

AI NEOLOGISMS AND IDEOLOGICAL IDENTITY IN DIGITAL DISCOURSE: A LINGUISTIC ANALYSIS OF THE TERM “AI THEIST”

The paper explores the emergence of AI-related neologisms and ideological discourse in contemporary digital communication through the analysis of the term “AItheist” – a newly coined lexical unit that describes individuals skeptical of generative artificial intelligence and large language models. Drawing on examples from online discourse, the study examines how language users construct identity, belief systems, and social positioning through metaphorical and pseudo-academic terminology. Particular attention is paid to the semantic structure, stylistic hybridity, and rhetorical strategies employed in the formation of expressions such as “silicon sorcery,” “stochastic parrot,” and “The Great Hallicination.”

The research situates these linguistic phenomena within the broader framework of internet linguistics, digital sociolinguistics, and discourse analysis. It argues that AI-centered vocabulary increasingly reflects ideological polarization between technological accelerationism and technological skepticism. The playful yet highly evaluative register of the analyzed text demonstrates how online communities employ irony, parody, and quasi-religious metaphors to negotiate attitudes toward automation, creativity, and human labor.

Furthermore, the study highlights the role of generative AI itself in accelerating lexical innovation and participatory meaning-making. The emergence of terms such as “AItheist” illustrates how digital discourse communities collaboratively produce new semantic categories that blur the boundaries between humor, criticism, and academic-style classification. The paper concludes that contemporary AI discourse is not merely technological but deeply linguistic and cultural, revealing shifting perceptions of authorship, intelligence, and authenticity in the digital age.

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