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Chatting in Social Networks: A Lexical and Semantic Analysis

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INTRODUCTION

The relevance of the study is due to the fact that currently in linguistics there is a significant interest in new forms of communication, in particular in the Internet communication. The study of Internet communication, being the object of interdisciplinary study, is in line with the anthropocentric scientific paradigm that has become established in linguistics and other humanities now. Currently, Internet communication has already been studied to a large extent. However, as far as we know, there is still no comprehensive multidimensional study of the features of communication in social networks.

Nowadays, a big amount of philological researches are devoted to the understanding and analysis of communication, moreover to the live communication via the Internet which is easy to be accessed because of numeral modern devices which brightly show the high level of technological progress. As the interest in the youth communication including the Internet chatspeaks grows up, many scientists keep this field under the research. There are such scholars as M. Bogdan (Богдан 2014), E. Kubryakova (Кубрякова 2012), D. Crystal (2004) and many others who make researches in the fields of linguistics analyzing communication in all possible aspects. It is necessary to underline that the more people communicate on the Internet, the more users influence the languages of other countries and the more people are influenced by these changes, because the live communication has a huge impact on the language development.

The object of the research is chatting in *Facebook* and *YouTube* social networks.

The subject of the research is the lexical and semantic properties of communication in social networks via *Facebook* and *YouTube*.

The aim of the study is to present a complex characteristic of chat communication in social networks based on the system-functional approach to the facts of language.

The main aim is achieved by a number of the following **tasks**:

- to define notions of the Internet communication and social networks;
- to outline problems of the Internet communication study;
- to highlight the linguo-cultural aspects of online communication;
- to compare Internet communication with other forms of social networks communication;
- to reveal paralinguistic means of emoticons and stickers in social network communication;
- to make analysis of grammar and lexicon of the Internet communication;
- to investigate pragmatic functions of the language used in *Facebook* and *YouTube*.
- to systematize users' communicative strategies and tactics within the given types of social networks.

The novelty of the study lies in the fact that communication in social networks, being a relatively recent form of communication, has not yet been sufficiently studied from the lexical and semantic viewpoints. In addition, Internet communication is an extremely dynamic sphere of the existence of language, therefore (no comma after therefore) the description at the modern stage of language development introduces new language material into scientific usage.

The material of the study was fragments of various types of communication (chats in dialogues, discussions, comments, notes, microblogs, etc.), drawn from open resources of the largest world social networks *Facebook* and *YouTube*.

The theoretical value of the study lies in the fact that it makes a certain contribution to the solution of urgent problems in linguistics related to the study of lexicon (Classes of Spoken and Written English), semantics (Part "Semantics" in Lexicology) and pragmatics of present day speech communication.

The practical significance of the study rests on the fact that its materials can be used in teaching university courses in "Sociolinguistics", "Introduction to

Communication Theory", "Language of Present Day Mass Media", as well as in creating dictionaries of the Internet language.

The methodological basis of the study is determined by its goals and objectives and consists in a comprehensive system-functional analysis of linguistic units along with specific methods of sociolinguistics and communicative linguistics.

Research methods used in the work corresponded to the goal and objectives of the study. In the theoretical part of the study, which is the analysis of the literature on lexical and semantic features of communication in social media chats, *a structural approach* was used to identify how the object is built, what connections and relationships are between its elements. A *functional approach* allowed to define the role, practical purpose of communication in chats of social networks as a set of interconnected elements. A *componential analysis* helped to identify the semes that make up the meaning of the word. A s*ystem analysis* allowed to take into account the integrity of the studied object and the dynamics of its structure.

Structurally, the research includes introduction, three chapters, conclusions, resume, list of references, list of illustration materials. **Chapter One** is concerned with the discussion of the theoretical basis of the research under study, its main concepts and approaches to the problem with a particular attention to abbreviations and slang language used in the Internet communication. **Chapter Two** deals with linguistic specificities of communication in social networks. **Chapter Three** provides a detailed analysis of grammatical, lexical and pragmatic properties of communication in the social networks of *Facebook* and *YouTube*.

CHAPTER ONE. THEORETICAL BASIS OF THE RESEARCH OF SOCIAL NETWORKS LANGUAGE

1.1 The notion of the internet communication

Among many characteristics of our time made by scientists and journalists, the most frequent are "information age", "information society", "information civilization." This refers to the process of rapidly saturating modern society with technical means of mass communication, as well as the increasing role and place of information in the life of mankind as a whole, each state and each specific person. Traditional ways of socializing are changing, there is a need for new norms, attitudes and values (Бабенко 2012: 2).

The global transformation of an industrial society into informational is followed not only by the penetration of communication into all spheres of the society, the emergence and development of a qualitatively new type of communicative structures, but also by rethinking the communicative nature of social reality, modern changes in social and communicative spheres, the place and role of communication in society (Зайківська 2004: 10).

At the beginning of the XXI century there is an increase of interest in the theoretical understanding of communication problems – mass and interpersonal. The role of communication is growing, covering all new spheres of life, and the information and communication space is expanding, mass communication models are combined with interpersonal, finding new fields of application primarily on the personal and interpersonal levels.

Modern computer technologies have laid the foundation for a new system of communication leading to its globalization, during which the whole structure of a person's communicative experience is transformed. Nowadays, the Internet is not only a worldwide computer network, but also a sociocultural environment, an independent cultural phenomenon that affects all areas of a person's life, including language. This influence can be considered as two-faceted: on the one hand, a huge number of colloquial, slang, dialect and grammar forms penetrate the Internet from

the language, and on the other, the reverse process is observed in which slang elements born in the Internet get into the language (Войскунский 2010: 55).

Computer communication occurs indirectly (using computers) on the Internet sites, and is implemented in writing in the form of electronic texts. It is interactive and proceeds in real time (on-line) in the Internet environment. The language currently operates in two interdependent and interconnected "spaces" – real and virtual. Adapting to the technical capabilities of the Internet, it is the main means of creating a new communication environment, which reflects the specifics of its use.

Computer communication opens up a new dimension in human communication, making it possible to store and quickly transmit large amounts of information, use audio and video communication channels, and communicate on-line, i.e. in direct linear contact with the respondent. Computer communication is communication in the Internet environment, and this is its most important distinguishing feature.

Computer communication is multifaceted. From the point of view of its range, it can be considered as *mass* communication (with the whole world), i*ntrapersonal* (communication between the user and the computer),*group* communication, *interpersonal communication* ("one to the other"); a *form of mass communication* ("one to many") and *relationships*("many to many") (Коловская 2013 :22).

Given the time factor (the duration of the communication process) computer communication can be both *short* (receiving email) and *long* in time (participating in conferences, chats, forums).

In form, computer communication is divided into *oral* (in the presence of a voice modem or webcam) and *written*: text and graphic (transferring pictures, diagrams, etc., but not letters).

Since computer communication is carried out using technical means, the method of contact is an indirect communication. According to the channel of transmission and perception of information, computer communication is divided

into *actual* (communication with real people) and *virtual* (communication with imaginary interlocutors) (Кубрякова 2012 :55).

The following forms of interpersonal communication on the Internet can be distinguished:

– blog (diary), forum, chat, ICQ, multi-user games MUDs (multi-user dimension), mainly based on role-playing games (RPG – Role-Playing Games);

– correspondence by e-mail (e-mail), thematic newsgroup.

Researchers of the Internet communication usually distinguish between methods of communication on the Internet according to their degree of interactivity. The most interactive are chats and MUDs, the least – email and teleconferencing. The process of computer communication is carried out through computer discourse as a structural component of communication, acquiring specific linguistic characteristics in the Internet environment.

Computer discourse is series of electronic texts in situation of real live communication through computers connected by the Internet, a special type of interactive activity and existence in a virtual space, functioning in the form of a certain type of communication between people (chatting) (Кузьмина 2013: 55).

Computer chat discourse has a poly-discursive structure and has a number of constitutive features:

1) electronic form of messages;

2) virtual communication environment;

3) computer mediation;

4) multimedia;

5) interactivity;

6) difference between the perceived virtual spatio-temporal deixis from the "real" one;

7) graphic transmission of paralinguistic tools;

8) physical representation and, as a consequence, the status equality of participants;

9) specific ethics of computer communication (Зайківська 2004: 44).

Chat is one of the genres of computer discourse, a communicative sociocultural environment. It is a hybrid genre between oral and written speech, a completely new type of speech activity, which is characterized by a computer-mediated synthetic type of oral-written communication, supplemented by the features of an electronic messaging channel.

Chat is a communicative breeding ground that encourages users to experiment with the word. From a formal point of view, chat is a written means of communication, because the communicators send and receive messages in the form of letters, digits and other signs.

 Chat, on the other hand, has many qualities of spoken language:

1) communication in chats proceeds in conditions of unprepared, easy communication, in which there is no officiality;

2) chats are characterized by everyday topics of communication;

3) the main forms are dialogue and polylogue;

4) when communicating, emoticons, pictograms containing a picture with the image of a particular emotion are widely used (Коган 2014: 33).

In addition, users themselves call the exchange of information within the framework of the chat system "idle talk," "talker," which indicates the perception of such communication as a conversation rather than correspondence. When communicating in chats, the verbal component, which is inherent in spoken speech, is updated in writing. The dominant phonetic principle of writing is realized through reflection on the following living phonetic processes inherent in the language: regressive and progressive assimilation of consonants, dissimilation, prosthesis, reduction of vowels, stunning of consonants at the end of a word, simplification of groups of two or three consonants, vowel tightening, quantitative reduction of unstressed vowels. Deviations from the orthoepic norm carry an emotionally expressive load and are connected with the users' desire for individualization and self-expression (Коган 2014: 22).

Communicators, manifesting themselves in the language, have a tendency to implement in writing the elements of oral colloquial speech, to create their own style, the effect of the "speech mask". In this regard, researchers record the following non-normative spellings:

– imitation of sounds (*eg, apchi, brr,* etc.),

– transmission of interjections characteristic of oral colloquial speech; transmission of prosodic phenomena: lisping, chills;

– use of archaisms, emphasized polite style of communication;

– imitation of a child's speech, the speech of an elderly country man;

– the use of colloquial vocabulary and grammatical forms,

– the reflection in writing of regional and colloquial oral speech variants.

1.2. Problems of the Internet communication study

Recently, number of communicative practices are moving to the Internet: the intensity of using the language on the Web is increasing. A special line of research is also being devoted to the study of the linguistics of the Internet.

Therefore, the consideration of the term "Internet communication" should begin with a description of the place in which this type of communication once appeared and is now actively functioning. Internet is a worldwide system of integrated computer networks for storing and transmitting information, often referred to as the World Wide Web and the Global Network, and also simply the Network. The main areas of the Internet use are the media, electronic business, multimedia, communication, etc.

This definition primarily emphasizes the technological component of the Network. However, as part of our study, it is worth considering more "humanitarian" definitions. For example, a researcher A. Matyushenko considers the Internet from the point of view of social and philosophical aspects as a special phenomenon based on network principles of information exchange, "interactivity of communicators, new methods of modeling objective reality, new technologies for transmitting information flows and a fundamentally new technology – personal

computers" (Матюшенко 2003: 55). S. Kvit considers the Internet through the prism of the sociology of communications, emphasizing that the Network is a "man-made, informational and socio-psycho-anthropological component of a person's life context" (Квіт 2008). In her opinion, the Internet as a means of social communication reveals such binary properties as activity / passivity of the social subject of the information world; the fragmentation / harmony of human social life in the information society and the inconsistency / coordination of the content of social influence in the information world.

Based on the Internet functions such as storing and transmitting information, means of socialization and self-realization of an individual or a social group, A.Matyuschhenko gives a generalized definition of the term "Internet": it is a "global social and communication computer network designed to satisfy personal and group communication needs through the use of telecommunication technologies" (Матюшенко 2003: 55).

A similar definition is given by I. Karpa classifying the functions of the Internet as follows: information, communication, transformation and rehabilitation (Карпа 2009: 25). Based on the analysis of these functions, the researcher comes to the conclusion that the Internet is increasingly transforming from the means of global communication into an integration tool that contributes to the intensive socialization of people and the emergence of new social groups (virtual communities)

There are several approaches to the study. In the framework of the *first* approach, the Internet is considered as a new social research object, and the main task of this direction is to compile social forecasts for the development of the Network.

The *second* group of studies is connected with the study of the network nature of modern society based on Internet technologies. Unlike the first direction in which forecasts are made regarding social development, in the second approach, the object of the study is most often the existing society, and the subject is the transformation of the main social institutions into network structures and changes

in the social structure of society initiated by these processes (Копыленко 2006: 44).

In the paradigmatic framework of this approach, the Internet is defined through communicative properties: it makes it possible to implement network connections of any complexity, which is a hallmark of the Internet as a private communicative institution.

A *third* group of studies focuses on theories of social virtualization. The Internet is considered as a virtual analogue or image of the world. The Internet is precisely that universal communicative space in which socializing virtualization mechanisms are launched. In this area, virtuality is the inevitable social effect of new communication technologies.

The Internet is considered as a social phenomenon, as a virtual environment in which network connections are obvious and widely available. The virtualization of social reality mediated by Internet technologies essentially transforms it and, ultimately, turns it into a new, non-existent reality.

The *fourth* line of work in the field of studying the Internet is based on postmodern concepts of vision and understanding of modern society (Солганик 2000: 33).

The *fifth* approach to the study of the Internet and Internet technologies is based on the idea of a global super-community, in which the Internet is its mandatory component. According to this approach, the Network acts as a tool that makes the globalization of information, communication, education and economics possible. Researchers working in this area argue that globalization of modern society would be practically impossible and unrealistic without the Internet.

The Internet appeared simultaneously with the emergence of this super-community, and it accompanies its distribution and development globally, around the world. Based on the foregoing, researchers believe that the Internet is currently the backbone feature without which the society itself is impossible. As part of this approach, the Internet is studied through the analysis of its social functions in a particular type of society. At the same time, clearly defined specific properties,

qualities and characteristics of the Internet, which determine the combination of the effects of group and interpersonal communication, are a unique phenomenon that is becoming an effective means of organizing social interaction both globally and nationally (Солганик 2000: 36).

1.3. Linguo-cultural aspects of online communication

The linguistic-anthropological study of Internet communication aims to establish the specifics of communication within a particular ethnic group, to determine the most common formulas of speech etiquette and communication features in general, to characterize the cultural dominants of the corresponding community in the form of concepts as units of the mental sphere, and to identify ways of accessing precedent texts for a given linguistic culture. So, for example, O.Klimenko indicates the closest connection of Internet communication, as a cultural phenomenon, with the value attributes that have developed in this linguistic picture of the world (Клименко 2008: 44).

Internet communication, understood as a cognitive-semantic phenomenon, is associated with frames, scripts, mental schemes, cognitive types, addressing, i.e. various models of representing communication in the mind. E. Kolovska, a supporter of the cognitive-semantic approach to Internet communication, interprets it as "a cognitive process aimed at real speech production, creation of a speech work, the text is considered as the final result of the process of communicative activity, which takes a definite complete fixed form as a result" (Коловская 2013: 44). She indicates the specifics of using various language tools in the Internet to give the text a certain static or dynamic character, controllability or non-controllability, integrity or instantness, duration or repeatability, causation or spontaneity, etc.

In addition to the listed various, actually linguistic interpretations of this concept, there are sociolinguistic interpretations. So, for example, structuralists and post-structuralists, first of all, Y. Kristeva points out that the method of communication completely determines and motivates the sphere of Internet

communication, which is most often determined by personal interests (music, sports, literature, tourism, etc.), as well as social institutions generated by it (Кристева 2015: 15).

In fact, the definition of the Internet communication as a narrow field of knowledge should be considered as an indication of the communicative identity of the subject of social action, and this subject can be concrete or even abstract. Each separate language represents a set of elements variously realized in speech in their relations, oppositions and connections.

A specific understanding of the concept of "macrostructure of communication" is presented in the works of T. van Dijk. The researcher interprets the macrostructure as a generalized description of the main content of communication, which the addressee builds in the process of understanding. The macrostructure of communication, which is a full text, according to the scholar, reflects the structure of long-term memory, summarizes information that is stored for quite some time in the memory of people who have read and / or heard this or that text, which is an integral part of this type of communication (van Dijk 2000: 15).

T. van Dyck regards Internet communication as the most important component of lingua-cultural interaction, the characteristic features of which are interests, goals and styles on the level of certain macrostructures.

Internet communication, which is a specific type of communication between people through the global Internet and a cognitive process of an interpersonal nature, is addressed both in direct communication (tête-à-tête / face to face) of one or another chat-chat participant, and in the address of one author Internet text or to a wide group of other people using the Internet to discuss certain important issues for them.

The focus of modern linguistics on the study of the communicative aspects of the language has made it relevant to study the addressee as an equal participant in the communication act. Taking into account the social status and education of the addressee (i.e. the recipient of information) requires the addresser (the initiator

of a particular Internet message) to select language means among specialized and non-specialized ones, to combine them and thereby to create an addressed statement. Such statement is characteristic or permissible for a particular type of Internet communication due to its focus on a specific topic or scientific discipline, as well as the composition of participants (experts in this field or the most diverse Internet users (Eble 1996: 45).

This orientation of Internet communication related to the transfer of information from one addressee to another, taking into account their likes / dislikes (in music, sports, literature, tourism, etc.) is usually meant by the term "addressing"

The meaning of addressing is perceived as primary, which, extending to the situation of Internet communication, becomes the property of statements and the text as a whole. The semantics of addressing is multi-layered; it includes fatality, personality, interrogativity, and evaluation.

Each individual type of the Internet communication generates signals of aesthetic, philosophical, ethical, etc. information, structured in a special way, in order to stimulate textual and intertextual associations and control the perception of the text by the addressee, generating in his mind a variety of "codes" for the interpretation of hidden meanings, as well as negative or positive evaluative emotions.

In this we can agree with O. Onyschenko (Онищенко 2013: 44), who believes that due to "specific laws that are of a typical nature, objective factors of text formation and the overall structure of this text" the secondary speech activity of the recipient of a particular Internet text is creative and personally directed.

1.3.1. Abbreviations in the internet communication. Every time a person one starts communication via the Internet they try to share as much information as possible and to show the attitude to the various publications of their "friends" and "followers" whether they are limited in time or simply have no desire to type long phrases. Communicating or having the so called "chatspeak" a person stops

monitoring the time but still wants to be in touch not for long. In such case the Internet speaker uses Internet acronyms and abbreviations, which easily help to show the emotional state or reaction to news of others and help the Internet users to save time for speech efforts.

They give a possibility to a co-speaker to understand one another from the first sound, they are used not only to mark the words, word phrases but also the whole sentences. In the Internet texts there are specific forms of shortening (substitution of a word or its part by the homonymous due to the sound letter or even by the number) which help to save your time spending on the Internet and increase the text's expressivity (Гальперин 2012: 74).

Talking about the development of the chat live language we should remember that it would be impossible to live without trendy social networks, numeral chats and discussion boards such as *Twitter, Facebook, Ask, WhatsApp* and many others. Almost every live chat or Internet message exchanging program use acronyms and abbreviations because it makes the communication easier and less formal. But before looking deeper into the nature of Internet acronyms and abbreviations, their transformations of meaning and influence on the source as well as on the target language, it is necessary to see the main differences between the notions «acronym» and "abbreviation".

D. Kuzmina insists on defining the notion of "acronym" as abbreviation which is formed from its first letters and can be read as alphabet sounds (BBC, EEC), in accordance with the rules of orthoepy (NASA, NATO) (Кузьмина, 2013, c. 25). But according to the Oxford Primary Dictionary, we can understand "acronym" as a word or name that is formed from the letters of other words and "abbreviation" as a word or group of letters that is a shorter form of something longer. So, acronyms are pronounceable words (*CU – see you*) when the abbreviations are mostly used in written form and are meant as a whole unit (*2moro – tomorrow, approx. – approximately*).

The first group is <u>apocope</u> (back-clipping) which is cutting off the final element of the word: *doc<u>tor</u>> doc, edu<u>cation</u>>ed, oft<u>en</u> >oft, admi<u>nistrator</u>> admin, hyper<u>active</u>> hyper, poli<u>tician</u>> pol.*

The second group, but less numerous, is <u>apheresis</u> (fore-clipping). Compared to the previous group, in this group there is a truncation not of the final element of the word, but of the initial one: *worm – tapeworm*) – a virus that spreads itself on the electronic network. In the Ukrainian language, such viruses are called network worms. One of the most well-known such viruses is the virus *Iloveyou.* For example, *bus ← omnibus, chauvinism ← male chauvinism, butylnitrite ← isobutylnitrite, dreads ← dreadlocks* (Кузьмина 2013: 55).

The third group is represented by <u>syncope</u> – this is the cut-off of the middle of the word: *flu ← influenza, fridge ← refrigerator*, but their number is not significant and among the studied material, we did not find any example of this cut-off. That is why, in our opinion, this type cannot be productive.

Regarding the following type of abbreviations, they can be divided into:

a) initialisms;

b) acronyms;

c) phonetic abbreviations.

Initialisms are the lexical units that are most numerous in the English language. They denote objects or phenomena and belong to the class of nouns, i.e. have a nominative character.

Example: *<u>D</u>VP (delivery versus payment), ECGD (Export Credit Guarantee Department), GKS (Graphical Kernel System), OSF (Open Software Foundation), TPA (tissue plasmogen activator)*

However, there are initial abbreviations that include not only the initial letters, for example: *BIX (Byte Information Exchange), PBX (Private Branch exchange), XDR (External Data Representation), XML (extensible markup language).*

Such examples demonstrate that in order to recognize the reduction of initialism, it is sufficient that it includes at least one initial letter from the number

of abbreviated words. However, the elements created by the initial reduction are not able to independently perform the role of lexemes.

Initial abbreviations are formed in two different ways:

1) the initial abbreviations of the first group are pronounced literally, for example: *USA [ˈju: esˈei], B.B.C. [ˈbi: ˈbi: ˈsi:], M.P. [ˈemˈpi:].* Such abbreviations are called alphabetisms or letter abbreviations.

2) the initial abbreviations of the second group are called acronyms or compound abbreviations and are pronounced as if they were ordinary words written in the same letters, i.e. they merge in pronunciation. This is a very popular type of abbreviation, especially for English computer users.

In addition to the above, there are also *phonetic abbreviations* – abbreviations formed by replacing a component or a whole word with a letter or number, the lexicalized form of which has the same phonetic characteristics as the replaced component. This type of abbreviation appear more and more often in Internet communication. Communicators can abbreviate English words to just one letter (Соколова 2013: 65).

Analyzing the well-known social networks "YouTube" and "Facebook", we found the following examples: The verb *"to see"* becomes *"C",* in relation to the auxiliary verb "*are*", it is often simply replaced by the letter "R*", u = you, b = be, n = and, y = why, k = ok.* In the analysis, we noticed that such reductions are similar to puzzles.

For example, the numeral *2 (two)* can replace the proposition "*to".* This number appears in the following abbreviations as a special kind of phonogram, which denotes the preposition only by its sound, for example: *U2 (you too), 2DAY (Today)*

Trendy Internet communication enlists thousands of acronyms and abbreviations. Some of them are more popular and are widely used whereas others are limited in use due to their professional, age, skills, gender and other specificities which play not the last role in the Internet communication. For instance, most Internet users from all over the world are familiar with such

acronyms as *LOL* (Laugh Out Loud), *OMG* (Oh My God), *CU* (See You) and many others.

If the second and the third abbreviation are used only in the English-speaking countries or by the English-speaking Internet users and are understandable for them only, the first one *LOL* is clear for every chat speaker whether he/she speaks English or any other language. The basic meaning for this acronym, which has already come to life in live oral communication, is based on the desire to show speakers' "laughing emotion" on the publication or situation (Хомяков 2006: 58).)

Some languages have transformed and developed the meaning of *LOL* as the work's answering has shown out. For instance, in the Ukrainian language this acronym does not mean only «funny» and «amusing» but also serves as an answer to the extraordinary and unexpected ending of the situation, moreover in the Indian language the same acronym has another meaning in addition and serves as a response to the situation when someone's joke fails down or cracks. So, as we can see, the situation when the acronym becomes a separate word may have place and being influenced by the rules and needs of other (not the source one) languages it may transform the meaning as well.

Also this acronym has become the basis for other units which are widely used. They are – *Look of Love* «погляд сповнений кохання» describes the person's look which is full of love, *Lots of Love* «море кохання» or «безмежне кохання» describes the desire to show someone's strong feeling of love, *Love of Life* «вічне кохання» or «кохання на все життя» describes the immortality of the feeling of love, *Lots of Laughs* «сміятися без зупину» describes the high emotional state and the strong desire to laugh, etc. (Шадських 2012: 33).

But, due to the efficient limited development of the Ukrainian-speaking Internet users of acronyms and abbreviations there is not any possibility to find appropriate equivalents of their rendering in the target language as acronyms and abbreviations.

Having analyzed the abbreviations in English Internet communication, and more precisely in the social networks Facebook and You Tube we can divide them into categories:

Greetings: *LTNS (long time no see);LTNT (long time no type);WB (welcome back).*

Acquaintance: *AFAIK (as far as I know; ASL (age / sex / location); F 2 F (face to face); FAQ (frequently asked questions); MF (male or female); RE (how are you); SUP (what's up)*

Goodbye: *BBIAF (be back in a few minutes; BBIAH (be back in an hour); BBIAM (be back in a minute); BBIAS (be back in a second); BBS (be back soon; CU (see you); GTG (I got to go).*

Positive emotions: *GR8 (great) – чудово; LOL (lot of laugh) –купасміху.*

Discontent: *H 8 (hate); ONNA (oh no, not again); WTF (what the fuck).*

Gratitude: *10X (thanks); TFHAOT (thanks for help ahead of time).*

Moreover, a derived word can be formed by means of a telescopic method of word formation (a method of connecting the initial part of one word with the final part of another): for example, *gubbish – сміття or rubbage– нісенітниця* translated into Ukrainian, acquires the meaning of 'garbage', 'rubbish', 'nonsense'. They say this when something incomprehensible happens on the computer.

1.3.2. Slang language in the Internet communication. With the swift spread of the internet, slang quickly became extremely popular with internet users partly because it is legal to use almost any kind of language while communicating on the Net and partly because slang makes any post or message sound more natural and catchy for the reader. Slang is a domain of social groups. Mattiello describes sociological properties of slang that were derived from various slang definitions. These include for instance group-restriction, informality, time-restriction, ephemerality, debasement, freshness, playfulness, obscenity, subject-restriction, novelty, humour, unconventionality, desire to impress, secrecy, locality and culture-restriction (Mattiello 2008: 36).

All in all, we may define slang as a connecting element for people of similar interests, life styles, age and experience, which is mostly considered to be a subordinate speech, a lower ranking variety of formal language. Slang continually expands language from every perspective – morphological, lexicological, semantic and syntactical. Even though its vocabulary thrives especially in taboo subjects such as sexual intercourse or male and female genitalia, vulgar words are fairly commonly used in everyday spoken and written conversation (Nida 2000: 65).

Slang is meant to surprise, impress, shock and provoke; typically, it is humorous and playful and is often used exclusively within a particular social group or subgroup. It also varies greatly on regional basis: although the inhabitants of the USA, Australia, Canada, the United Kingdom, Ireland and other countries share the same language, their slang differs in lexicon, grammar and usage.

Slang is generally one of the most variable parts of a language, it is always up-to-date adapting new words and phrases and attributing them new meanings; however, it is rather liable to die out because generally, the society, its tastes, likes and interests are changing too rapidly and there is not a big chance for a language craze to endure (Connor 2000: 36).

Computer slang is extremely rich in variety and often also rather creative; it includes vulgarisms, abbreviations, shortenings, blendings, acronyms etc. The latter has become exceptionally popular for it is the quickest way of writing, saving its author a lot of keystrokes. Furthermore, acronyms are very productive – according to www.internetslang.com there are already more than 6 000 acronyms and new ones are constantly being invented. The most common acronyms would seem to be *BTW (By The Way), BF / GF (Boyfriend / Girlfriend), THX (Thanks), OMG (Oh My God)* or *LOL (Laughing Out Loud, but may also stand for Lots Of Love)*.

As D. Crystal (2000) points out, all of these abbreviations have become extremely popular in recent years, especially with teenagers and young adults. Nowadays, it is not an exception to overhear such expressions even in a face-to-face conversation, usually as parts of colloquial speech or slang. The usage of these

expressions varies from case to case basis: some of today's trendy ones may cease to exist in a few months whereas some may become extremely popular within a very short period of time. Slang is considered as conscious, deliberate use of elements of general literary vocabulary in colloquial speech for purely stylistic purposes. It is used to convey a certain mood of the speaker, to create unusualness, the effect of novelty, difference from recognized patterns, to give expression specificity, liveliness, visibility, expressiveness, accuracy, imagery, and to avoid clichés, stamps. This is achieved by using such *stylistic means* as metonymy, metaphor, synecdoche, euphemism, litotes, roughly speaking, they call this kind of slang not otherwise but "general slang"

This point of view, in addition to T. Harvey (Harvey, 2001, c.36) also adheres to the vast majority of researchers, whose formulations were considered in this paper. Among them is V. Kubryakova, who defined slang as "the language of street humor, of fast, high and low life" (Кубрякова 2012:44).; O. Klimenko called slang "the diction that results from playing with words and renaming things" (Клименко 2008: 65).

H. Voronin wittily defines slang as "a language of a tramp that wanders in the vicinity of literary speech and constantly tries to make its way into the most refined society" (Воронин 2016: 22). D. Kondratyuk, in turn, sharply criticizes this definition, arguing that the need for the authors to resort to metaphor in its formation, was caused by the inability to accurately convey thought through logical definitions, which in turn leads to ambiguity and vagueness of thought (Кондратюк 2011: 55).

It is emphasized that "slang is a very variable vocabulary and phraseology of colloquial speech which has a fashionable and burlesque character" apart from humorous effect: "Slang is a set of common and widely used words and expressions of a humorous nature – deliberately used substitutes for ordinary literary words" (Кондратюк 2011: 58).

D. Kopylenko claims that slang is "a form of colloquial speech created in a spirit of defiance and aiming at freshness and novelty" (Копыленко 2005: 44); С.

Abramova gives the following designation: "slang is a variety of familiar and colloquial speech, often new, picturesque, and striking, but not yet fully recognized and accepted by the community as a permanent part of the common language" (Абрамова 2005: 66).

As can be seen from the last three statements, all researchers attribute the phenomenon of slang to the sphere of colloquial speech, thus attributing it to a rather colorful phenomenon and mostly with positive characteristics.

It is necessary to point out, however, that computer slang is not represented by abbreviations only. Since the rise of the internet and the importance of computers in general meant also the beginning of brand new services offered online a whole new area of word stock has been created to match the needs of their users. Many common words started to be used in connection with the internet and gained completely new meanings; for instance spam (an unwanted or unsolicited email), firewall (software or hardware protection against viruses and hackers) or bookmark (a tool for remembering URL of our favorite web sites).

Moreover, words like blog (an online personal journal or diary) or email (electronic mail) entered general word stock of many languages around the world. Another example – Google, is probably one of the best known expressions connected to the cyberworld. Not only has it been the most successful search engine in the USA for the last 5 years with market share usually reaching about 70%, it is also a word that became part of everyday language both as a noun and a verb. To google something in today's slang is synonymous to "look up something" using Google search (Девтеров 2014: 65).

The most common examples of somewhat fancy spelling may include words consisting of a combination of letters and numbers, where the numbers represent either a whole word or a cluster of letters that are normally pronounced in that particular expression. This kind of spelling is beneficial for its author in two ways: firstly, it is 'cool' and secondly, it requires fewer keystrokes and therefore saves time. Commonly used examples include: *hi5 (high five), b4 (before), gr8 (great), 2morrow (tomorrow)*. (Crystal 2004: 22)

Likewise, the symbol '@' started to appear in many slang expressions such as *@schl (at school), @hm (at home), cu @ 8 (see you at 8).* Another possibility of making writing faster is to substitute a word with just one letter on the basis of phonological similarity, e.g. '*r u l8?*'. Looking rather cryptic, this sentence easily translates as '*Are you late*?'

There exist a few various options of the emphasized emotions; for example, it is possible to overuse punctuation, for instance *What have you done??????* (expressing reproach), use one letter repeatedly as in an exclamation *Oh nooooooooo!* (when conveying extreme sadness or regret) or simply use capital letters for the whole message *WHERE HAVE YOU BEEN???,* which is within the Netspeak boundaries considered to be an equivalent to shouting. To make this question sound even more urgent, it is also possible to make spaces between all the letters: *W H E R E H A V E Y O U B E E N???* (Crystal 2002: 36).

Conclusions to Chapter One

1. Internet communication is an innate part of everyday life that brings about various advantages and disadvantages. In a way, the internet has opened a new dimension of communication; it managed to connect people all over the world with just several restrictions mainly of material character (such as possession of a computer). In the cyberworld distances do not matter, users are literally just a few clicks from each other.

2. By virtue of the internet it is possible to communicate with anyone, nearly anywhere around the world and at any time. However, internet communication varies greatly from face-to-face communication and therefore it is necessary to accept the fact that most online conversations are purely textual, some can be audio-visual, nevertheless both kinds lack personal touch. For these reasons, there has been a constant need for appropriate and convenient way to express one's thoughts and emotions; therefore, a completely new way of communication came into being and has been developing since.

3. Internet communication includes mainly very specific vocabulary closely linked to the internet and computers in general and other devices such as heavy punctuation, emoticons and acronyms to imitate spoken language with its prosodic features.

4. The internet provides us with numerous options of communication with other users and consequently the range of its means is extremely broad. For that reason, this thesis narrows it down and focuses entirely on the language of social networks, which have become exceptionally popular among internet users of almost all nationalities, age groups, races, education and beliefs.

5. In this direction, the Internet is presented as a single information space. As the Internet develops, the role of technology, knowledge and information increases, which leads to changes in the social structure. In this approach, information and technologies are determining the system-forming subjects of a new type of social structure.

6. Fancy spellings may include words consisting of a combination of letters and numbers, where the numbers represent either a whole word or a cluster of letters that are normally pronounced in that particular expression. This kind of spelling is beneficial for its author in two ways: firstly, it is 'cool' and secondly, it requires fewer keystrokes and therefore saves a user's efforts.

7. There exist a few various options of the emphasized emotions; it is possible to a) overuse punctuation marks: !!!, *??????* (expressing happiness or reproach), b) use one letter repeatedly in exclamations *Oh noooooooooo!* (when conveying extreme sadness or regret), c) use capital letters for the whole message *WHERE HAVE YOU BEEN???,* which is within the Netspeak boundaries considered to be an equivalent to shouting, and d) use spaces between all the letters: *W H E R E H A V E Y O U B E E N???* to make the question sound more urgent.

CHAPTER TWO. LINGUISTIC SPECIFICITIES OF COMMUNICATION IN SOCIAL NETWORKS

2.1. Notion of Social Networks

The main goal of the user is to attract the attention of the audience to his personality. For this, the capabilities of social networks allow users to provide various data about themselves not only in verbal form (statuses, profiles, coordinates, contacts), but also in visual and audiovisual (photos, images, video clips, audio clips). Thus, in social networks, the user can recreate his virtual "I" and his environment. In addition, in recent years, social networks have become an important source of various information (Garrand 2005: 15).

By creating numerous groups and publics (a public is a public page, an analogue of a group) by interests (social, political, cultural, entertainment, sports, etc.), where social networks provide the user with the opportunity to keep abreast of all significant events for him. Based on the concept of social networks that exist in reality, we define what these networks are in the context of cyberspace (Wellman 2001: 58).

In order to be called a social network, an Internet project must provide the following functionality:

1. The ability to create individual profiles that will contain certain information about the user (his name, family status, interests, etc.);

2. The possibility of user interaction (by viewing each other's profiles, internal mail, comments, etc.);

3. The ability to achieve a joint goal through cooperation (for example, the goal of a social network may be to search for new friends, maintain a group blog, etc.);

4. The ability to exchange resources (for example, information);

5. The ability to meet needs through the accumulation of resources (for example, by participating in a social network, you can make new friends and thereby satisfy the need for communication).

(Wellman 2001: 33).

(Garrand 2005: 40).

Researcher K. Doctor says that at first everyone considered the Internet to be another media outlet where a user can place a traditionally made product. However, he claimed that was a mistake. Because the Internet turned out to be an independent way of life, the new business environment of the Internet has given media readers new opportunities: a response to the information received and the creation of their own content used in the media. At the same time, news producers also respond quickly to reader comments.

As noted in the book of N. Heinz-Werner. "Journalism and Convergence", "in multimedia media there are growing opportunities and services for personalizing and individual user intervention in the media content (the ability to leave a comment on the site, write a review on an article, vote for a material, send a bookmark to a friend, etc.)" (Heinz-Werner 2009: 55).

Not only users are interested in online media, many media managers talk about the benefits of Internet communications and see the future of the media behind it. However, social networks are playing a very important role. They have become not only a place of communication – over the past five to seven years they have significantly expanded their functions.

They are increasingly talking about the integration of media and social networks and the transfer of media functions to the latter. Today we are witnessing a situation: social networks are becoming a source of information. And this function has recently been indispensable. In addition, the reader has become closer to the journalist. Now we can see in the comments to the posts an instant reaction of people to this or that information.

Social-network concepts have become increasingly interesting to companies such as *Ryze, LinkedIn, MySpace, Tribe, Orkut*, and *Friendster,* which have launched networking sites in the past few years, although no particularly lucrative business model has emerged. At the inter- and intra-organizational levels, analysts have used SNA to map the ways in which people communicate and cooperate —

that is, to identify knowledge flows: Who do people seek information and knowledge from? Who do they share their information and knowledge with? (Соколова 2013: 44).

As applied to business, social network is often about revealing the informal communication networks that exist within organizations — how information actually flows around and between the formal procedures and relationships mapped to organizational hierarchy charts. Several consultancy firms are offering services based on social network, promising optimization of information flow as a way to improve efficiency, reduce costs, and improve productivity. Within the research context, understanding how these informal networks flow within and among organizations has even given rise to a separate area of study, called organizational network analysis (ONA).

It is very difficult to imagine the modern world without social networks. This is perhaps the most popular source of not only information receipt, but also a means of information exchange. Today, social networks are so firmly entrenched in our lives that almost everyone has a "page" in the Internet. A social network is primarily sites which are created with the aim of uniting or introducing people to common interests, sharing information (including text, photos, video, audio), the ability to mark places, add to friends, and categorize them into different categories: the best friends, family, school / university friends, etc.

The term "social network" appeared long before the Internet –it was in 1954. The concept of social networks was introduced by the American sociologist James Barnes, implying the branched relationships of a person with other people. Maintenance and creation of various social connections in the Internet started from the birth of the Web itself – e-mail, newsgroups, opportunities for interactive communication, various chats. Initially, the task of all these communication tools was not so much communication as the solution of business issues and work tasks. But the social and entertainment function of the Internet quickly reached one of the first roles (Хомяков 2009: 55).

In 1995, Randy Conrad created the first social network "Classmates". The purpose of this social network was to help registered users to find and keep in touch with friends with whom the user has dealt with throughout his life: in kindergarten, school, university, at work or while in military service. By 2008, over 40 million active users from the United States and Canada were registered with Classmates.com.

Almost immediately after the advent of Classmates, such social networks as MySpace, LinkedIn, and finally Facebook, which launched a massive enthusiasm for social networks, were launched. Today there are a huge number of social networks. The most popular of them are: *Facebook, Instagram, Tumblr, Twitter, Pinterest.*

One of the iconic phenomena of the century was LJ. March 18, 1999, Livejournal (LJl) which was created by American student and programmer B. Fitzpatrick. This platform was the first to offer the opportunity to create and communicate with the community (Rich 2010: 55).

However, the social network boom is believed to have been officially started in 2003-2004, when MySpace and Facebook started. Facebook was officially launched on February 4, 2004. T. It was created by the Harvard University students M. Zuckenberg, D. Moskowitz, C. Hughes and E. Saverin. Initially, the network was designed exclusively for Harvard students, but in March of that year students from other universities joined the network. By December 2005, Facebook had more than 7.5 million student accounts, and according to the company, that number has grown by 20,000 every day.

B. Wellman (2001) identifies a number of specific features of characteristic of network communication: virtuality, interactivity, hypertextuality, globality, creativity, anonymity and mosaicism.

Virtuality is a characteristic of symbolic reality opposed to the objective world and replacing it with images and analogues.

Interactivity is associated with an orientation towards the individual and selective use of information.

*Hypertextuality i*s the ability of the user to independently define, model and organize the text space at will.

The *global nature* of network communication is determined by the ability to maximize the space within which communication takes place, and *creativity* is a characteristic of network communication that allows the user to constantly invent new ways of self-presentation, while the most comfortable environment for this self-presentation is created by such a property of network interaction as *anonymity.*

The *mosaic nature* of communication is based on the absence of an ordering center and an ordered periphery, due to which the socio-cultural space forms chaotic or mosaic structures (Wellman 2001: 48).

Thus, according to S. Garrand (2005), we can say that social networks are characterized by a potentially infinite number of independent centers for the accumulation and dissemination of information, which determines, on the one hand, the globality, democracy and accessibility of information, and on the other hand, its lack of control.

However, not all Internet sites with the ability to communicate with users are social networks. In other words, in order for an Internet site to be called a full-fledged social network, it is necessary to isolate its functionality.

According to S. Garrand, the following features can be distinguished that a social network should have:

1. The ability to create individual profiles that will contain basic information about the user – his name, family status, interests, etc.

2. The ability to interact with users by viewing profiles, sending each other private messages, comments, etc.

3. The ability to achieve the goal of visiting this Internet resource – for example, finding friends, blogging, etc.

4. Ability to exchange resources: information, various files, etc.

5. The ability to meet needs through the accumulation of resources. For example, meeting the need for communication by increasing the number of acquaintances on social networks (Garrand 2005: 11).

Based on this, it is possible to formulate the concept of a social network in its narrow meaning and define a social network as an interactive multi-user site, the content of which is filled by its visitors, with the ability to indicate any information about an individual person, by which other members of this network can find the user's page (Garrand 2005: 15).

The complexity and multidimensionality of the concept of "social network" in the context of this work allows us to classify all social networks depending on the classification criterion. The most general classification of social networks is by purpose:

- social networks of general purpose, that is, such social networks for access to which there are no restrictions, and the purposes of using these networks can be absolutely any, but do not contradict the current legislation.

- social networks for special purposes, that is, such social networks, access to which is necessary for the user to achieve some specific tasks (for example, various social networks specializing in dating or social networks for professional purposes) (Wellman 2001: 46).

Depending on the openness of information, there are:

- open social networks, that is, social networks available to any user with access to the global Internet, for example, *Facebook;*

- social networks with limited access mode are, as a rule, professional Internet communities or other social networks, for example, the *Nextdoor* social network, created to search for and communicate with neighbors;

- closed social networks, in order to gain access to which it is necessary to fulfill a special condition or meet certain criteria. An example is the social network *Affluence.org*, to access which it is necessary to meet the property criteria, as well as receive "invitations" from five members of this social network.

The most common classification of social Internet networks is by the types of services provided. So, according to the types of services provided, the following types of social networks are distinguished:

- social networks created for personal communication of *Facebook* users, etc.);
- social networks created for business communication (for example, *LinkedIn*);
- social networks – blogging resources (for example, Twitter or Live Journal (Wellman 2001: 48).

An interesting classification, which, in fact, is analogous to the previous one, was proposed in 2008 C. Rich (2010)., who created a social media map. Social networks in it were subdivided based on the basic actions that are mainly performed by users of these services:

- services for publishing texts: blog platforms, microblogs, news feeds, Wiki services;
- services for sharing content of various types (photos, videos, documents, links, audio files, etc.);
- services for discussions;
- services related to commerce:
- geolocation services;
- social networks proper (for dating, professional contacts, "traditional social networks");
- game services.

The above classifications indicate a large number of factors that unite people in social networks.

The social network YouTube in most countries is known as the largest video hosting service, providing users with various services for downloading and accessing video materials. The company was established on February 14, 2005, USA, California. This project has become an excellent means of entertainment and communication, as well as formed its own community (Rich 2010: 62).

Thanks to the simplicity and convenience of the YouTube site, it has become the second site in the world in terms of the number of visitors. The daily number of views can reach 4 billion.

Unlike communication tools such as ICQ, SMS, e-mail, where the unit of information is a separate message as a specific text (usually private) for a specific recipient, in social networks this concept of information is significantly expanded and carries a special publicity, availability.

2.2. Internet communication vs. other forms of social networks communication

In our daily activities, we constantly communicate, and the Internet changes the communication system that is familiar to us, making us dependent on it. A new peculiar culture arises, regulated by a new communication model. Appearance of it, according to M. Castells, can be determined based on five processes:

–   Integration: a combination of art forms and technologies with the formation of a hybrid form of expressiveness.

–   Interactivity: the ability of the user to manipulate directly on his perception of the media, as well as communicate through the media with other people.

–   Hypermedia: linking individual media elements to each other to create a loop of individual associations.

–   Immersion: the experience of simulating a three-dimensional environment model.

–   Narration: aesthetic formal strategies stemming from the above concepts and resulting in non-linear forms of narration and representation (Rich 2010:.43).

New models of communication in the network were identified by the researcher P. Sokolova:

1. one-way communication with high control on the part of the recipient of information, where its activity is manifested as a request for the necessary information;

2. two-way communication with a high level of control on the part of the user, where the communication poles are not divided according to the sender-receiver functions, there is a mutual reversibility of roles, equal participation in the exchange of information;

3. one-way communication with the separation of the functions of the sender and the recipient, with a low level of control by the recipient, in the form of monologues;

4. two-way communication in a dialogical form, with a low level of control by the recipient, with the possibility of response from the recipient (Соколова 2013: 44).

New types of communication have been formed in the "virtual communities" created by the first users of the worldwide network. These communities became sources of values, patterns of behavior and social organization serving as models for them.

B. Wellman proposed the following definition of the concept of "community": "these are networks of interpersonal relationships which provide sociability, support, information, a sense of belonging and social identity." Based on this, we can talk about the transition "from society to the network as the main form of organization of interaction" (Wellman 2001: 47).

M. Castells states that the online community is "close to the anti-cultural movement and alternative lifestyles" (Castells 2015: 28). However, opportunities and geographic expansion have weakened this connection and the Internet has been filled with various interest and value guidelines. This led to the fact that the "virtual community" became so diverse that it did not create a single picture of the culture of the Internet space.

M. Castells states that communication within all communities and their networks is built on two values that are common to all. The first is the value of horizontal and free communication. The practice of virtual communities is the practice of global freedom in the age of media conglomerate domination and national bureaucratic censorship. Highly acclaimed from this session, this freedom

for many to express their views and draw the attention of many others has become one of the Internet's major values (Castells 2015: 30).

The Internet has given media readers new opportunities: responding to information received and creating their own content used in the media. At the same time, news producers also respond quickly to reader comments. Nienstedt H. states that in multimedia media there are growing opportunities and services for personalizing and individual user intervention in the media content (the ability to leave a comment on the site, write a review on an article, vote for a material, send a bookmark to a friend, etc. (Nienstedt 2009: 58).

Not only users are interested in online media, many media managers talk about the benefits of Internet communications and see the future of the media behind it. According to 2008 data, 44% of media managers chose the Internet as a media platform (Rich 2010: 48).

However, social networks are playing a very important role. They have become not only a place of communication – over the past five to seven years they have significantly expanded their functions. They are increasingly talking about the integration of media and social networks and the transfer of media functions to the latter. Today we are witnessing a situation: social networks are becoming a source of information. And this function has recently been indispensable. In addition, the reader has become closer to the journalist. Now we can see an instant reaction of people to this or that information in the comments to the posts (Соколова 2013: 58).

The online community has gradually changed, leading to the emergence of social networks. This has become a trend in the last decade of the 20th century.

For communication on social networks has following features:

a) "Live" communication

b) Other forms of traditional written communication

c) Other forms of internet communication.

In addition, we try to prove these statements. Language exists verbally and in writing. Each has its own characteristics, distinguished by the system of presentation, the nature of the recipient, and the characteristics of perception.

In languages where oral speech is the predominant, this is the only form of its existence. Literary speech is presented in two types: colloquial speech and written speech. Written utterances are created as a specific form of displaying the content of oral utterances (using specially created graphic signs for this), and at the present stage of socio-historical development, most of them are self-sufficient. It is self-sufficient (Wellman 2001: 35).

Nonetheless, written and spoken language are closely related, and their "unification of voices" also includes major differences. The multidimensional relationship between written and spoken language has been the subject of research by many domestic scientists.

Web space must be considered as a new sphere of functioning of the language in all its multidimensionality. Communication in this area, being multifunctional, has a number of specific characteristics. The Internet is a space of primarily written communication. Visualinformation is of fundamental importance. For linguistics, among other components of the linguistic part of the Internet, chats and forums, which have taken a firm place in the minds of the audience, as well as short text messaging tools (ICQ and its analogues) are of particular interest (Онищенко 2011: 44).

Here are the general features of Internet communication that are characteristic of these genres.

1. Anonymity. Despite the fact that sometimes it is possible to obtain some information of a personal nature and even a photograph of the interlocutor, they are insufficient for a real and adequate perception of the person. In addition, often there is a concealment of information or the presentation of false information.

As a result of such anonymity and impunity, another feature manifests itself on the Web that is associated with a decrease in psychological and social risk in the process of communication – affective emancipation and some irresponsibility of

the participants in communication. A person on the Web can and does display greater freedom of speech and deed (up to insults, obscene expressions, sexual harassment), since the risk of exposure and personal negative assessment of others is minimal.

2. The uniqueness of the processes of interpersonal perception in the absence of non-verbal information. As a rule, the mechanisms of stereotyping and identification, as well as setting as an expectation of the desired qualities in a partner, have a strong influence on the idea of the interlocutor (Rich 2010: 85).

3. Voluntariness and desirability of contacts. The user voluntarily makes or leaves contacts, and can also interrupt them at any time.

4. The difficulty of the emotional component of communication and at the same time a persistent desire for emotional filling of the text, which is expressed in the creation of special icons to indicate emotions or in the description of emotions in words (in brackets after the main text of the message).

5. The desire for atypical, abnormal behavior. Often, users present themselves on a different side than under the conditions of a real social norm, lose roles and scenarios of abusive behavior that are not realized in activities outside the Network.

As for social networks, this is a real "second reality", a substitute for real life, therefore communication in it is richer and more specific in other ways (for example, in correspondence by e-mail, chat rooms, forums, etc.).

In a social network, a person provides the most complete information about himself, which partially or completely eliminates the anonymity of communication. If a person uses a nickname when communicating in a chat or forum as its designation, then on a social network a person communicates his name, designates his place of residence, place of work or study. Often a person reveals especially personal information, whether it is marital status, political views, etc. Among other things, it is possible to view all the contacts with which a person is in contact. A distinctive feature of virtual communication in comparison with

live communication is using the right to choose: reply or not reply to the message sent.

Often, users when committing any actions on social networks, whether publishing photos, changing status or avatars, expect from others any reaction: approval or comment. This is due to the fact that in real life a person receives an immediate response to the action committed by him. For example, if a person asked a question to another person, then he immediately receives an answer to it (Онищенко 2013: 44).

In a social network, the expectation of a response may last a certain time before any action occurs, and sometimes the person's expectations may not be justified, and there may be no response at all. For example, when a person was online, you sent a private message, but you didn't receive a response. The reason for this action is not clear, so this action has remained incomplete (Wellman 2001: 38).

Sometimes the message transmitted by us loses some sense – not in terms of what we want to convey to the interlocutor, but in terms of the loss of the non-verbal component of the conversation. When a person speaks, in addition to words, he also expresses his thoughts or emotions with the help of gestures, touches, intonation, which is important in a conversation. In social networks, in the context of the active use of creolization, the perception of the interlocutor's speech is somewhat different.

This is due to the fact that a person cannot verify them (that is, check whether they correspond to reality) – the interlocutor can send an emoticon-smile, although he actually sits in tears or, conversely, send an emoticon "with tears in his eyes", just desiring to arouse guilt, regret, etc., at the addressee, that is, manipulating him. This distancing of communication (with apparent proximity) creates problems

2.3. Paralinguistic means of emoticons and stickers in social network communication

A characteristic feature of communication in social networks is the use of emoticons. First of all, the term "emoticon" appeared in the English-speaking environment (from the blend of the English words "emotion" – emotion and "icon" – symbol, sign). The first documented case of using emoticon in Internet communication was the message of Scott Fahlman, who published a text on September 19, 1982 on the website of Cornegie Mellon University with a proposal to use the combination **:-)** to indicate jokes and **:-(** to indicate not comic, serious statements.

According to the Oxford Dictionary (2010), an emoticon is an image of facial expressions, such as a smile or displeasure, through various combinations of keyboard characters, which is used in electronic communication to convey the feelings of the author or the tone embedded in the message. In this sense, the emoticon is a synonym for the term "text emoticon", more applicable to the Ukrainian-language Internet environment and which is used in the future.

In the works of Western researchers, the property of combining punctuation marks is also highlighted only for emoticons. Their writing is completely independent of the technical features of the communication program used (Skype, ICQ, Facebook Messenger, a form for filling out a questionnaire on the library website, etc.) or a device (smartphone, tablet, desktop computer). Since punctuation marks are available to everyone, the author can be sure that the reader's screen will reproduce the message with text emoticons in the form in which it was conceived (Pic.2.1)

Pic. 2.1. The basic set of emoticons

At the same time, a significant drawback of this type of emoticons is their visual poverty, difficulty in interpreting, and a limited set of easily recognizable combinations. A graphic emoticon is the concept most closely associated with a round yellow face with dotted eyes and a smile. This image was created in 1963 to decorate stationery buttons and became known throughout America.

In 1971, the emoticon image was registered in Europe as a trademark by SmileyWorld, which subsequently extended its license in 100 countries for more than 25 different classes of goods and services.

At the time of the technical ability to add small images to the text, these smiling faces were used in the first place. Services that provided the opportunity for online communication — forums, chat rooms, instant messaging programs, and the like — were extremely interested in this. Each similar service had to add a set of pictures to its code, which later became available to users at the time of writing messages.

Graphic emoticons, unlike text ones, have much greater expression. They are brighter, more interesting and easier to convey meaning to the reader. However, they are limited in use – images used on a particular site cannot be copied and

pasted into text on another resource. Moreover, many resources simply do not provide the ability to use any images in the text (Rich 2010: 47).

The set of basic characters – smiles, in the text is as follows: (with examples, please).

:-) – the most common smile. It indicates a joke, the location of the interlocutor for communication or just a smile. But since cursive writing has to reduce the content of words and signs, the same thing, but in an abbreviated form, it takes the shape of **:)** or just the use of the bracket). It should be noted that it was the latter option that gained the greatest popularity.

I suggest the following character sequence for joke markers :-)

;) – wink. Rather, it means excitement, flirtation and all other actions corresponding to a winking person in reality;

Why then do you need camps at all? Or do you need a camp – you eat, swim for 10 minutes, eat, sleep, jump, eat, sleep again. ;)

:(– means a sad expression on the face, disappointment in something;

And what is possible if nothing is impossible? :(

: – / – symbolizes a face with a crooked mouth or a slanted smile. It can mean frustration, skepticism, sarcasm.

So she hasn't found anything in 20 years? : – /

8-) – Symbolizes a smiling face with wide eyes. As a rule, expresses surprise and irony. Often, these two emotions, combined in one emoticon, can relate to different people (that is, one was surprised, and the other was funny).

I am sitting reading the next chapter from the book "Waiting for the child." The husband comes in, looks into the book, sees a drawing of a baby in the stomach in the seventh month of pregnancy and says approvingly: "Oh, you are studying the operating manual ..." 8-)

% -) – symbolizes a face with twisted eyes and a smile. It can refer to a state of "dumbfounded" or other overly intense emotion (such as shock or a sense of collapse) of a mostly unpleasant type. A smile in this emoticon often means sarcasm, although sometimes it just doesn't carry a serious semantic load.

At the first stages, the experimenters "trained" themselves to such food, even making pies with biomass. Nasty, they say, rare %-)

% (– symbolizes a sad face with twisted eyes. The meaning is close to the previous sign, but no longer contains sarcasm, but rather carries a tinge of pessimistic perception of reality.

This is not "my beggarly $ 4", but my hard-earned hundred rubles. % (

: – [] – symbolizes a face with a drooping jaw. Indicates a high degree of surprise, usually unpleasant.

What are you: – []

; -> – winking formidable physiognomy;

Were you thinking of something else? ;> ;> ;>

; -O – this smiley carries the context of ending the conversation, replaces the words "*See you!", "Bye!"* (Wellman 2001: 15).

Currently, text emoticons are beginning to fade, and they are being replaced by graphic, even more similar to their ancestors, graphic pictures depicting faces, objects, signs, etc.

And if symbolic emoticons were not clear for many people, then graphical ones allowed expanding the circle of people who use this virtual reality tool to add emotionality to their messages. This is because visually the emoticons themselves have become more interesting and, most importantly, more understandable for people of different age ranges.

Based on what they depict, emoticons can be divided into six groups:

1). Actually emoticons. Erysipelas, most often yellow, transmitting various emotions – joy, laughter, anger, crying, surprise, etc.

You bumped your thread after just a couple of minutes, with a lame pun. What sort of reaction were you expecting?

It is Sulphur monoxide   I give up

Pen and paper personally but your choice.

2). People. Images of people who, in turn, are divided by gender, age, occupation, status, etc. (man, woman, hairdresser, bride, snowboarder, swimmer, etc.)

I'm   to work."

This also includes images of gestures and body parts (thumbs up, eyes, lips, ear, nose, etc.).

No talk ✕ 👥 ı

3). Nature. These are images of the most recognizable animals (dog, cat, cow, etc.), birds (chicken, pigeon, penguin), aquatic inhabitants (dolphin, whale), as well as insects, plants, flowers, atmospheric and natural phenomena.

The World Wildlife Fund (WWF) launched the #EndangeredEmoji project. Its essence is simple: go to the site endangeredemoji.com, click on the "Retweet to Start" link and subscribe to the project's Twitter channel. After that, you can use emoji from one of 17 endangered animal species.

4). Food. Images of food, which in turn are divided into the actual dishes / desserts, fruits / vegetables and drinks.

I've made delicious soup

5). Items and symbols. Images of various objects that represent the following classes:

- hobbies / activities (guitar, basketball, billiard ball, dice, paint palette);
- office / school supplies (book, notebook, computer, diagram, schedule, paper clip, ruler), clothes / shoes / accessories (dress, boot, bag, crown);

My phone is dying. Do you have a charger?

- transport / vehicles (train, plane, car, motorcycle, tractor, rocket),

   The family is afraid of going on a cruise, getting stranded and having to

swim home.

- symbols (heart, sun, earth, traffic signs) flags (USA, Germany, China, Korea, etc.) and more (Wellman 2001: 85).

Having studied them, we came to the conclusion that emoticons are not only pictograms, but in some cases ideograms (for example, various hearts). They also have the following characteristics:

1) *Recognition and comprehensibility*. The most recognizable, widely known, popular phenomenon or object (cat, dog, sun, moon, rose, banana, book) is necessarily taken as the basis of the emoticon.

2) *Unity.* As a rule, the emoticon is presented in the form of one subject (except for the emoticons of paired objects such as applauding hands and images of pairs of people, as if illustrating certain relations between them).

It was also found that 35% of women more often use emoticons that convey humor, while men tend to use emoticons to express sarcasm (31%). Another interesting conclusion from E. Wolf's research was published in her work CyberPsychology and Behavior (Wolf's 2001: 44).

As a result of monitoring online communication between men and women, it was found that women began to use sarcastic emoticons more often when communicating with a man, while men used much more emoticons when communicating with women than when communicating with other men. In other words, both communicators have changed their linguistic online habits to match the way their interlocutor communicates (Harvey 2001:44).

On a smartphone, these characters will require the installation of a special application. Usually in the keyboard there is a special button that provides the ability to select an image.

In addition to standard emoticons, instant messaging applications have expanded their visual range with a new type of graphic emoticons – stickers. These are, as a rule, copyright pictures made to order the application. They are quite complex and represent some specific plot or characters.

Stickers can be animated. Sticker (from the English sticker <stick to stick) is the label, glued to the product. The sticker can be used as an information banner, an element of wall decorations and interior decoration. It expresses the emotions that the sender is currently experiencing, in a larger "size". Unlike emoticons, stickers have specific authors and are clearly classified into groups. In each group, there are from 16 to 48 or more stickers with different emotions (most often it is joy, laughter, anger, sadness, surprise).

However, they cannot be used simultaneously with text – to send a sticker you need one separate message, while ordinary graphic and text emoticons can be combined with letters and punctuation marks in one message. In addition, for everyday needs, it is apparently not very convenient to use such complex, situational images, the meaning of which is not always intuitive.

In addition to this, communication programs often monetize the ability to send stickers – special sets of pictures are issued to coincide with the holidays, movie premieres, and so on, that must be purchased in order to use. Stickers are often used for advertising purposes – for a period of time, animated images of advertising heroes associated with a particular product or service appear that you can use in your communication for free.

Accordingly, such graphic emoticon cannot be expected in the long term, and it cannot become part of the usual repertoire of user's emoticons. Thus, with the increased importance of communication via smartphones (more about this in the second chapter), an empty niche appears – users who communicate on the Internet need characters that can be easily combined with text on any possible

platform. Moreover, they are equally recognized by both the reader and the author, have sufficient expression power, are diverse, but not too specific. **Emoji,** the most modern and sought-after kind of graphic emoticons, began to play just such a role.

Emoticons and stickers are images of common gestures and facial expressions used in direct communication. These non-verbal units have been described in detail in a number of works by such researchers as Allan Pease (2004), James Borg (2013), G.E. Kreidlin (2018), Paul Ekman (2009) and others.

Thus, text emoticons are easy to use in any context and can be combined with any text, however, their number is limited and only signs expressing joy are used – **:-)** – and sadness: **:-(**.

Groups of characters expressing more complex concepts are not always clear to the reader and one needs to have sufficient imagination to interpret some of them.

Conventional graphic emoticons, as a rule, can be combined with the text. They are visually clear and, as a rule, are provided to users in sufficient quantities. However, their use is limited to one platform, the author cannot be sure that the reader will receive the message in its original form.

Table 2.2

Sign system

Sign system	Example	Technical freedom of use	Expressiveness	Volume of vocabulary	Compatibility with text
Text Emoticons	:-)	+	-	-	+
Emoticons		-	+	+	-/+

Stickers	🙂	-	+/-	+/-	-
Emoji	😃	+/-	+	+	+

Stickers, a subset of graphic emoticons, are very expressive, they represent specific characters or specific situations. That is why messaging services provide their users with a large number of stickers to choose from. Nevertheless, this cannot be called an unambiguous advantage, since their size and quantity does not allow to select the desired character quickly.

Overloading with details also prevents users from conveying simple ideas or emotions. In addition, the stickers are not combined with the message text and are the property of each individual platform. In this light, emojis are the most convenient and universal system of non-letter characters. Bright and clear, they give users a wide choice and are easily combined with the text. It is important that emojis are adapted for easy use on mobile devices, which are mainly used for informal communication (Harvey 2001: 22).

 According to the characteristics of technical freedom, emojis lose only to text emoticons – emojis will still be displayed differently on mobile devices of different operating systems, but at least they will be visible to the reader in one form or another.

It can be said that without such an additional element as emoticons, our communication in a virtual network would look monotonous, more like a business correspondence. It would be difficult to convey emotions, one would have to paint many things with words, which takes too much time, and some things, moreover, cannot be conveyed in words, as they say, "not to tell in a fairy tale, not to describe with a pen" (Garrand 2005: 47).

In network communication without smiles, there would be difficulties with humor, since sometimes messages can look insulting – but the emoticon at the end of the message changes everything and makes virtual communication more intense, original and emotional.

Also, the attention should be paid to the visible problems and shortcomings that are inherent in this form of communication using auxiliary elements for interpreting emotions through smiles. In the new understanding of the context of a network society, communication develops like the communication of children at a stage when they just learned to speak simple phrases, and convey more complex ones with facial expressions, gestures, and facial expressions. There is only one significant difference – a child cannot lie, and an adult, on the contrary, very often abuses emoticons. The most innocuous example is the falsification of a bad mood, veiled by skillful word manipulation and a set of smiles.

The modern generation spends most of its time in the virtual world, constantly using and supplementing the "smiley" stock of words, emotions. In this regard, the representative of the network Internet society, when communicating with the interlocutor, does not verbally paint what he thinks, feels, but simply uses a template for the image of an emotion or a set of emotions prepared by someone in advance.

Communicating in this way in the vastness of the Internet, many people have difficulties with real communication, since communication in the Internet network, which is constructively based on the use of short messages and various smiles, becomes more and more simplified every year. And indeed, why think about how to correctly express thought, feelings, emotions, if you can just put a smile. On the one hand, it carries with it a simplification of communication, on the other hand, it leads the human mind to atrophy of mental activity, while significantly reducing the supply of operatively used words (Harve 2001: .28).

Based on the foregoing, we can draw an ambiguous conclusion about the innovative method of smiley communication. In part, this element of the virtual form of communication is very convenient and informative, precisely with

immanent communication within the framework of network Internet services. However, for the entire time the development of communication in the networked Internet society, an individual culture has formed, in which, primarily, originality is appreciated when communicating with the interlocutor, however, as with live communication.

Therefore, it is necessary to expand not only the collection of smiles, but, first of all, vocabulary, increasing the overall cultural level based on the values of the real world. When implementing this recommendation, skillful use of a combination of the text and smiley information is guaranteed to provide the greatest originality and correctness of self-expression in a virtual environment.

Conclusions to Chapter Two

1. The most current and useful reasons for the Internet users today are, probably, playfulness, the desire to be different and to be brief; these three features show the main rules of the Internet slang development. If we take a closer look at the life around us it will become understandable that people spend more time communicating via the Internet; thus it has already formed its own language which cannot exist anymore without slang. The picture we have today is the following – acronyms, abbreviations, shortened words and jargon – they all serve as tools for forming modern Internet slang. Firstly, the main principles of acronyms and abbreviations are worked out.

2. Computer communication occurs indirectly (using computers) on Internet sites. It is implemented in writing (in the form of electronic texts), is interactive and proceeds in real time (on-line) in the Internet environment. The language currently operates in two interdependent and interconnected "spaces" – real and virtual. Adapting to the technical capabilities of the Internet, it is the main means of creating a new communicative environment in which all the specifics of its use are reflected.

3. Computer communication opens up a new dimension in human communication, making it possible to store and quickly transfer large amounts of information, use audio and video communication channels, and communicate on-line, i.e., in direct linear contact with the respondent. Computer communication is communication in the Internet environment, and this is its most important distinguishing feature.

4. Computer communication is multifaceted. In terms of scale, it can be considered as mass (communication with the whole world), intrapersonal (communication between the user and the computer) and group communication. Computer communication can be a means of interpersonal communication ("one to the other"); a form of mass communication ("one to many") and relationships ("many to many") communication.

5. In network communication signs of smile mean much. Without smiles, there would be difficulties with humor, since sometimes messages can look insulting – but the emoticon at the end of the message changes everything and makes virtual communication more intense, original and emotional.

6. Visible problems and shortcomings are inherent in the emoticon form of communication which uses auxiliary elements for interpreting emotions through smiles. In the new understanding of the context of a network society, communication develops like the communication of children at a stage when they just learned to speak simple phrases, and convey more complex ones with facial expressions, gestures, and facial expressions. There is only one significant difference – a child cannot lie like an adult who may use abusive emoticons. The most innocuous example is the falsification of a bad mood, veiled by skillful word manipulation and a set of smiles.

CHAPTER THREE. LINGUISTIC PROPERTIES OF THE INTERNET COMMUNICATION IN *FACEBOOK* AND *YOUTUBE*

3.1. Grammar of the Internet communication in *Facebook* and *YouTube*

Creating records in the social networks, users need to maximize the mobilization of language resources available to them in order to create and maintain contact. The main requirement of an English-speaking conversation regarding the continuity of communicative contact (keep-the-conversation-going) involves the use of replicas in such a way that they will be followed by the continuation of the conversation.

The strategy of maintaining communicative contact assumes mutual responsibility of partners for creating a comfortable atmosphere of communication and a smooth flow of conversation based on an adequate response, which is achieved through the tactics of building response replicas. Communication through social networks has a substituted character, when a minimum of information about the virtual interlocutor initiates special attention to meta-text information and its completion to the necessary conclusions (Клименко 2008: 44).

This communication is quite emotional. The emotional richness of such communication has a compensatory character in the conditions of the almost complete absence of non-verbal means for transmitting emotions and describing emotional states. It should be noted that emotional saturation in this environment is achieved both with the help of graphic verbal means and special software graphic means, stitched into the software shell. Communication through social networks cannot be affected by the voluntariness and desirability of contacts. Moreover, the communicative space of the Internet provides a unique testing ground for building a virtual linguistic personality: ways of its self-presentation and creative self-realization.

One of the most important ways is the predominance of simple common sentences, for example: *should have also been mentioned;*

And you didn't think to invite your evil twin why?;

I live surrounded by it every day.

Lets analyze peculiarities of grammar of the Internet communication.

1. Use of interrogative sentences

Features of Internet communication at the grammatical level are associated with the active use of interrogative sentences.

And wow – who's the sound engineer on these recordings???

What's the name of song which Jamie start to play in 1:20:50? Anybody knows?

Naturally, the desire to help in many cases contributes to the development of communication between users of social networks who are faced with a lack of this or that information, and users of social networks who are ready to help and give a hint or a detailed answer.

immaculate confection? this man is a fucking genius. happy holidays everybody!

142 dislikes? Well done Bieber fans.

In some cases interrogative sentences turn out to be elliptical.

2. Violations in the sequence of the subject and predicate

As in all languages, the agreement of the subject and the predicate is the basis of the construction of the sentence, however, violations in the sequence which often occur in the process of oral communication, the so-called "slips of the tongue", which is quite natural for spontaneous speech. Violations consist in the use of a verb form that is inconsistent with the subject in terms of a number or a person (Клименко 2008: 48).

When communicating on the Internet, it is possible to check what is written, but due to the speed of communication on-line interlocutors rarely spend time checking their message for grammatical errors. That is why there is a part of syntactic features which are due to violations in the sequence of the subject and predicate, for example:

Kids loves icecream;

Then he interrupt and hit you;

It mean a lot to me;

She look like;

She really do look like a dragon;

Suddenly everyone look decades younger;

Even the baby know.

3. Omitting of an auxiliary verb

The structure of the structure of the English question has undergone the greatest changes in the process of Internet communication. Due to the speed of interaction, communication participants do not waste time writing an auxiliary verb. This version of the question can be often observed in oral communication, which is why the omission of the auxiliary verb is widespread in online written communication, for example:

How you expect me to do that?

How your eyelids up?

What she says in the end?

What she say?

How many came back after xmas?

You see this?

4. The abundance of incomplete sentences

Despite the fact that the subject takes the leading place in the structure of the sentence, it is often absent in the transfer of information. As it turned out, the addressee does not need a subject at all in order to understand what he was told. Internet commentary as a genre of communication is replete with the presence of incomplete sentences, for example:

Warms my heart;

Never gets old;

Thought it was a joke;

At first didn't know it was actual make up;

Changed my mind;

Think I'd be able;

Looks like he's about to cry;

Felt that you needed to see this;

Made me think of you;

Already saw it;

Thought you would appreciate it.

5. Absence of a predicate / part of a compound predicate

The absence of a predicate or its component part as a result of our research turned out to be the most common syntactic feature of Internet communication. The comments that came into the focus of the study illustrate the omission of a part of the compound predicate which is the verb "to be". The abundance of sentences that lack a predicate or part of it can be explained by the constantly increasing speed of communication between its participants, who successfully encode and decode information without the presence of a predicate in the sentence (Бабенко 2012: 2).

First of all you beautiful;

You the first I saw;

You stupid;

What this;

She a savage;

There's a reason they homeless;

You so cute;

Everyone silent;

She contouring that;

 She so gangsta;

You the first;

You beautiful;

Hope you good;

You so pretty

Most often the verb component is missing:

Posters anyone?!?

Ah...sir best work his way through the beer list then.

There are contextually incomplete sentences that do not contain a sentence member named in the preceding context:

two years of twatting about avoiding wheat, turns out it's dairy.

nobody give me dairy or there will be consequences;

So, less milkshakes more beer?;

And no more Irish coffees in the Shahenshah.

In the sentences mentioned above, the missing verbs can be easily restored from the context. So, after reading *And no more Irish coffees in the Shahenshah*, we understand that we are talking about a cup of Irish coffee that the interlocutor will no longer consume; and the contextually incomplete sentence *So, less milkshakes more beer?* makes clear that one of the communicators refuses milkshakes and, apparently, will drink more beer. This is confirmed in the first remark: following the diet, one of them did not consume dairy products – *two years of twatting about avoiding wheat, turns out it's dairy. nobody give me dairy or there will be consequence.*

6. The omission of words (ellipsis) .

The omission of words / ellipsis occurs in many declarative sentences:

Nice!

Omitting words in this and in many other cases does not lead to communication failure. So, for example, we can interpret "nice" as "*this performance / song / singer is nice*". The ellipsis is motivated in a similar way in other incomplete sentences.

Such an eccentrically amazing performer!

Awesome work by the drummer at 3:26

41:00 (is the) best part! my most favouritestest bestestest film

(Wristcutters is) my most favourite best film/ 34 simple, elegant, haunting, masterful...

7. Use of the imperative.

The grammatical features of the Internet communication are also associated with the active use of the imperative.

Add Anais to the list of artists I need to explore more.

*For now **Add to:** Playlist.*

*for the people who love this music – **try R**omanian folk and gipsy songs*

***Let me see** ya clap your hands, please!*

Their use is due to the expression of politeness towards other participants in communication on social networks.

8. Exclamation sentences.

A feature of the Internet comment is the use of exclamation sentences. When classifying sentences according to the type of emotional coloring, we take into account the fact that almost any sentence can go into the category of exclamation points when pronounced with a certain intonation. In an online commentary, the emotional coloring of a sentence is indicated by the presence of an exclamation mark:

Alternatively help to upgrade that App to your corporate identity!;

Hear hear!!;

Don't forget Mr & Mrs Caviarman and John Staines!;

Tania Vesty excellent work taking J400+ on the Hertford half yesterday!!;

Good man! Lol; Love it!;

The national insurance premium was gradually rising due to my efforts!!!

This mic-up is astounding!!!

What an amazing singer/ song writer & poet!! !

Young Man In America is truly magnificent!!!

I'm a new fan of this genre/style of music!!!

The use of two (or even three) exclamation marks indicates an increase in the emotionality of the statement. The share of exclamation sentences in the total mass of the reviewed texts turned out to be small, which is explained, on the one hand, by the desire to save efforts, on the other hand, by the focus on the

requirements of the site moderator, who can remove overly emotional statements (Коган 2014: 10).

In electronic communication, the role of exclamation marks is often played by the so-called "smiles", which are used to convey the emotional state of the author of the statement.

9. There are a few exclamation points starting with the words How and What in the Internet comments, for example:

How lovely she takes after you;

What a privilege to have them.

The absence of an exclamation mark in these sentences is justified and natural, due to the principle of linguistic economy, since the construction itself is already an exclamation point. In English, word order is paramount in a sentence.

Due to the limited morphological features of parts of speech, it is fixed: the subject always precedes the predicate, followed by the addition, and the circumstance completes the sentence. This rule, as our material shows, is also observed in Internet comments:

She wasn't even born when this song came out!;

I can hear the four horsemen coming down the street....;

They played the Roundhouse in November.

The peculiarities of the commentary are also manifested at the level of connection of words in a sentence. A. Smirnitsky identified four main types of connection of words in a sentence:

- a predicative relationship between the main members of a sentence,

- an attributive relationship between leading and dependent members within one complex,

- a complementary relationship between independent minor members of a sentence with the main members or other independent minor members, and

- a copulative relationship between homogeneous members of a sentence (cit. Коган, 2014, c.44).

In the analyzed Internet comments, the predicative relationship prevails:

I don't think we went,;

Did you know Yauch died in the week??;

it's there you can see it...

The English language is characterized by an attributive relationship between members of the sentence, the most striking example of the implementation of which is the construction of the phrase "adjective + noun", for example:

The Hertford Town FC marketing committee;

an expense account, that infamous Subbuteo;

the national insurance premium.

The selected comments were systematized in accordance with the general principle of classification of syntactic norms, which provides for the division of the latter into those regulating the formation of phrases and regulating the formation of sentences. We define them as phrasematic and proposematic dispositive norms, respectively. (Коган 2014: 48).

Expression of emotions is associated with the active use of interjections on social networks.

10. Use of interjections

wow i *actually found a comment section where people aren't hating all over the place. nice!*

Wow, *I honestly was just listening to that and was thinking, "wow this sounds like Tom Waits" and now I'm here. Cool to see I'm not the only one, great music. Cheers!*

Wow, *i want to study cultural anthropology. Where do you study it? The World is full of rich rich culture, why some cannot embrace it is beyond me.*

wow = *cool!, great!-* (expresses surprise and delight

Oh god, *finally found some music of this style that's not made by Voltaire*

Oh god, *I think that Shepherd song is the saddest thing I've ever heard.*

oh = expresses surprise, joy, admiration, fear

God! = by God!, I swear (to God)!; honestly!; Damn it! (exclamation expressing surprise, annoyance, etc.)

HAHAHAHAHAHAhahahahahahahahAHHAHAHAHAahahahahahhaHA i bet 200 euros you are from the abomination we call The united states.

Holy shit! I love this movie! I saw it a couple of years ago but i couldnt remember the name but i remember it perfectly! So glad i found this out!

holy shit! Can't you understand me / believe me?

Jesus what a sad song...

Jesus = Lord! Lord Jesus! – expresses fear, surprise, irritation, anger

My god, wish when I found artists like this that I automatically knew all of their songs that I liked.

The use of interjections in Internet communication is primarily due to their emotiveness and expressiveness.

A change in the normative word order is observed within the class of exclamation and neutral sentences. Inversion in sentences like this is used to emphatically enhance the meaning:

*Never before have I seen such a beauty (*cf. the emotionally neutral construction of this sentence – *I have never seen such a beauty before).*

We should note that in the online comments of the *Facebook* social network the described phenomenon is not widespread and is represented in the analyzed corpus of contexts by only a few sentences of this type:

I'm retired although I did work from leaving school at 15 the only time I had off.

This linguistic fact, at first glance, contradicts the communicative conditions relevant for Internet commentary, since in the virtual space communicators deprived of the opportunity to use paralinguistic means (timbre and power of voice, gestures, facial expressions), would have to compensate for the "emotional deficit" the use of special designs.

However, this does not happen, since Internet comments are close to oral communication, in which a tendency towards democracy and simplification of structures is increasingly manifested, and the need to share emotions with the addressee is partially realized due to lexical content. In the analyzed material, we

observe a deviation from the normative word order in interrogative sentences, when only the presence of a question mark indicates the purpose of the statement:

dude, it's just the internet?;

Britain? You mean "The south east";

Hear hear!! I think we've probably smashed the attendance average now – surely top of the league now??;

as it really 13 years ago? we were there, remember?

These examples confirm the fact of the convergence of written communication in the Internet space with oral, characterized by the frequent use of the construction of a declarative sentence in the function of an interrogative without changing the word order and using auxiliary verbs.

The Internet environment violates the norms of language in the process of communication, allowing users to disregard the existing grammatical (morphological, syntactic) rules, which leads to the appearance of the deviations listed in this article. The rate at which messages are passed and interactions, and the limitation of the number of characters entered in the text field, are factors that induce users to abandon the rules of English grammar. Nevertheless, this fact does not reduce the informational value of the message and does not interfere with the act of communication, in which the speed of response comes first, and not literally (Коган 2014: 33).

3.2. Lexicon of the Internet communication in *Facebook* and *YouTube*

During the analysis and generalization of the data obtained, the following main groups were identified, reflecting the linguistic features of Internet communication.

1. Slang. I.V.Arnold defines slang as exclusively colloquial words or expressions that have a rude and harsh or, on the contrary, a comic emotional connotation. It should be noted that slang shows the development of the language and its renewal. However, slang units are always synonyms for common words, and not the only way to express a concept. The emergence of online slang directly

is due to the desire of users to save time, reduce the amount of text, and also classify themselves as one or another social group.

Slang can be divided into:

1) general, beyond the chapels of literary English, but generally understandable and common in speech, that is, words with a bright emotional-evaluative coloring, which are synonyms to their most neutral variants;

2) special – words or phrases related to special or professional vocabulary, that is, slang of various social groups (Бабенко 2011: 2).

The analysis of English-language comments made it possible to single out such variant of slang as social media slang or Internet slang. Let us consider the most common expressions:

friend surfing – the process of finding friends on a social network through friends of a friend;

I spent most of the afternoon friend surfing on MySpace;

to refriend – re-adding people to friends or subscribers

LOL!!! I had to refriend you one more time. BTW nice pic!

profile candy – a user whose account has a large number of followers

Wow, such a gorgeous profile candy you are! Wanna have more followers? Join us on @lfl_love

The analysis also made it possible to highlight the most characteristic lexemes reflecting the process of communication and interaction between users, as well as their status in the context of this social network:

picturefriend – used to describe an account, the content of which attracts exclusively visually (from the aesthetic angle);

to facejecte – the process of tracking likes and views on the posted post in the user's account;

inbox rot – filing an application for a particular account, which is not accepted, but also not rejected;

irlfriend – a user (subscriber) who is a real acquaintance;

to like-out – the process of evaluating all records (posts) on this account;

to hate click – means a timely exit from the network due to unwillingness to communicate with a particular user;

status idiot – a user whose profile information does not correspond to reality;

tag bomb – user tag on a not very good photo.

This trend of producing a slang term from words which were initially verbs (e.g. run) and turning them into nouns is the most frequent form of grammatical alteration within the glossary. Arguably, this also functions as the quickest method of describing the role of an individual. Looking at the common assumption that slang can be effectively based upon an individual's occupation, we are able to see here that online, the case is the same.

The conducted research allowed us to establish the basic features of slang in the social network:

1) most of the expressions and words relate to user interaction;

2) almost all expressions are directly related to social networks and are their derivative;

3) the main task of Internet slang, like any other slang, is to shorten the text and replace neutral vocabulary with more specific synonyms that have a bright emotional connotation, or create completely new lexical units. As chat rooms, forums and social networks gain more and more popularity, it can be assumed that the vocabulary of slang expressions will only expand and grow.

Euphemisms - in modern linguistics the concept of euphemism is directly related to the concept of TABOO, which in a linguistic context means the presence of certain words, the use of which is deliberately avoided, replacing them with more neutral lexical units, namely, euphemisms. The use of euphemisms in various social networks, on the one hand, gives users the opportunity to comply with moral and aesthetic norms, and also allows them to show tact and respect, on the other hand, it leads to masking the true meaning of the statement.

The analysis made it possible to identify the following groups of euphemisms found in English-language comments:

- race and ethnicity - the modern ideology of the majority of European countries prohibit the use of such words as Nigger and Black, which are used instead of the euphemism Afro-American; the lexeme *Hispanic* (s), denoting absolutely all Latin Americans, is also replaced by *Latino / Latina* (masculine and feminine) - a general designation, *Chicano / Chicana* (masculine and feminine) - Latin Americans of Mexican origin;

- age - mostly instead of the lexeme old (old person, old years), which is incorrect, mature is used; *senior; advanced in years; golden age; golden years*;

- social status - such a socio-economic phenomenon as poverty (poor, poor nation, etc.), can be designated by more neutral units: *the needy; penniless; (socially) deprived; low-income; modest; working class; underprivileged emerging nation; developing nation;*

- death - variants of the verb to die (to die) are to d*ecease; to pass away; to join the majority; to kick the bucket;*

- mental and physical abilities - various deviations from the established norm can be expressed with disabled lexemes; *unseeing; handicapped; overweight;*

- description of the person - the following notable euphemisms should be noted: *selfish - self-centered; noisy - boisterous; lazy - unmotivated; stupid - not clever; evil - unkind; ugly - unattractive, modest, plain* (Бабенко 2012: 2).

Euphemisms replace direct names, allowing the most neutral description of certain negative phenomena. Users of social networks adhere to such vector of communication, which makes it possible to touch upon even unpleasant topics, while allowing them not to violate the boundaries of norms accepted in society. We emphasize that these classes of euphemisms were identified on the basis of general criteria, since the studied space is one of the most popular for communication, which means that among users you can find people from all over

the world with different skin color, religion and social position, absolutely unique and non-identical.

Abbreviation is understood as the process of word formation by adding truncated or full stems. This process is associated with the operation of the law of linguistic economy, which in the framework of linguistic mediation through social networks only increases its significance. Any act of communication can be divided into several stages, according to which the following groups of abbreviations and acronyms have been differentiated:

- greeting - *LTNS (long time no see); LTNT (long time no type); WB (welcome back);*

- acquaintance - *ASL (age / sex / location); F2F (face to face); FAQ (frequently asked questions); MF (male or female); RE (how are you); SUP (what's up); WUF (Where are you from); LMIRL (let's meet in real life); WAN2TLK (want to talk);*

- expression of emotions - *ROFL (rolling on the floor laughing); IDC (I don't care); MU (I miss you); OMG (Oh my gosh); AML (all my love); LOL (laughing out loud); H8 (hate); ONNA (oh no; not again); TANJ (there aren't no justice);*

- saying goodbuy – *ATB (all the best); BRB (be right back); HAND (have a nice day); HAGN (have a good night); KIT (keep in touch); PCM (please call me); GTG (got to go); CU / CYA (see you).*

There are thousands of English Internet slang words. Every single user creates dozens of slang words and Internet memes daily. It is impossible to be up-to-date with them. *Jajaja* is a form of laughing, used in online chat. Came from Spanish and Mexican, where the J is pronounced like H; just like *San Jose.*

The word was composed in the result of borrowing

guy tells a joke –jajaja

Cesar – I just jumped the border! Ciaran – **'jajaja'**.

Brandon is the most amazing person alive, it is a godly man that carries himself with pride and dignity and loves only one woman. His sexual prowis is legendary and craved by women near and far but experienced by very few.

That guy is such a Brandon!! (here *such a* is correct)!

OG – is abbreviation (acronym) form 'Original gangster', someone who has been around, old school gangster.

'*Yo, what up OG? What's good in tha hood?*.

LOL – another confusion is the word" LOL" which has two meanings like "Laugh Out Loud" and "Lots Of Love". So the reader must interpret the meaning of the slang by comparing with the remaining slang words to know the meaning. Other confusing slang word include

1. *cryn – Crying , Cryon*

2. *ttyl lol – talk you later , lots of love not talk to you later*

3. *omg lol – oh my god, laugh out loud not oh my god lots of love*

This reduces the time, key stroke and space but the recipient can know the matter in simple language.

A: I'm probably gonna kill myself tonight...

B: lol.

*Kush – t*his borrowing means a strain of Cannabis. The name "Kush" originates from the Hindu-Kush mountains, where it was cultivated for thousands of years. Here it is observed a phenomenon of metonymy.

The kush was good .

OMG – this abbreviation (acronym) – Oh my god. It is used to express an impression.

omg that is so cool!!!.

Yo – a declarative or imperative exclamation, whether alone or within a sentence (original meaning in AfroEnglish slang was *hello*). It is coinage.

Yo! What the hell do you think you are doing?! Yo just do your job!

toni or tonie

The most amazing woman ever. A great shoulder to cry on, an excellent listener. The word is eponym.

*I had a bad day. I need a **toni***

Gg – abbreviation means good game. A polite remark uttered after the end of a game to indicate that a match was fair and enjoyable.

*Red team wins. Red Team: GG Blue Team: **GG***

IMHO – abbreviation means *In My Humble (Honest) Opinion*, it is used on blogs, message boards, forums etc.; used to clarify that the statement being made should not be quoted as a fact, but only as an opinion.

*Your girlfriend is ugly ...**IMHO***

App is shortened form of 'application.' And popularized by Apple Computers Inc. with the introduction of the iPhone.

*I've just downloaded this great **app** for my phone*

Facepalm – the word was composed in the result of compounding and it means 'The act of dropping one's face or forehead into one's hand'. Usually written between asterisks in online conversation, to demonstrate an action. Also it means *to hit one's own forehead with your hand/palm, and drag it down one's face*, most often done in frustration or agitation. Sometimes forcefully done to others for humour purposes.

*As I tried to explain a complex math problem to a four year old, I felt a need to **facepalm.** Today I locked my keys in my car*

Troll – this conversion (from noun to verb) means to say something provocative with the intention of causing maximum disruption and argument.

*Stop **trolling** me!* (Бабенко 2012: 2).

Nolan – this slang word means 'the most handsome man in the world'. (probably from the name of Christopher Nolan). Nolan is the name of the most special one of a kind guy you will ever know. He will have amazing fashion sense (and not be a gay) he will love music and be a weird kind of funny. The moment you meet him you start to love him. He is smart and really shy, so handled with care. Once you meet a real Nolan you'll wish you never had because he is an

ungettable get. If you are lucky. It is eponym which was composed in the result of widening. *Wow, look at that*

Nolan, *I wish I could be like him*

E-void was composed from *avoid*. Avoiding someone electronically such as on Facebook, email, IM, or text messages. Word-formation is narrowing.

Guy#1: I sent Laura a message on facebook two weeks ago but she still hasn't responded.

*Guy#2:'Dude, it sounds like you're being **e-voided***

Dub is a short for the expression 'double dime' meaning $20 worth of anything, especially narcotics and also:

- Abbreviaton for the letter W
- Twenty dollars
- Twenty dollars worth of anything, especially narcotics
- Twenty-inch rims
- The art of making a remix, especially a reggae song, in which the lyrics are all or partially removed and the focus is placed on the drum track and the bass
- Generally incorrectly used as a name for any remix to any song

*Lemme get a **dub,** I gotta get high.*

Pwned – a misspelling of the word 'owned', means 'to be owned' or 'to be dominated' by an opponent or situation (usually connected with online games and the Internet). A corruption of the word "Owned." This originated in an online game called Warcraft, where a map designer misspelled "owned." When the computer beat a player, it was supposed to say, so-and-so "has been owned." Instead, it said, so-and-so "has been pwned." (Коган 2014: 33).

It basically means 'to own' or to be dominated by an opponent or situation, especially by some god-like or computer-like force.

*Man, I rock at my job, but I still got a bad evaluation. I was **pwned***

Kristina – an intelligent and sexy female. *It is e*ponym composed in the result of widening

Guy#1-'Woah look at that girl!'

*Guy#2 -'she must be a **kristina'***

Merp means:

1) a word which is said when an awkward conversation is happening or you do not know what to say

2) a simple word with many uses. It can either mean something good or bad when used in the context of a sentence.

It was composed in the result of derivation.

Jesse: What's up?

Jason: Not much, you?

*Jesse: **Merp***

Crapplet – this is a large space consuming application on a computer. It is blending ('crap' + 'applet'), nonce word.

*Dude! No wonder your computer is so slow. It's full of **crapplets***

EOM is shortening of End Of Message and used in message threads. If you see this you don't need to click on the post/message as there's no further information.

*New updates coming soon <**EOM**>*

to grass means *to smoke marijuana*, used in the Internet or SMS chat. This conversion was composed in the result of narrowing.

*'Let's **grass** this party*

*BRB is s*hortend way to say "Be Right Back" used lots in messengers or internet chat.

*Bob: **BRB**, someone at the door*

Bugger off! is a more polite way of telling someone to fuck off.

*So bugger off, you bastards **bugger off!***

F stands for onomatopoeia, it is what it sounds like. The name was created by a musician named 0110 who was a part of an experiment music group called Communion in 1996 somewhere in the east coast of the U.S.A.

Fleeky sounds like the name fleecy

Noob – an inexperienced and/or ignorant or unskilled person. Especially used in computer games. Contrary to the belief of many, a noob/n00b and a <u>newbie</u>/<u>newb</u> are not the same thing. <u>Newbs</u> are those who are new to some task* and are very beginner at it, possibly a little overconfident about it, but they are willing to learn and fix their errors to move out of that stage. <u>n00bs</u>, on the other hand, know little and have no will to learn any more (Коган 2014: 35).

They expect people to do the work for them and then expect to get praised about it, and make up a unique species of their own. It is the latter we will study in this guide so that the reader is prepared to encounter them in the wild if needed.

Noobs are often referred to as n00bs as a sign of disrespect toward them, and it's often hella funny, but I will refer to them as noobs during this reading.

God, that guy is a serious n00b

So, the results are expected: the processes of abbreviation (30-40%), shortening (20-30%) and semantic shift (in 70% of the cases the meaning is changed) are predominantly used. It is clear as the processes above are probably the simplest and every single person can use them without any linguistic knowledge. This information allows us to prove the first hypothesis which is English Internet slang is predominantly created by shortening, abbreviation and semantic shift.

Thus, the analysis and systematization of abbreviations and acronyms characteristic of Internet communication indicate that this form of communication between users is not only a part of the language, but also a separate language based on the rapid development of Internet communication.

3.3. Pragmatic functions of the Internet language of *Facebook* and *YouTube*

In contrast to ordinary reality, the Internet environment is characterized by much greater social uncertainty. This environment makes the solution of the problem of self-determination, the search for identity for the purpose of self-presentation a necessary condition for existence. Self-presentation in Internet

communication has a number of characteristics that determine its features. The focus of our attention was on the linguistic and pragmatic characteristics of self-presentation of Internet users, since the question of which language sign is used by the speaker in the course of his communication with the interlocutor, in pursuit of a well-defined goal of influencing him, is the most relevant for modern linguistics (Бабенко 2012: 2).

The main information is presented in the text (in the Instagram, for example, it is mainly added to the photograph).

Written Internet text can create character (semiotic acceleration), think about it (verbal approval), support a number of additional components in an imaginative plan (visual and audio format), so that it helps to improve the way of doing things. The development of a part of the visualization of the text is determined by the needs of the current community. Today, illustrations are increasingly used as an element of text creation (Коган 2014: 24).

The hypertextuality of Internet text is one of its differential features. Carrying hyperlinks, the Internet text, on the one hand, guarantees mobility in access to associatively connected other text located elsewhere in cyberspace, and on the other hand, turns it into global hypertext, a kind of integrated network. The interactivity of a computer text stems from the ability to comment on it, read others' comments and respond to them "visually" or verbally, "like" (expressing a positive assessment).

The content and language design of Internet communication (lexical content, sentence structure, graphic abbreviations, etc.) are determined by the relationships in which the communicators are, the roles they perform. Internet communication takes place both at the level of a specific addressee and at the level of the general addressee. The choice of word here should be approached carefully.

This is especially true when the message is addressed to a general recipient. Under such conditions, a person does not imagine his addressee, does not know his level of communicative competence. In this case, you should provide the most comfortable conditions for the perception of information. Particular care should be

taken in the transfer of information in indirect ways, which requires appropriate training of the recipient, being with him in the same cultural space, the appropriate level of background knowledge. After all, communicators are not familiar with the current cognitive model of other communicators.

Communication with an unknown addressee is psychotherapeutic. This allows you to speak out, to make an act of self-disclosure. Moreover, this may not be a process of revealing the identity of the sender of the message. In such communication there is not only the construction of the recipient, but also the construction of the sender of the message, i.e. cognitive self-construction (Бабенко 2012: 2).

In terms of normative speech in Internet communities, it is characterized by variability and functional dynamism. Normative consolidation of a number of structures, symbols, words, formulas, language patterns in virtual discourse; complication of pragmatics against the background of simplification of means of expression; approbation of various communicative strategies and tactics - all this leads to significant usual accumulations, the critical mass of which, in the end, can lead to qualitative changes in the norm (Коловская 2013: 22).

Internet communication is characterized by the hybrid nature of the use of the language system. A special kind is created here which is written spontaneous language. These spontaneous texts of various genres are the realization of the linguistic personality in the Internet space. The Internet space determines and outlines the communicative process, focuses on its parameters, creates the conditions for the enrichment of personality, produces new ways of expressing and disseminating knowledge.

Here is the enrichment of individuals and their communication in general through group support and socialization. The Internet allows us to strengthen and diversify perception and imagination, to develop creative abilities. Being a new sphere of language realization and a special communicative environment, the Internet has brought the preconditions for the emergence of new ways of

communication, stereotypes of language behavior, new forms of existence of the linguistic system (Коловская 2013: 29).

Among the main motives that motivate young people to alienate themselves from real communication and replace it with virtual communication on social networks, we can highlight the following:

1) achievement of personal goals, among which the most important are:

− communication with people who are interested and close in spirit;

− self-presentation of personal life positions;

− for media content; to establish business contacts;

− in order to obtain knowledge / information;

2) the desire to expand the information base about specific people (politicians, athletes, artists, scientists, etc.) - the interviewed young people are dominated by the desire to know "what they breathe" and what important people do for them, what news, interests, life positions they have;

3) the desire to fill their lives with something, escaping from idleness and boredom (Коган 2014: 57).

As we can see, the two main reasons for accessing social networks are the need for communication and self-presentation.

Currently, communication in the Internet is provided by the following services:

1) Messages - the function of sending personal messages. Thus within messages it is possible to create the whole chats (from 2 to 30 people).

You can also attach files or a map marker to messages.

2) News - a feed of public messages or statuses of groups and individuals to which the user is subscribed.

You can write comments in the feed and attach media files and documents to them.

3) Communities - a service that allows users to organize communities of two types - groups (any member can write tapes) and public pages (editing and publishing messages are available only to the administration, suitable for official

communities of companies and stars). It is also possible to create "Events" to organize a meeting of people in a certain place.

At the language level, these needs most often occur with the following language tools:

1) Greetings. Examples can be both formal and informal depending on the recipient of the greeting: *hello, good afternoon, good morning, hello, hi.* This also includes the use of interjections such as *hey, you,* etc.

2) Questions. Examples: *how are you ?; how was your day ?; how is it ?; where are you ?; Where did she go ?; what are you doing?); what are you doing today?; we don't go to horseshoe?; no desire to go to the lake today? Is there a desire to see you?)*

3) Requests, appeals. It is often found in the news feed, in statuses. Examples:

Add to friends I will be glad! I will accept everyone;

Add Me as a friend!!!

I will be glad to your communication!!!

I Don't Bite!!!;

Meet a beautiful girl));

Let's talk! I'm bored!;

I will get acquainted with the purpose of creation of a friendly family with the dumb girl-orphan who loves beer and suffers for "Spartacus";

Meet three or four girls for a serious relationship ... = D;

today, 15.03 at 2.00 drove a cute blonde from Gosti-bar to Borovaya ... We talked a little fun ... Respond, please. I really liked it;

As already noted, the social network provides its users not only with the opportunity to communicate, but also with the resources for self-expression and self-identification. This activity is mainly realized within the function of self-presentation - the conscious transmission to the interlocutor of certain information about himself, or as a "behavioral expression of emotional and cognitive elements of the self-concept" (Кубрякова 2012: 58).

It is worth noting that sometimes self-presentation can include "subjective, unconscious components, when the presentation of certain aspects of his "I" to others occurs unconsciously or spontaneously (Кубрякова 2012: 59).

There are the following channels of self-presentation: nickname, avatar, status, placement of photos and videos, sections of personal information.

Here we will consider those or other verbal forms which are responsible for realization of the given channels in a social network.

1) Nickname is an individual user's name that identifies him on the Web. Can reflect both real and modified usernames; is often a user's nickname in "offline life". For example, some users sign themselves, leaving their real name next to the nickname (*Denis Kid, Christina Clyde, Antoha Punk, Eugene Funky*), use lexical repetitions (*Lina, Duran Duran, Tank*), use a special division of words or whole phrases (*Bro Dyaga, Be Free*), as well as a variety of examples of language games, up to the use of signs in words (*Castro the Dog, Kazhe Oboyma, Oleg^. ~. $$$. ~.^.)*

It is worth noting that recently Facebook has strict criteria regarding the veracity of the user's name and surname, as well as manual verification by the administration. For this reason, it is not possible today to change personal data to nicknames or other words that are not related to the real name and surname

2) Comments to the avatar (or userpic) is a photo or picture that serves as a visual expression of the user's image. Examples:

Cool ava!!;

You are so beautiful that ... I probably fell in love with you ...;

Great photo!!;

Very impressive - just on the spot));

business lady, charming behind the wheel!;

Unusual!! The whole photo is permeated with tenderness!!;

I adore you baby!;

Putting on Ava's back is now fashionable .;

As always you know what to put on the main))));

what did you see there?);

I just fell off a chair, the same face was;

Yes, straight family - everyone is similar to each other !!!

3) Status, i.e. text or any other information posted by users on their social network pages; current status indicator. Status is a kind of "momentary reflection" of a certain Facebook user at a certain time. Signs of good status are originality, novelty, relevance. Quotes from works, songs, movies, aphorisms are often used in statuses. One of the functions of statuses on Facebook is to attract attention or respond; announcements, news, appeals, links to sites, etc. are often placed in statuses (Зайківська 2004:44).

In the mind of a Facebook user, status is primarily information and reflection, and due to its publicity, it has a number of linguistic and verbal features that differ from the usual way of communicating in the Internet environment.

4) Comments on photos and videos, as well as products of the user's own creativity. At the same time, in the comments to such posts, users can also express themselves - leave opinions, ask questions, enter into disputes, etc.

5) Texts devoted to personal information: interests, beliefs, information reflecting the socio-demographic, status and other characteristics of the user (gender, age, marital status, level of education, place of work, etc.).

The choice of speech behavior strategy is influenced by the psychological attitude, which includes cognitive, motivational and moral aspects. The implementation of the communication plan allows for various ways of its implementation. They can be combined depending on the situation, or one of them is used as the main one, and the others are used as needed. The choice of these methods and means (or tactics) is determined by the strategic plan. Earlier we found out that the main communication on Facebook is through three channels: personal messages (private), news (public) through statuses and comments to them, as well as comments through public discussions within them.

The most frequent situations of communication on the site are friendly discussions or business correspondence, acquaintance (adding to friends),

exchange of comments, discussion in a group of any topic. In the psychology of communication, the functions of communication are distinguished according to his pragmatic attitudes (Зайківська 2004: 54).

Based on the analysis of empirical data, as well as taking into account the experience of linguists, psychologists and sociologists in presenting possible strategies for the behavior of communicators in a communication situation, we considered it possible to distinguish four main strategic lines of speech behavior in social networks.

1. Contact speech behavior line is establishing contact, i.e. readiness to receive and transmit messages and maintain communication. Such installation is actively implemented in the first stages of virtual acquaintance. As mentioned above, it is embodied in such forms as greeting, address, invitation to a meeting, exchange of comments, question, etc.

2. Information speech behavior line is receiving and sending messages or responding to a request. This is primarily vividly represented in statuses, messages, where users exchange some information with each other. Examples:

Attention! FI-21 group! Classes are postponed to 8:00 tomorrow!;

I am worried about the End of the World. SUDDENLY IT WILL NOT BE!?;

I was such a fufufu yesterday

3. Coordination speech behavior line is mutual coordination and coherence in joint activities. This goal has a special place in the creation of meetings and events or in discussions of organizational issues in groups.

4. Emotional speech behavior line is an exchange of emotions. Typically, this function is performed by statuses and comments to something, which finds a wide response from users. Often they do not carry a lot of information, but with the help of various graphics (emoticons, gifs, etc.) perfectly express the emotional state of the user. Here are comments on the photo of a lovely kitten:

*R: handsome * _ * P: at first insanely cute! *AT**

As we have already found out, the communication process includes basic and auxiliary speech strategies. The main can be called the strategy, which at this

stage of communicative influence is the most significant in terms of the hierarchy of motives and goals (discrediting, persuasion, request and persuasion) (Коган 2014: 28).

Auxiliary strategies contribute to the effective organization of dialogue, optimal impact on the:

- recipient (pragmatic strategies (compliment, self-presentation),
- dialogue (control over the initiative) and
- rhetorical (advertising) (Зайківська 2004: 50).

Each strategy uses a set of tactics, the choice of which depends on the purpose of the speech, the features of the upcoming conversation, the positions of the parties in the dialogue, setting the type of communication, the sequence of communication moves and the choice of language resources.

The emergence and development of Internet technologies ensures the entry of humanity into the historical phase of the evolution of our civilization. The agenda of modern linguistics included issues of comprehensive analysis of the language system in the diversity of its interaction with semiotic systems of other types. One of such topical issues is Internet communication is a new language formation that demonstrates significant dynamics.

The emergence of the Internet language is – a kind of national language used in a specific Internet environment - is determined by the specifics of Internet communication. The main carrier of information in network communication is a written text (Internet text), which has a creolized character. Scientific research in the direction of further study of Internet communication has significant research prospects, given its development and the involvement of more and more individuals in this type of communication.

Conclusions to Chapter Three

1. Thus, the grammatical and lexical features of Internet communication are due to the expression of emotions and evaluations, the desire to use expressive graphics, vocabulary and syntax.

2. Abbreviations and acronyms are actively used in Internet communication. In Internet messages, the reason for using abbreviations is the desire of users of social networks to express a thought in the most concise and unusual form, as well as the desire to express their sympathy or antipathy to the object of attention, as original as possible, thereby seeking love from him or readiness to oppose, prove their own rightness, etc.

Internet communication focuses mainly on the casual expression of an opinion or sentence, and therefore actively relies on colloquial expressive vocabulary, especially phraseology and slang, as well as due to accidental and deliberate mistakes in spelling words and punctuation.

3. The social network gives its users the resources for self-expression and self-identification. The function of self-presentation as the transmission to the interlocutor of certain information about user allows to express themselves not only verbally but also visually through avatar and placement of photos and videos.

4. Lexicon of the Internet communication includes slang as the form of presentation of usual colloquial words or expressions with comic, harsh and rude emotional connotation. Online slang in social networks is highly popular among different age groups because it allows users to save time and reduce the amount of text. It also serves to differentiate users into one or another social group.

5. Grammatical norms are regularly violated in the Internet environment. In the process of communication, users disregard existing morphological and syntactic rules that leads to changes in grammar of the sentence but saves the informational value of the message. Such deviations happen because of the limited number of symbols in the text field and time saving factor.

GENERAL CONCLUSIONS

The colloquial speech peculiar to modern English-language Internet communication is largely due to the focus of rapidly developing social networks towards open dialogue, easy and emotional polemics on issues that are interesting for each individual representative of the global Internet village. The craving of the English-speaking Internet community for intercultural communication opens the door for representatives of other linguistic cultures who are ready to explain themselves to representatives of the English-speaking Internet community based on the vocabulary of their own language.

The problems of intercultural Internet communication are largely eliminated due to the presence of lexical borrowings in the English language and the active borrowing of English vocabulary by other languages. English-language Internet communication is characterized by the desire to use a wide range of emotionally and expressively evaluative words and expressions (metaphors, epithets, comparisons, phraseological units, slang).

As a means of Internet communication, language is used in various situations and in different territories for communication of interlocutors of different age, gender, religion, social groups, which, on the one hand, presupposes linguistic differentiation, and on the other, the development of some individual or general norms, and the use of linguistic means, "linguistic creativity of speakers", which results in the change of what? which may or may not be reflected in the linguistic norm. Based on the results of the analysis, we can conclude about the formation of customary communication norms in the Internet community, in particular in the social network, which are primarily determined by the criterion of communicative expediency.

The material under analysis shows that linguistic brevity, less normalization, the use of emotional syntax, simplification of syntactic structures, and the influence of colloquial speech syntax are relevant characteristics of an Internet comment in a social network. The aforementioned syntactic features of the Internet

commentary meet the needs of equal status communicators in interactivity, increasing the impact on the addressee, increasing expression, self-presentation and maintaining social contact.

The expressiveness of English-language Internet communication at the phonetic and graphic levels is largely due to the use of ellipsis (omission of words), accidental or deliberate distortion of the graphic / phonetic form of the word, the use of abbreviations, the omission of punctuation marks, the active use of interrogative and exclamation sentences, as well as such part of speech as interjection.

Since English-language communication in social networks is motivated by the desire to establish an acquaintance, share one's own opinion, transmit or receive one or another important information, it is an open dialogue, a spontaneous exchange of ideas, the implementation of certain life principles, it actively uses an expressive and emotional-evaluative vocabulary, namely epithets and metaphors, slang and idioms.

The desire to violate certain rules for constructing a sentence, spelling a word, using expressive-evaluative and emotional vocabulary, widely represented in the Internet sphere, contributes to the desire of participants in social networks to express themselves directly. The choice of each individual word by the representatives of the English-speaking Internet community is motivated by the context which is oriented towards the subject of discussion and the desire to avoid semantically unnecessary words (for example, auxiliary verbs or the personal pronoun of the first person singular, which, if used, is very often written not with a capital (I), but uppercase (i) letter.

English-speaking Internet communication is based on an informal style of communication, aimed at attracting attention of others to oneself, their ideas, knowledge, skills, personal experience, and therefore is motivated by the expression of interest in the interlocutor, which largely contributes to the frequent use of interrogative and exclamation sentences, as well as interjections. It is for this reason that colloquial vocabulary, slang, jargons, abbreviations, abbreviations and

special Internet symbols, emoticons, graphically reflecting the addressee's smile, his consent and disagreement, are actively used in social networks.

The informal conversational style of social networks is primarily due to the reliance on metaphors and epithets that give the Internet important hidden meanings and variability of interpretation. The use of acronyms and abbreviations, as well as the omission of words in social networks, is largely due to the desire to save time, the will to be listened to and understood, despite certain mistakes in spelling and punctuation.

RÉSUMÉ

Актуальність даного дослідження зумовлена тим, що, незважаючи на достатність літератури, що досліджує інтернет-комунікацію, кількість наукових робіт, які досліджують її з позицій фонетики, граматики і лексики, виявляється обмеженою. Актуальність полягає ще й в тому, що інтернет-комунікація має низький рівень вивченості та розробленості, хоча інтернет все міцніше входить в наше життя не тільки як засіб роботи або навчання, але в основному, як засіб спілкування.

Об'єктом дослідження в цій роботі є спілкування у соціальних мережах Facebook та YouTube.

Предметом дослідження є лексичні та семантичні властивості спілкування в соціальних мережах через Facebook та YouTube.

Мета дослідження - представити комплексну характеристику спілкування в чаті в соціальних мережах на основі системно-функціонального підходу до мовних фактів.

Було доведено, що спілкування в соціальних мережах має свою специфіку в порівнянні з а) «живим» спілкуванням, б) іншими формами традиційного письмового спілкування, в) іншими формами інтернет-комунікації. У порівнянні з «живим» усним спілкуванням комунікація в соціальних мережах, будучи поліфункціональною, має ряд специфічних характеристик: значимість візуальної інформації; існування «в просторі» екрану комп'ютера або мобільного телефону; необхідність знання технічного функціоналу конкретного ресурсу; необхідність володіння мережевим сленгом і знання особливого мережевого етикету; співрозмовник може бути відсутнім в момент спілкування; активно використовуються засоби параграфеміки (смайлики, стікери та інші засоби креолізації); комунікативна функція поєднується з функцією самопрезентації, а нерідко і підпорядковується їй.

На відміну від форм традиційного письмового спілкування інтернет-комунікація в соціальних мережах має наступний ряд особливостей: спонтанність мови; ослаблена орієнтація на норму; співрозмовник зазвичай присутній в момент спілкування; необхідність знання технічного функціоналу конкретного ресурсу; необхідність володіння мережевим сленгом і знання особливого мережевого етикету; пріоритет комунікативної функції і функції самопрезентації; активне використання різних засобів параграфеміки.

Невід'ємною частиною мережевої комунікації є використання таких невербальних засобів вираження, як емотикони (смайлики) і стікери. Прагматичні аспекти спілкування в соціальних мережах тісно пов'язані з технічними можливостями, які надає користувачам даний сайт. Дві основні причини звернення до соціальних мереж - це потреба в спілкуванні і в самопрезентації.

Ключові слова: соціальні мережі, емотикони, інтерент-комунцікація, абревіація, акроніми, сленг.

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