznai Benedek Bernát].

Next is the **Heronym group** (18 nicknames), in which nicknames are based on the names of heroes or mythological creatures [APPENDIX 6]. In this group, each nickname embodies a characteristic of a specific hero that the author associates with themselves. This can also create a mystical and sometimes dangerous atmosphere. For example: *CyberNinja*, *FireDragon* (*Dragon as a mythological creature*), *GhostReaper*, *IronFist* (*Marvel character*), *LootGoblin* (*Goblin as a mythical creature*), *Pikaboo* (*a game character*), *VenomStrike* (*a character from a Marvel movie*) [APPENDIX 5]. Heronyms demonstrate that players most often play a

specific role in a gaming environment where everyone can remain anonymity and create their own persona [33]. As J. Schutz suggests, the use of heroic or mythological monikers allows players to experiment with identity in ways that are not possible in offline interactions [33].

**The Physionym group** is not very common (only 12 nicknames). Nicknames in this group are based on the names of natural phenomena [APPENDIX 6]. This allows players to create an image associated with energy and power. For example, “*BlazeStorm*” and “*FireStorm*” embody a storm as a metaphor for unbridled energy and destruction. The nickname “*Inferno*” symbolizes hellish chaos, while “*Frost Byte*” uses frost as a symbol of calculation and precision, which are important in many games. The nicknames “*SilentStorm*” and “*ThunderStrike*” convey the sense of a hidden threat and a lightning-fast, devastating strike. And the nickname “*VortexX*,” for example, symbolizes a vortex as a force that can pull in and swallow up, which strongly appeals to the fact of gaming addiction among many esports players [APPENDIX 5]. Thus, such nicknames reinforce the impression the opponent has of the player [28, p. 53].

On the other hand, **the Chromatonym group** (2 nicknames) and **the Zoonym group** (2 nicknames) are represented only minimally [APPENDIX 6]. For example, the following nicknames were found in the Chromatonym group: “*NeonShadow*,” “*Nightblue3*”; and the following were found in the Zoonym group: “*ToxicViper*” and “*Quackity*” (this nickname belongs to this group because it is derived from the onomatopoeic word “quack” - the sound of a duck’s quacking) [APPENDIX 5]. Thus, we can observe that the use of color and animal symbols in creating nicknames is not the primary means of self-expression in esports discourse.

There are no representatives of the **Allonym** (0 nicknames), **Geonym** (0), or **Phytonym** (0) groups [APPENDIX 6]. This suggests that, unlike in political discourse, gamers rarely use the real names of famous people (such as writers, actors, politicians, or singers), geographical names, or plant-related imagery. This may be explained by the fact that in the gaming environment there is virtually no connection to the real world. Instead, there exists only a virtual, fantastical space detached from

reality where ordinary players, who do not aim to create a name as a brand, prefer categories associated with natural phenomena (physionyms), mythical figures (heronyms), status, and character (titlenyms, phrononyms), which helps them create strong personas [20, p. 8].

Overall, this analysis demonstrates the dominance of groups such as Autonym, Phrononym, and Titlenym, pointing to two trends in the gaming community. The first trend involves a desire for recognition (most commonly observed among streamers, content creators, and esports players), while the other trend aims to create a striking and sometimes aggressive gaming character [33].

In **the quantitative analysis**, it was also useful to examine exactly how different types of users choose their nicknames and what goals they pursue.

The most notable group on our list is that of **streamers and content creators**, which is clearly dominated by **the Autonym group**. These users use their real names because they constantly interact with their audience and advertising integrations, participate in various esports tournaments, and because YouTube [49] and Twitch [47] function primarily as personal branding platforms, so a consistent name ensures recognition and trust among the audience [33].

In contrast, regular players present a completely different picture. Most of their nicknames fall into **the Phrononym, Titleonym, and Heronym groups**. Such users favor creativity and expressiveness in crafting a gaming persona rather than retaining their real name [33].

A mixed pattern is observed among **esports players**. On one hand, the situation is similar to that of streamers, as **the Autonym group** is prevalent here, since professional players also build their own brands. On the other hand, the **Titleonym and Phrononym groups** are also present, emphasizing gaming skills. Thus, we observe a combination of professional activity and gaming culture here, so a nickname must be both recognizable and functionally meaningful [28, p. 54].

The analysis of user types indicated that the more public and professional the user is, the more often they use the Autonym group to create a nickname, and the less

formalized the user is, the more often they prefer to create expressive emotional and often aggressive game roles using the Phrononym, Titlenym, Heronym groups.

Additionally, we conducted **an analysis of the distribution of nicknames across YouTube, Twitch, and Steam** to understand how the communication environment influences the creation of nicknames in esports discourse.

The largest number of nicknames is found on **Twitch** [47] (**55.4%**), as this platform serves as the central hub for gamer communication. Twitch focuses on streaming and direct interaction with the audience. That is where well-known users build their personal brands [33].

**The Steam platform** [45] (**51.5%**) shows a different trend, as it is used primarily for gameplay and here users focus on creating a gaming persona and use nicknames to reflect their in-game role and skills [20, p. 9]. According to S. Chen, Steam's culture encourages the use of more aggressive and anonymous nicknames compared to streaming platforms [20, p. 9].

**YouTube** [49] (**37.6%**) ranks third because it has its own unique characteristics, and here a nickname often serves as the name of a project or channel rather than just a gaming name [20, p. 11].

It is also worth noting that the total percentage in the table exceeds 100%, which is explained by the fact that the same username for the same user is linked to multiple platforms simultaneously. This is standard practice in the gaming community, as streamers, content creators, and esports athletes typically work across multiple platforms simultaneously, which also helps them expand their audience.

In addition, **a qualitative analysis** of nicknames in the English-language cyberspace was conducted. The purpose of this analysis is to better understand the structure of such nicknames, determine their semantic meaning, and assess the level of gaming-related terminology.

It is quite common to find nicknames that combine uppercase and lowercase letters, numbers, and various special symbols to diversify the username and make it aesthetically pleasing and distinctive. For example, "*ShadowHunter99*," "*Jerma985*," "*Nightblue3*" [APPENDIX 5]. There is also a common practice of

using numbers instead of letters. In nicknames, numbers can serve as graphical substitutes when the word can be read by knowing which letter the number represents. For example, the number “3” can represent the letter “E” in “*D3monSlayer*,” the number “0” can replace the letter “O” in “*NoSc0pe*,” the number “1” can replace the letter “I” in “*Sn1perElite*,” and the number “4” can replace both the letter “A” and the word “For” (due to the phonetic similarity of their sounds (homophones)) in nicknames like “*Strike4Life*,” which means “*Strike for Life*,” and “*G4merX*,” which means “*GamerX*” [APPENDIX 5]. This method of creating a nickname allows users to create a unique nickname or retain their desired name if it is already taken by another user [33].

Many gamers also use the “X marker” in their nicknames, for example, “*XxShadowXx*,” “*QuickScopeX*,” and “*VortexX*” [APPENDIX 5]. This marker has several meanings, one of which is a reference to the X series of computer games by a well-known German studio, as well as the name of the X Universe, a fictional gaming universe. This tag may also refer to a “universe,” or something extreme and powerful, or simply serve an aesthetic purpose to maintain uniqueness.

From a **semantic perspective**, gamer nicknames are usually intended to create a strong and aggressive image. For example, “*KillSwitch*,” “*DoomBringer*,” and “*WarMachine*” are associated with power and dominance. Research by M. Irvan demonstrates that nicknames are closely linked to players' behavioural patterns: by analysing unique patterns of a player's interaction with game characters (movement trajectories, decision-making), the researchers were able to identify players by their behavioural biometric profiles, confirming the stable connection between a nickname and a playing style [28, p. 53] Nicknames such as “*RageQuitter*,” “*ToxicSniper*,” and “*NoobDestroyer*,” on the other hand, focus more on the player's behavior, often adding elements of irony [APPENDIX 5].

Nicknames with mythological or fantasy elements can be placed in a separate category. Examples such as “*CyberNinja*,” “*GrimReaper*,” “*PhantomStrike*,” and “*IcePhoenix*” highlight the opponent's desire to create the image of a powerful warrior who is difficult to defeat in the game [APPENDIX 5]. Such fantasy gamer

nicknames underscore the user's desire to remain in the virtual space as a game character rather than a real person [33].

Another important factor is the degree of gaming-related branding in the nickname. Some nicknames, such as “*NoobDestroyer*,” “*LagMaster*,” or “*QuickScopeX*,” demonstrate a high level of branding. On the other hand, nicknames such as “*Ludwig*,” “*Vinny*,” or “*Karl Jacobs*” lack explicit gaming markers and an obvious connection to the cyber environment, yet they acquire such characteristics within the context of gameplay [APPENDIX 5].

Thus, we can conclude that qualitative analysis indicates that gamer nicknames are distinguished by varying combinations of structure, distinct semantics, and varying levels of gaming-related connotations, which allow users to develop their own style of perception within esports discourse.

Based on the quantitative and qualitative analyses conducted, we can clearly define **the functionality** of gaming nicknames. It is important to note that such nicknames serve as a means of **self-positioning** and allow players to determine their playing style and behavior in advance. For example, nicknames such as “*ApexHunter*,” “*VenomStrike*,” or “*ToxicSniper*” create the image of a confident and aggressive player [APPENDIX 5]. Gaming nicknames also **influence how an opponent perceives** the user. Threatening nicknames like “*DoomBringer*,” “*WarMachine*,” or “*SkullCrusher*” create a certain tension, while “*LootGoblin*” or “*Pikaboo*” have an ironic or playful character [APPENDIX 5].

A third important function is **to demonstrate gaming experience and engagement** with gaming culture through the use of specific terms and genre references, as seen in nicknames like “*RespawnKing*,” “*KillSwitch*,” or “*NoobDestroyer*” [APPENDIX 5]. In addition, ease of communication also plays a significant role, as short and catchy nicknames, such as “*Tarik*,” “*Aceu*,” or “*Clix*,” make them easier to use and remember during gameplay or streams [APPENDIX 5].

In the English-speaking esports environment, nicknames are an important tool for forming a virtual identity. They help players create their own brand, emphasize a

bright gaming style, and even have a psychological impact on rivals in the competitive space.

### **Conclusion to Chapter 3**

When comparing nicknames in English-language political online discourse and in esports discourse, we can observe certain significant differences. In the political sphere, nicknames are typically declarative and ideological in nature, as most of them clearly indicate political affiliation and attitudes toward specific events. Quantitative analysis shows that the semantic groups Titlenym, Autonym, and Allonym dominate here and indicate a focus on real-world social space and public visibility. In the political sphere, nicknames serve the functions of identification (e.g., of politicians) and often involve a certain degree of confrontation.

In contrast, in the esports sphere, nicknames are characterized by the desire to create a virtual identity through creativity and emotionality. Here, preference is given to semantic groups such as Phrononyms, Titlenyms, and Heronyms, which allow for the creation of a character image that reflects playing style, personality, or fictional power. Therefore, unlike political nicknames, gaming nicknames rarely relate to reality or geographical origin, but are intended for self-expression in virtual reality.

Thus, the main difference lies in the fact that political nicknames tend to reflect users' actual social and political views, whereas gaming nicknames are aimed at creating a unique character. In the former case, the focus is primarily on ideology, while in the latter, it is on expressiveness and creativity.

## CONCLUSION

This study is devoted to a comprehensive analysis of nicknames in contemporary English-language online discourse, examining theoretical approaches to defining the concept of a nickname, their main classifications and functions, as well as exploring the word-formation and creative mechanisms involved in creating nicknames. Particular attention is paid to studying the specifics of nickname usage in various types of discourse, particularly political and esports discourse.

The theoretical study conducted has shown that nicknames in contemporary English-language online discourse are not merely names by which users represent themselves in the real world, but fully-fledged linguistic units that perform important functions. It has been established that nicknames cannot be equated with diminutives, pseudonyms, or bynames, because they have a completely different nature related to digital communication. One of the key features of nicknames is their flexibility, as they can easily change depending on the platform, context, and the image the user wishes to create.

An analysis of classifications showed that nicknames can represent users' real names, personal qualities, appearance, interests, social status, or symbolic associations, which demonstrates their ability to convey complex information in a concise form. At the same time, it was found that users rarely choose nicknames associated with their real names (autonyms), preferring options that ensure anonymity and allow them to create their desired digital image (e.g., zoonyms or phytonyms).

In terms of function, a nickname primarily serves a representative purpose, as it can reveal the user's age, profession, gender, character and much more. Nicknames also create first impressions and can additionally signal membership in a particular community, which often influences the nature of communication. Furthermore, they serve a protective function, because they help conceal personal information, preserve the user's anonymity, and create a safe space for self-expression, which is quite important in online communication.

In the second section, we have analysed the linguistic features of nickname formation in the modern English-speaking digital environment, which allowed us to

identify the main word-formation mechanisms and creative strategies used in their creation.

To conduct this analysis, a separate vocabulary of the most common English nicknames from various online platforms, such as Instagram, Facebook, YouTube, Twitter, and others, was created. It was found that the formation of nicknames in the modern English-speaking digital environment follows the principle of linguistic economy and demonstrates a high level of creativity. Based on this data, the most common word-formation mechanisms turned out to be clipping, compounding, affixation, reduplication, and blending, which users employ to create a unique and memorable nickname. It has been established that, within the rapidly evolving landscape of online discourse, users employ such mechanisms to create nicknames that are easy to remember and type on a keyboard, considering that online communication is characterized by quick responses.

In addition, the study revealed that nicknames are influenced by social factors. In particular, gender trends can be observed: women tend to choose nicknames associated with aesthetics and nature (especially flowers), while men tend to choose those associated with strength, masculinity, and superhero imagery. It has also been established that viral internet trends significantly influence the creation of nicknames, as users actively incorporate elements of popular content (such as numerical codes) into them to demonstrate their engagement with contemporary internet culture. The results confirmed that modern nicknames reflect users' creativity and social orientations and are influenced by changes occurring in the contemporary digital environment.

To understand exactly how nicknames function in the digital environment, it is important to recognize that users use them to construct their own virtual identity, which can vary depending on the context of interaction and the chosen social platform. This study examined the functioning of nicknames in contemporary English-language political and esports discourses.

In political discourse, nicknames primarily serve to directly signal an ideological stance, as evidenced by the prevalence of titlenyms, through which users

clearly indicate their political affiliation, support for certain movements, or opposition to them. At the same time, autonyms and allonyms are actively used to build a political brand and enhance recognition, especially among officials and public figures. Geonyms serve as an additional marker of territorial identity, which often correlates with ideological stance. Symbolic groups of nicknames are minimally represented, indicating a tendency toward direct, rather than metaphorical self-representation in the online political discourse. It was also found that the nature of nicknames depends on the type of user. For example, politicians tend toward formal and officially branded forms, bloggers toward ideologically charged titles, and ordinary users toward more varied and expressive forms that show their participation in political communication.

In esports discourse, a different model of nickname usage has been identified, dominated by autonyms, phrononyms, and titlenyms, indicating a combination of branding, gaming identity, and expressive self-presentation. Streamers and content creators typically use real names as part of their personal brand, whereas regular players more often create gaming personas through aggressive or expressive nicknames that emphasize their playstyle and psychological impact on opponents. Additionally, it has been established that nicknames in this sphere actively serve the functions of creating a virtual image, demonstrating skills, and signifying belonging to gaming culture. At the same time, the minimal presence of geonyms, phytonyms, and allonyms confirms the detachment of esports discourse from the real sociocultural context. Another important issue is the dependence of nickname structure on platforms, where streaming services promote personalization, while gaming platforms promote anonymity and role-based identity.

In addition to the analyses mentioned above, an alphabetical glossary of common English nicknames in political and esports discourse was compiled [Appendix 4; Appendix 5]. This was important to ensure that the analysis was organised and systematic. Furthermore, this helped to identify typical variations of nicknames and to better understand the principles by which they are created in each of the discourses.

## REFERENCES

1. Артџомова, Є. О., Іваненко, С. М. (2022). Мононім як засіб самопрезентації віртуальної мовної особистості в межах електронного дискурсу. Науковий часопис Національного педагогічного університету імені М. П. Драгоманова. 2022. Серія 9. № 24, С. 5–13. URL: <https://doi.org/10.31392/NPU-nc.series9.2022.24.01>.
2. Бялик В. Д., Яків'юк М. І. Класифікації та типи англomовних прізвиць. Закарпатські філологічні студії. 2019. Т. 10, № 1. С. 151–155. URL: [http://zfs-journal.uzhnu.uz.ua/archive/10/part\\_1/32.pdf](http://zfs-journal.uzhnu.uz.ua/archive/10/part_1/32.pdf)
3. Воробей Ю.В. Лінгвопрагматична специфіка Інтернет-комунікації. Science and Education a New Dimension. Серія: Philology. Т. 4. Вип.18. Київ, 2016. С. 108–110.
4. Кім Х., Жмаєва Н. Проблема відтворення Демінутивності при перекладі художніх творів. Науковий вісник ПНПУ ім. К. Д. Ушинського. 2022. № 35. С. 44–54. URL: <https://doi.org/10.24195/2616-5317-2022-35-4>
5. Кокнова Т. А. «Інтернет дискурс»: визначення поняття і загальні характеристики (діахронічний аспект). Науковий вісник Міжнародного гуманітарного університету. Сер.: Філологія. 2022. №57. С. 53–55. URL: <https://www.vestnik-philology.mgu.od.ua/archive/v57/13.pdf>
6. Мокляк О.І. Структурно-семантична характеристика прізвиць. Закарпатські філологічні студії. 2021. Т. 1, № 17. С. 44–48. URL: [http://zfs-journal.uzhnu.uz.ua/archive/17/part\\_1/11.pdf](http://zfs-journal.uzhnu.uz.ua/archive/17/part_1/11.pdf)
7. Омелюх І. В. Поняття нікнейма: сутність, основні функції. *Acta Academiae Beregsasiensis, Philologica*. 2024. Т. III, № 1. С. 77–88. URL: <https://aab-philologica.kmf.uz.ua/aabp/issue/view/5/9>
8. Омелюх І. В. Функційно-прагматичні особливості нікнеймів (на матеріалі KOLO). *Вісник Житомирського державного університету імені Івана Франка. Філологічні науки*. 2023. №. 2(100). С. 208–217. URL: <https://philology.visnyk.zu.edu.ua/article/view/283819/278027>

9. Павликівська, Н., Пелих, Т. Антропонімна категорія прізвиська в українській мові (на матеріалі села Копіївка Гайсинського району Вінницької області). Наукові записки Вінницького державного педагогічного університету імені Михайла Коцюбинського. Серія: Філологія (мовознавство). 2025 №40. С. 124–131. URL:

<https://vspu.net/movoznavstvo/index.php/journal/article/view/70/74>

10. Ріба-Гринишин О. М., Котоус Ю. Р. Лінгвістичні особливості англomовного інтернет-дискурсу. Наукові записки Національного університету «Острозька академія»: серія «Філологія». 2023. № 17(85), С. 92–95. URL: <https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://journals.oa.edu.ua/Philology/article/download/3807/3453/6488&ved=2ahUKEwiDy4H5kpiUAxUxGxAlHTdaGAgQFnoECBYQAQ&usg=AOvVaw1m0YUWOyLixltWUgL7B0dW>

11. Попова А. В. Нікнейм як основний засіб самопрезентації віртуальної особистості в інтернет-комунікації: семантична природа та класифікація (на матеріалі української мови). Типологія мовних значень у діяхронічному та зіставному аспектах. 2017. Вип. 33/34. С. 49–58. URL: [https://www.researchgate.net/publication/329553568\\_Niknejm\\_ak\\_osnovnij\\_zasib\\_s\\_amoprezentacii\\_virtualnoi\\_osobistosti\\_v\\_internet-komunikacii\\_semantica\\_priroda\\_ta\\_klasifikacia\\_na\\_materiali\\_ukrainskoi\\_movi](https://www.researchgate.net/publication/329553568_Niknejm_ak_osnovnij_zasib_s_amoprezentacii_virtualnoi_osobistosti_v_internet-komunikacii_semantica_priroda_ta_klasifikacia_na_materiali_ukrainskoi_movi)

12. 1001+ Cool Nicknames for Guys and Girls. URL: <https://discover.hubpages.com>

13. Ahmad S., Shahlee S. Morphological Processes of Neologisms in Social Media Among the Public Figures. International Journal of Innovative Technology and Exploring Engineering. 2020. Vol. 9, no. 3. P. 2526–2531. URL: <https://doi.org/10.35940/ijitee.b7275.019320>

14. Al Nasrawi H. M. K., Dehham S. H. The Problematic Use Of Noun Diminutive Forms In English. P. 1. URL: [https://www.researchgate.net/publication/308972024\\_The\\_Problematic\\_Use\\_of\\_Noun\\_Diminutive\\_Forms\\_in\\_English](https://www.researchgate.net/publication/308972024_The_Problematic_Use_of_Noun_Diminutive_Forms_in_English)

15. Bajpai D. A. The Impact Of Social Media On Political Discourse: A Multidisciplinary Analysis. SSRN Electronic Journal. 2024. Vol. 19, № 2. P. 1518–1528. URL: <https://doi.org/10.2139/ssrn.4922479>
16. Borra E. E. Sociolinguistic influences on nicknaming political leaders and connotations in media platforms: Reference from former presidents of Tanzania. Teaching English as a Foreign Language Journal. 2025. Vol. 4, no. 2. P. 123–135. URL: [https://www.researchgate.net/publication/400824497\\_Sociolinguistic\\_influences\\_on\\_nicknaming\\_political\\_leaders\\_and\\_connotations\\_in\\_media\\_platforms\\_Reference\\_from\\_former\\_presidents\\_of\\_Tanzania](https://www.researchgate.net/publication/400824497_Sociolinguistic_influences_on_nicknaming_political_leaders_and_connotations_in_media_platforms_Reference_from_former_presidents_of_Tanzania)
17. Boyd D. It's Complicated: The Social Lives of Networked Teens. Yale University Press, 2014. 296 p.
18. BBC News. How nicknames invaded British politics. 2023. URL: <https://www.bbc.com/news/uk-politics-65400900>
19. Carrington L. D., Page R. L., Tabouret-Keller A. Acts of Identity: Creole-Based Approaches to Language and Ethnicity. Contemporary Sociology. 1987. Vol. 16, no. 1. P. 71.
20. Chen S. The Toxic Cost of Cheap Usernames: Re-Appling Friedman and Resnick's Framework in Competitive Video Game Networks. Games: Research and Practice. 2024. Vol. 2. Iss. 2. P. 1–17. URL: [https://www.researchgate.net/publication/381142032\\_The\\_Toxic\\_Cost\\_of\\_Cheap\\_Usernames\\_Re-Appling\\_Friedman\\_and\\_Resnick's\\_Framework\\_in\\_Competitive\\_Video\\_Game\\_Networks](https://www.researchgate.net/publication/381142032_The_Toxic_Cost_of_Cheap_Usernames_Re-Appling_Friedman_and_Resnick's_Framework_in_Competitive_Video_Game_Networks)
21. Cho J. The Linguistic Representation of Gender Identity on the Internet Language and Linguistics. 2005. Vol. 48. № 7. P. 147–163. URL: <https://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.artiId=ART000980339>

22. Dundua T. Social Network and Neologisms. Linguistic and Philological Researches. Tbilisi, 2022. Vol. 43. URL: <https://openjournals.ge/index.php/lp/article/view/4431/4633>
23. English nicknames based on appearance and personality. URL: <https://blogs.transparent.com/english/english-nicknames-based-on-appearance-and-personality/>
24. Fathonah E. L. Word formation and meaning of Slang Words on "Meme" picture of Group "Shitpostbot 5000" on social media "Facebook." Undergraduate thesis. Surabaya : UIN Sunan Ampel Surabaya, 2018. URL: <http://digilib.uinsa.ac.id/25565/>
25. Fuller J. M., Wardhaugh R. Introduction to Sociolinguistics. Wiley & Sons, Incorporated, John, 2021. 480 p.
26. Holland J. The Many Faces of Nicknames. Names. 2015. Vol. 38. № 4. P. 255–269.
27. Hough C. Oxford Handbook of Names and Naming. Oxford University Press, 2017. 810 pp.
28. Irvan M., Zimmer F., Kobayashi R., Perera M. N. S. & Yamaguchi R. S. Identifying Legitimate Players in Online Gaming via Character-Driven Behavioral Biometrics / IEICE Technical Report. 2025. Vol. 125, no. 101. P. 50–55. URL: <https://ken.ieice.org/ken/paper/20250707rcIE/>
29. Jiaxin L. A. Pragmatic Analysis of University Students' Wechat Nicknames. Modern vectors of science and education development in China and Ukraine. International annual journal. Odesa : South Ukrainian National Pedagogical University named after K. D. Ushynsky, 2025. Iss. 11. P. 223–235. URL: <http://dspace.pdpu.edu.ua/bitstream/123456789/23158/3/Liu%20Jiaxin.pdf>
30. Kidron U., Ish-Shalom P. The Populist Name Game: About Populism and Naming. Political Studies Review. 2025. Vol. 23, No. 2. P. 482–503. URL: <https://journals.sagepub.com/doi/10.1177/14789299241242259>
31. Matching up Nicknames With Given Names. URL: <https://www.thoughtco.com/matching-up-nicknames-with-given-names-1421939>

32. Sattarova D. I. Connotative Nomination in the Formation of Nicknames. International Journal of Artificial Intelligence. American Academic Publishers, 2025. Vol. 1, Iss. 3. P. 1845–1848. URL: <https://www.academicpublishers.org/journals/index.php/ijai/article/view/4227/5215>
33. Schutz I. The League of Legends eSports Discourse Community: The Evolution of eSports Journalism. Medium. URL: <https://medium.com/@isaacschutz/the-league-of-legends-esports-discourse-community-the-evolution-of-esports-journalism-a623fe7029be>
34. Suler J. The online disinhibition effect. CyberPsychology & Behavior. 2004. №7(3). P. 321–326.
35. TIL that Cinderella isn't a real name but was just a nickname... URL: [https://www.reddit.com/r/todayilearned/comments/qg5bou/til\\_that\\_cinderella\\_isnt\\_a\\_real\\_name\\_but\\_was\\_just/](https://www.reddit.com/r/todayilearned/comments/qg5bou/til_that_cinderella_isnt_a_real_name_but_was_just/)
36. Tufekci Z. Engineering the public: Big data, surveillance and computational politics. First Monday. 2014. Vol. 19(7). URL: <https://firstmonday.org/ojs/index.php/fm/article/view/4901/4097>
37. Vogue Business. From Labubus to 6–7: How 2025 Unfolded on TikTok. URL: <https://www.vogue.com/article/from-labubus-to-brain-rot-how-2025-unfolded-on-tiktok>
38. Wei L., Wenyu L. Studies on the Word-formation of English Netspeak Neologism. Ingenta Connect. Journal of Arts and Humanities. 2014. Vol. 3, № 12. P. 22–30. URL: <https://theartsjournal.org/index.php/site/article/view/624/336>
39. What are the nicknames or colloquial terms for nationalities? URL: <https://www.quora.com/What-are-the-nicknames-or-colloquial-terms-for-nationalities>
40. What slang nicknames have you heard for places in Texas? URL: [https://www.reddit.com/r/texas/comments/1o9vn9d/what\\_slang\\_nicknames\\_have\\_you\\_heard\\_for\\_places\\_in/](https://www.reddit.com/r/texas/comments/1o9vn9d/what_slang_nicknames_have_you_heard_for_places_in/)

## LEXICOGRAPHIC SOURCES

41. Dictionary.com. 6-7 is Dictionary.com's 2025 Word of the Year. URL: <https://www.dictionary.com/e/word-of-the-year-2025/>
42. Oxford English Dictionary. (n.d.). *Oxford English Dictionary Online*. Oxford University Press. URL: <https://www.oed.com>

## LIST OF DATA SOURCES

43. Facebook. URL: <https://www.facebook.com>
44. Instagram. URL: <https://www.instagram.com>
45. Steam. URL: <https://store.steampowered.com>
46. TikTok. URL: <https://www.tiktok.com>
47. Twitch. URL: <https://www.twitch.tv>
48. Twitter / X. URL: <https://twitter.com>
49. YouTube. URL: <https://www.youtube.com>

## APPENDICES

### APPENDIX 1. Alphabetical dictionary of commonly used English nicknames

| №   | Nicknames              |
|-----|------------------------|
| 1.  | ._tata.kk              |
| 2.  | 4ever.leather          |
| 3.  | _cchrisssy_            |
| 4.  | _ice._.queen_          |
| 5.  | _livrose._             |
| 6.  | abt_sportslane         |
| 7.  | angelpetal             |
| 8.  | babybabymew            |
| 9.  | bbygurl.c              |
| 10. | bebe.girl_             |
| 11. | Bennifer               |
| 12. | betty_mekos            |
| 13. | blossomvibessoftrose.x |
| 14. | Brangelina             |
| 15. | chrislogs              |
| 16. | content_hiss           |
| 17. | cutiepie.xo_           |
| 18. | cyberfang_             |
| 19. | d4rkshadow             |
| 20. | daisy.dream            |

|     |                     |
|-----|---------------------|
| 21. | danny_zakk          |
| 22. | danstyles9          |
| 23. | darkoncs            |
| 24. | darkshadow_2397     |
| 25. | darkstriker_1       |
| 26. | dodo_days           |
| 27. | dripndrop_umbrellas |
| 28. | fireheart_17        |
| 29. | frenemy._           |
| 30. | frenlyfe_mm         |
| 31. | gurl_gamer_86       |
| 32. | h4x0r_fr34k         |
| 33. | haha.mood           |
| 34. | hangry_wolf         |
| 35. | hunterwarr_         |
| 36. | ironman_101_        |
| 37. | jenx                |
| 38. | johny.sdy           |
| 39. | jujulux__           |
| 40. | Kimye               |
| 41. | kitty.girl119       |
| 42. | koolkid1125         |
| 43. | kweenbee            |

|     |               |
|-----|---------------|
| 44. | l33tty        |
| 45. | lavendergirl  |
| 46. | Lex_          |
| 47. | lil_lil_vibes |
| 48. | litefire      |
| 49. | luvbug        |
| 50. | m_e_o_w_k_a   |
| 51. | mattking.atx  |
| 52. | mavthe67kid   |
| 53. | mimi.world    |
| 54. | moon_.beam._  |
| 55. | moonflower    |
| 56. | n1ghtw0lf     |
| 57. | neonwaveid    |
| 58. | nightttreaper |
| 59. | nightwolf.83  |
| 60. | nitewolf816   |
| 61. | noonoo.nails  |
| 62. | nvrmindpaper  |
| 63. | p1x3l.weare   |
| 64. | peachy.soft   |
| 65. | rawr.x        |
| 66. | roselily      |

|     |                  |
|-----|------------------|
| 67. | samblack.ig      |
| 68. | sammygreatest    |
| 69. | six_seveeen      |
| 70. | sixsevenbabe     |
| 71. | sixsevenvibessss |
| 72. | sk8rboi          |
| 73. | splashywave      |
| 74. | starlight_media  |
| 75. | strng.officer    |
| 76. | sweetie.luv      |
| 77. | thoqueen         |
| 78. | thunderboltsvb   |
| 79. | tnght            |
| 80. | ugh_vibes_       |
| 81. | whistle.angel    |
| 82. | woofwoofpuppies  |
| 83. | wow_itsme_lena   |
| 84. | yay.its._me      |
| 85. | zuzudream        |

**APPENDIX 2. Quantitative representation of semantic types of political nicknames in the sample under study (according to Anna Popova)**

| <b>Semantic group</b> | <b>Politicians</b> | <b>Bloggers</b> | <b>Users</b> | <b>Total number</b> |
|-----------------------|--------------------|-----------------|--------------|---------------------|
| Titlenym              | 14                 | 32              | 43           | 89                  |

|             |    |   |    |    |
|-------------|----|---|----|----|
| Autonym     | 16 | 3 | 4  | 23 |
| Allonym     | 2  | 5 | 11 | 18 |
| Geonym      | 1  | 5 | 11 | 17 |
| Zoonym      | 0  | 2 | 1  | 3  |
| Chromatonym | 0  | 0 | 1  | 1  |
| Heronym     | 0  | 0 | 0  | 0  |
| Phytonym    | 0  | 0 | 0  | 0  |

### APPENDIX 3. Platform representation of political nicknames in the sample (2023–2026)

| Platform  | Number of nicknames | Percentage |
|-----------|---------------------|------------|
| Twitter/X | 63                  | 50,4%      |
| Instagram | 39                  | 31,2%      |
| YouTube   | 23                  | 18,4%      |
| Total     | 125                 | 100%       |

### APPENDIX 4. Alphabetical list of commonly used nicknames in political discourse

| №  | Nickname                   | Platform  | Country | Type    | Semantic group |
|----|----------------------------|-----------|---------|---------|----------------|
| 1. | 1NJConservative            | Twitter/X | USA     | blogger | Titlenym       |
| 2. | amconmag                   | Twitter/X | USA     | blogger | Titlenym       |
| 3. | america.first.45           | Instagram | USA     | user    | Geonym         |
| 4. | AmericanPoliticsUnfiltered | YouTube   | USA     | user    | Geonym         |
| 5. | antiwokeuk                 | Instagram | UK      | user    | Geonym         |

|     |                      |           |        |            |                   |
|-----|----------------------|-----------|--------|------------|-------------------|
| 6.  | Antspeaks            | Twitter/X | UK     | blogger    | Zoonym            |
| 7.  | AZ_Patriot           | Twitter/X | USA    | blogger    | Geonym +          |
| 8.  | BackBrexitBen        | Twitter/X | UK     | politician | Allonym+ Titlenym |
| 9.  | BadgerBitesUK        | Twitter/X | UK     | blogger    | Zoonym+ Geonym    |
| 10. | barackobama          | Instagram | USA    | politician | Autonym           |
| 11. | BernBidenTrump       | Twitter/X | USA    | blogger    | Allonym           |
| 12. | berniesanders        | Instagram | USA    | politician | Autonym           |
| 13. | Betrue_Patriot       | Twitter/X | USA    | blogger    | Titlenym          |
| 14. | biden_supporters_20  | Instagram | USA    | user       | Allonym+ Titlenym |
| 15. | BidenLs              | Twitter/X | USA    | blogger    | Allonym           |
| 16. | borisjohnsonuk       | Instagram | UK     | politician | Autonym           |
| 17. | BrexitCentral        | Twitter/X | UK     | user       | Titlenym          |
| 18. | BRGIEinfoMinist      | Twitter/X | Africa | politician | Titlenym          |
| 19. | britain_votes        | Instagram | UK     | user       | Geonym            |
| 20. | britainelects        | YouTube   | UK     | user       | Geonym            |
| 21. | british_constitution | Instagram | UK     | user       | Geonym            |
| 22. | carolinelucas        | Instagram | UK     | politician | Autonym           |
| 23. | CatoosaDemChair      | Twitter/X | USA    | politician | Titlenym          |

|     |                       |           |            |         |                  |
|-----|-----------------------|-----------|------------|---------|------------------|
| 24. | CitizenWatchDog       | YouTube   | USA        | user    | Zoonym+ Titlenym |
| 25. | cnnpolitics           | Instagram | USA        | blogger | Titlenym         |
| 26. | CoastalMaga1776       | Twitter/X | USA        | user    | Titlenym         |
| 27. | combatant             | Twitter/X | Azerbaijan | user    | Titlenym         |
| 28. | con.ser.va.tive.mom   | Instagram | USA        | user    | Titlenym         |
| 29. | Conden1940            | Twitter/X | Uruguay    | user    | Titlenym         |
| 30. | ConservativeAnt       | Twitter/X | USA        | blogger | Titlenym+ Zoonym |
| 31. | ConservativeOG        | Twitter/X | USA        | blogger | Titlenym         |
| 32. | ConservativeToday     | YouTube   | USA        | channel | Titlenym         |
| 33. | ConserveNow           | YouTube   | USA        | user    | Titlenym         |
| 34. | constitutionalist_usa | Instagram | USA        | user    | Titlenym+ Geonym |
| 35. | ContraPoints          | YouTube   | USA        | blogger | Titlenym         |
| 36. | Democracy Now!        | YouTube   | USA        | channel | Titlenym         |
| 37. | democracy_defender    | Instagram | USA        | user    | Titlenym         |
| 38. | democracy_uk          | Instagram | UK         | user    | Titlenym+ Geonym |
| 39. | DemocracyRules        | YouTube   | USA        | channel | Titlenym         |
| 40. | Democrat4Life         | YouTube   | USA        | user    | Titlenym         |
| 41. | electionwatch2024     | Instagram | USA        | user    | Titlenym         |

|     |                    |           |        |            |                      |
|-----|--------------------|-----------|--------|------------|----------------------|
| 42. | ExDemMark          | Twitter/X | USA    | politician | Titlenym+<br>Autonym |
| 43. | FloridaManAF       | Twitter/X | USA    | blogger    | Geonym               |
| 44. | freedomfighter_usa | Instagram | USA    | user       | Titlenym+<br>Geonym  |
| 45. | FreedomFighterUSA  | YouTube   | USA    | user       | Titlenym+<br>Geonym  |
| 46. | freedomfirstusa    | Instagram | USA    | user       | Geonym+<br>Titlenym  |
| 47. | gbnews             | Instagram | UK     | blogger    | Titlenym             |
| 48. | Girlpatriot1974    | Twitter/X | USA    | blogger    | Titlenym             |
| 49. | GloryIGWT          | Twitter/X | USA    | blogger    | Titlenym             |
| 50. | govrondesantis     | Instagram | USA    | politician | Titlenym+<br>Autonym |
| 51. | hillaryclinton     | Instagram | USA    | politician | Autonym              |
| 52. | iampoliticsgirl    | Instagram | USA    | blogger    | Titlenym             |
| 53. | jeremycorbyn       | Instagram | UK     | politician | Autonym              |
| 54. | JerryHicksUnite    | Twitter/X | UK     | user       | Allonym              |
| 55. | Jingping_Biden     | Twitter/X | USA    | user       | Allonym              |
| 56. | joe_ozaki198       | Twitter/X | Europe | user       | Allonym              |
| 57. | joebiden           | Instagram | USA    | politician | Autonym              |
| 58. | kamalaharris       | Instagram | USA    | politician | Autonym              |
| 59. | kc4gop             | Twitter/X | USA    | politician | Geonym+<br>Titlenym  |

|     |                   |           |        |            |                     |
|-----|-------------------|-----------|--------|------------|---------------------|
| 60. | LabourList        | YouTube   | USA    | blogger    | Titlenym            |
| 61. | LeftyLass92       | YouTube   | USA    | user       | Titlenym            |
| 62. | liberal_agenda    | Instagram | USA    | user       | Titlenym            |
| 63. | liberty.1776      | Instagram | USA    | user       | Titlenym            |
| 64. | Liberty1776       | YouTube   | USA    | user       | Titlenym            |
| 65. | LibertyPen        | YouTube   | USA    | channel    | Titlenym            |
| 66. | LibertySeeker     | YouTube   | USA    | user       | Titlenym            |
| 67. | ListlessTreeperMG | Twitter/X | USA    | user       | Allonym             |
| 68. | LordPatriot445    | Twitter/X | USA    | user       | Titlenym            |
| 69. | LouLouLiberty     | Twitter/X | USA    | blogger    | Titlenym            |
| 70. | MAGA_FOREVER      | YouTube   | USA    | user       | Titlenym            |
| 71. | maga_patriot2024  | Instagram | USA    | user       | Titlenym            |
| 72. | Matheus           | Twitter/X | Brazil | user       | Autonym             |
| 73. | mirror2ukarma     | Twitter/X | UK     | blogger    | Geonym+<br>Titlenym |
| 74. | MrAdvanceUK       | Twitter/X | UK     | politician | Geonym+<br>Titlenym |
| 75. | NatCon2022        | Twitter/X | USA    | blogger    | Titlenym            |
| 76. | necpolitics       | Instagram | UK     | blogger    | Titlenym            |
| 77. | nigelfarage       | Instagram | UK     | politician | Autonym             |

|     |                     |           |         |            |                   |
|-----|---------------------|-----------|---------|------------|-------------------|
| 78. | nikkihaley          | Instagram | USA     | politician | Autonym           |
| 79. | ObamaBiden10        | Twitter/X | USA     | user       | Allonym           |
| 80. | occupydemocrats     | Instagram | UK      | blogger    | Titlenym          |
| 81. | official_maga_voice | Instagram | USA     | blogger    | Titlenym          |
| 82. | OFOCBrexit          | Twitter/X | UK      | user       | Titlenym          |
| 83. | OklahomaDOGE        | Twitter/X | USA     | blogger    | Geonym+ Titlenym  |
| 84. | PaleoGOP            | Twitter/X | USA     | blogger    | Titlenym          |
| 85. | Patriot No 7        | Twitter/X | UK      | user       | Titlenym          |
| 86. | Patriot101Watch     | Twitter/X | USA     | blogger    | Titlenym          |
| 87. | Patriot79381614     | Twitter/X | USA     | blogger    | Titlenym          |
| 88. | patriotsvoiceuk     | Instagram | UK      | user       | Titlenym+ Geonym  |
| 89. | PolicyWarrior       | YouTube   | USA     | user       | Titlenym          |
| 90. | Political Arena     | Instagram | USA     | user       | Titlenym          |
| 91. | Political Uche      | Instagram | Nigeria | user       | Titlenym+ Autonym |
| 92. | politicsjoe         | Instagram | UK      | blogger    | Titlenym+ Autonym |
| 93. | PoliticsJOE         | YouTube   | UK      | blogger    | Titlenym+ Autonym |
| 94. | POTUSupporters      | Twitter/X | USA     | user       | Titlenym          |
| 95. | progressivepower    | Instagram | USA     | blogger    | Titlenym          |

|      |                  |           |     |            |                  |
|------|------------------|-----------|-----|------------|------------------|
| 96.  | realdonaldtrump  | Instagram | USA | politician | Autonym          |
| 97.  | redwave2024      | Instagram | USA | user       | Chromatonym      |
| 98.  | Reelect_Biden    | Twitter/X | USA | blogger    | Allonym+Titlenym |
| 99.  | Rightonrights    | Twitter/X | USA | user       | Titlenym         |
| 100. | RubinReport      | YouTube   | USA | blogger    | Autonym+Titlenym |
| 101. | saveamericatoday | Instagram | USA | user       | Titlenym+Geonym  |
| 102. | Saveourrepubli3  | Twitter/X | USA | blogger    | Titlenym         |
| 103. | savetoreuse      | Instagram | UK  | blogger    | Titlenym         |
| 104. | Second Thought   | YouTube   | USA | channel    | Titlenym         |
| 105. | senwarren        | Instagram | USA | politician | Titlenym+Autonym |
| 106. | slave_2_liberty  | Twitter/X | USA | blogger    | Titlenym         |
| 107. | speakerpelosi    | Instagram | USA | politician | Titlenym+Autonym |
| 108. | StevenCrowder    | YouTube   | USA | blogger    | Autonym          |
| 109. | SteveScaliseGOP  | Twitter/X | USA | politician | Autonym+Titlenym |
| 110. | suellabraverman  | Instagram | UK  | politician | Autonym          |
| 111. | TDPatriot1       | Twitter/X | USA | blogger    | Titlenym         |
| 112. | The Voter Cast   | Instagram | USA | blogger    | Titlenym         |
| 113. | The_Trump_Train  | Twitter/X | USA | user       | Allonym          |

|      |                     |           |     |            |                      |
|------|---------------------|-----------|-----|------------|----------------------|
| 114. | TheYoungTurks       | YouTube   | USA | channel    | Titlenym             |
| 115. | thunk_thought       | Twitter/X | UK  | politician | Titlenym             |
| 116. | tory_supporter_crew | Instagram | UK  | user       | Titlenym             |
| 117. | torynation2         | Instagram | UK  | user       | Titlenym             |
| 118. | TrumplicanLex       | Twitter/X | USA | user       | Allonym              |
| 119. | trumpwon2024        | YouTube   | USA | user       | Allonym              |
| 120. | TruthSeeker2024     | YouTube   | USA | user       | Titlenym             |
| 121. | UKPoliticsTV        | YouTube   | UK  | user       | Geonym+<br>Titlenym  |
| 122. | votebluenow         | Instagram | USA | user       | Titlenym             |
| 123. | WetToryLs           | Twitter/X | UK  | user       | Titlenym             |
| 124. | WilyBlondeDem       | Twitter/X | USA | user       | Allonym+<br>Titlenym |
| 125. | wiz_political       | Twitter/X | USA | blogger    | Allonym+<br>Titlenym |

**APPENDIX 5. Alphabetical list of commonly used nicknames in esports discourse**

|    |               |                    |     |                                |           |
|----|---------------|--------------------|-----|--------------------------------|-----------|
| 1. | Aceu          | Twitch,<br>YouTube | USA | Streamer/<br>esports<br>player | Autonym   |
| 2. | AlphaPredator | Steam              | USA | Regular<br>player              | Phrononym |
| 3. | Amouranth     | Twitch             | USA | Streamer                       | Autonym   |

|     |              |                 |        |                         |                      |
|-----|--------------|-----------------|--------|-------------------------|----------------------|
| 4.  | ApexHunter   | Steam           | USA    | Regular player          | Phrononym + Titlenym |
| 5.  | Asmongold    | Twitch, YouTube | USA    | Steamer/content creator | Autonym              |
| 6.  | BattleFury   | Steam           | UK     | Regular player          | Phrononym            |
| 7.  | BlazeStorm   | Steam           | USA    | Regular player          | Physionym            |
| 8.  | Clix         | Twitch, YouTube | USA    | Streamer/esports player | Autonym              |
| 9.  | ClutchMaster | Steam           | Canada | Regular player          | Phrononym            |
| 10. | CohhCarnage  | Twitch, YouTube | USA    | Streamer                | Autonym + Phrononym  |
| 11. | CyberGhostX  | Steam           | UK     | Regular player          | Heronym              |
| 12. | CyberNinja   | Steam           | USA    | Regular player          | Heronym              |
| 13. | DanTDM       | YouTube         | UK     | Content creator         | Autonym              |
| 14. | DansGaming   | Twitch          | USA    | Streamer                | Autonym + Titlenym   |
| 15. | DeadlyArrow  | Steam           | UK     | Regular player          | Phrononym            |
| 16. | Dream        | YouTube, Twitch | USA    | Content creator         | Phrononym            |
| 17. | Doublelift   | Twitch          | USA    | Esports                 | Phrononym            |

|     |                |                 |        |                          |                     |
|-----|----------------|-----------------|--------|--------------------------|---------------------|
|     |                |                 |        | player/Streamer          |                     |
| 18. | DoomBringer    | Steam           | UK     | Regular player           | Phrononym           |
| 19. | EpicGamerX     | Twitch          | USA    | Regular player           | Titlenym            |
| 20. | Esfand         | Twitch          | USA    | Regular player           | Autonym             |
| 21. | FireDragon     | YouTube         | UK     | Regular player           | Heronym + Phrononym |
| 22. | FireStorm      | Twitch          | UK     | Regular player           | Physionym           |
| 23. | Frost Byte     | Steam           | USA    | Regular player           | Physionym           |
| 24. | GamerZone      | YouTube         | Canada | Regular player           | Titlenym            |
| 25. | GeorgeNotFound | YouTube, Twitch | UK     | Content creator          | Autonym             |
| 26. | GhostReaper    | YouTube         | UK     | Regular player           | Heronym             |
| 27. | GrimReaper     | Steam           | Canada | Regular player           | Heronym             |
| 28. | HasanAbi       | Twitch          | USA    | Streamer/content creator | Autonym             |
| 29. | HeadshotKing   | Twitch          | USA    | Regular player           | Titlenym            |
| 30. | IIITzTimmy     | Twitch, YouTube | USA    | Streamer/esports         | Autonym             |

|     |               |                    |         |                              |                                        |
|-----|---------------|--------------------|---------|------------------------------|----------------------------------------|
|     |               |                    |         | player                       |                                        |
| 31. | IcePhoenix    | Steam              | Canada  | Regular player               | Heronym +<br>Physionym                 |
| 32. | Inferno       | Steam              | Canada  | Esports player               | Physionym                              |
| 33. | IronFist      | Steam              | USA     | Regular player               | Heronym                                |
| 34. | Jacksepticeye | YouTube            | Ireland | Content creator              | Autonym                                |
| 35. | Jerma985      | Twitch             | USA     | Streamer                     | Autonym                                |
| 36. | Karl Jacobs   | YouTube,<br>Twitch | USA     | Content creator              | Autonym                                |
| 37. | KillSwitch    | Twitch             | UK      | Regular player               | Titlenym +<br>Phrononym                |
| 38. | Kripparian    | Twitch             | Canada  | Streamer                     | Autonym                                |
| 39. | LagMaster     | Steam              | Canada  | Regular player               | Titlenym,<br>Phrononym<br>(ironically) |
| 40. | LIRIK         | Steam,<br>Twitch   | USA     | Streamer                     | Autonym                                |
| 41. | Ludwig        | Twitch,<br>YouTube | USA     | Streamer/<br>content creator | Autonym                                |
| 42. | LootGoblin    | Steam              | USA     | Regular player               | Heronym                                |
| 43. | MadGamer      | Twitch             | USA     | Regular player               | Titlenym +<br>Phrononym                |
| 44. | Markiplier    | YouTube            | USA     | Content creator              | Autonym                                |

|     |               |                        |        |                          |                         |
|-----|---------------|------------------------|--------|--------------------------|-------------------------|
| 45. | Meteos        | Twitch                 | USA    | Esports player/streamer  | Autonym                 |
| 46. | Mizkif        | Twitch                 | USA    | Streamer                 | Autonym                 |
| 47. | NeonShadow    | Steam                  | Canada | Content creator          | Chromatonym + Physionym |
| 48. | NightCrawler  | Steam                  | USA    | Content creator          | Heronym                 |
| 49. | NightHunter   | Twitch                 | USA    | Streamer                 | Heronym + Titlenym      |
| 50. | Nightblue3    | Twitch                 | USA    | Streamer                 | Chromatonym             |
| 51. | Ninja         | Steam, Twitch, YouTube | USA    | Streamer/content creator | Heronym                 |
| 52. | NoScopeLegend | Steam                  | Canada | Regular player           | Titlenym                |
| 53. | NoobDestroyer | Steam                  | UK     | Regular player           | Titlenym + Phrononym    |
| 54. | Nostromo      | Steam                  | USA    | Regular player           | Heronym                 |
| 55. | PixelGhost    | Steam                  | Canada | Regular player           | Heronym                 |
| 56. | PixelWarrior  | YouTube                | UK     | Regular player           | Heronym + Titlenym      |
| 57. | Ph1LzA        | YouTube, Twitch        | UK     | Content creator          | Autonym                 |
| 58. | PhantomStrike | YouTube                | UK     | Regular player           | Heronym                 |
| 59. | Pikaboo       | Twitch                 | USA    | Streamer                 | Heronym                 |

|     |                |                        |        |                         |                      |
|-----|----------------|------------------------|--------|-------------------------|----------------------|
| 60. | PowerRush      | Steam                  | Canada | Regular player          | Phrononym + Titlenym |
| 61. | QuickScopeX    | Steam                  | UK     | Regular player          | Phrononym + Titlenym |
| 62. | Quackity       | YouTube, Twitch        | USA    | Content creator         | Zoonym/Heronym       |
| 63. | RageQuitter    | Steam                  | USA    | Regular player          | Phrononym            |
| 64. | RapidFireX     | Steam                  | Canada | Regular player          | Titlenym             |
| 65. | Ranboo         | YouTube, Twitch        | UK     | Content creator         | Autonym              |
| 66. | RespawnKing    | Steam                  | USA    | Regular player          | Titlenym             |
| 67. | RoboGamer      | Steam                  | USA    | Regular player          | Titlenym             |
| 68. | Sanchovies     | Twitch                 | USA    | Streamer                | Autonym              |
| 69. | Sapnap         | YouTube, Twitch        | USA    | Content creator         | Heronym              |
| 70. | ShadowHunter99 | Steam                  | USA    | Regular player          | Titlenym + Phrononym |
| 71. | ShadowSlayerX  | Steam                  | USA    | Regular player          | Titlenym + Phrononym |
| 72. | Shroud         | Steam, Twitch, YouTube | Canada | Streamer/esports player | Phrononym            |
| 73. | SilentKiller   | YouTube                | USA    | Regular player          | Phrononym + Titlenym |
| 74. | SilentStorm    | Steam                  | USA    | Regular                 | Phrononym +          |

|     |                 |                 |     |                           |                      |
|-----|-----------------|-----------------|-----|---------------------------|----------------------|
|     |                 |                 |     | player                    | Physionym            |
| 75. | SkullyCrusher   | Steam           | UK  | Regular player            | Phrononym + Titlenym |
| 76. | Slimecicle      | YouTube, Twitch | USA | Content creator           | Phrononym            |
| 77. | Sodapoppin      | Twitch          | USA | Streamer                  | Autonym              |
| 78. | StealthAssassin | Steam           | UK  | Regular player            | Titlenym             |
| 79. | Summit1g        | Steam, Twitch   | USA | Streamer/ esports player  | Autonym              |
| 80. | Swiftly         | Twitch, YouTube | USA | Streamer/ content creator | Phrononym            |
| 81. | Tarik           | Twitch, YouTube | USA | Streamer/ esports player  | Autonym              |
| 82. | TenZ            | Twitch, YouTube | USA | Streamer/ esports player  | Autonym              |
| 83. | Tfue            | Twitch, YouTube | USA | Streamer/ esports player  | Autonym              |
| 84. | ThunderStrike   | Steam           | USA | Regular player            | Physionym            |
| 85. | TimTheTatman    | Twitch, YouTube | USA | Streamer                  | Autonym + Titlenym   |
| 86. | ToxicSniper     | Steam           | USA | Regular player            | Phrononym + Titlenym |

|      |               |                 |        |                              |                    |
|------|---------------|-----------------|--------|------------------------------|--------------------|
| 87.  | ToxicViper    | Steam           | UK     | Regular player               | Zoonym + Phrononym |
| 88.  | Tubbo         | YouTube, Twitch | UK     | Content creator              | Autonym            |
| 89.  | UltraInstinct | Steam           | USA    | Regular player               | Phrononym          |
| 90.  | Valeska       | Steam           | UK     | Regular player               | Autonym            |
| 91.  | Valkyrae      | Twitch, YouTube | USA    | Streamer/<br>content creator | Autonym            |
| 92.  | Venruki       | Twitch          | USA    | Streamer                     | Autonym            |
| 93.  | VenomStrike   | Steam           | USA    | Content creator              | Heronym            |
| 94.  | Vinny         | Twitch, YouTube | USA    | Content creator              | Autonym            |
| 95.  | Vinesauce     | Twitch, YouTube | Sweden | Content creator              | Autonym            |
| 96.  | VortexX       | Steam           | USA    | Regular player               | Physionym          |
| 97.  | WarMachine    | Steam           | USA    | Regular player               | Titlenym           |
| 98.  | Xaryu         | Twitch          | USA    | Streamer                     | Autonym            |
| 99.  | XxShadowXx    | Steam           | USA    | Regular player               | Heronym            |
| 100. | Yassuo        | Twitch          | USA    | Streamer                     | Autonym            |
| 101. | Zackrawrr     | Twitch          | USA    | Streamer                     | Autonym            |

**APPENDIX 6. Quantitative representation of semantic types of esports nicknames in the sample under study (according to Anna Popova)**

| <b>Semantic group</b> | <b>Streamers</b> | <b>Content creators</b> | <b>Regular players</b> | <b>Esports players</b> | <b>Total number</b> |
|-----------------------|------------------|-------------------------|------------------------|------------------------|---------------------|
| Autonym               | 23               | 14                      | 2                      | 8                      | 39                  |
| Phrononym             | 6                | 3                       | 21                     | 2                      | 32                  |
| Titlenym              | 7                | 2                       | 20                     | 2                      | 31                  |
| Heronym               | 2                | 2                       | 14                     | 1                      | 19                  |
| Physionym             | 1                | 1                       | 9                      | 1                      | 12                  |
| Chromatonym           | 1                | 1                       | 0                      | 0                      | 2                   |
| Zoonym                | 0                | 1                       | 1                      | 0                      | 2                   |
| Allonym               | 0                | 0                       | 0                      | 0                      | 0                   |
| Geonym                | 0                | 0                       | 0                      | 0                      | 0                   |
| Phytonym              | 0                | 0                       | 0                      | 0                      | 0                   |

**APPENDIX 7. Platform representation of esports nicknames in the sample**

| <b>Platform</b> | <b>Number of nicknames</b> | <b>Percentage</b> |
|-----------------|----------------------------|-------------------|
| Twitch          | 56                         | 55,4%             |
| Steam           | 52                         | 51,5%             |
| YouTube         | 38                         | 37,6%             |
| Total           | 101                        | 144,5%            |