

Міністерство освіти і науки України  
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**Лінгвістичні та соціокультурні особливості онлайн-комунікації**

**Чечун Олександр Анатолійович**  
студентки групи МЛа 60-19  
факультету германської філології  
заочної форми навчання  
Спеціальності 035 Філологія

Науковий керівник  
кандидат педагогічних наук,  
доцент Соколець І.І.

*Допущена до захисту*

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*Завідувач кафедри*

\_\_\_\_\_ проф. Шутова М.А.

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**Olexandra Chechun**

Group MJ1a 60-19

Department of Germanic Philology

Study by Correspondence

Speciality 035 Philology

Research Adviser

Assoc. Prof. I.I.Sokolets

PhD (Pedagogics)

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## Table of Contents

Introduction	4
Chapter 1: Theoretical Basis of Studying Discourse	7
1.1 The Concept of "Discourse" and Its Types	7
1.2 Traditional Discourse and Its Typical Features	13
1.3 Internet Discourse: Concept and Characteristic Features	17
Conclusion to Chapter 1	21
Chapter 2: Online Communication, Its Types and Salient Traits	22
2.1 Concept and Types of Communication	22
2.2 Types of Online Communication	28
2.3 Linguistic Features of Online Communication	37
2.4 Socio-Cultural Features of Online Communication	58
Conclusion to Chapter 2	64
General Conclusion	65
Resume	67
List of Reference Sources	68

## Introduction

This work is devoted to studying the communicative features of one of the most popular means of communication today — Internet. Internet is a worldwide computer network, which provides many unique and extensive opportunities for the dissemination of all kinds of information. Thus, Internet is considered the main information system at the present time.

Among all the many forms of Internet influence on the daily life of its users, one of the most important is its impact on language. New features and forms of communication are emerging on Internet, many of which later take root in the everyday language. Internet creates special conditions for communication that affect the structure of the language and its vocabulary. Such changes are taking place at a very high speed, so that network communication has occupied a special place in linguistic science. In addition, this topic is becoming more and more popular among a wide non-professional audience, which linguists also focus on.

Speaking about network communication, linguists highlight such a concept as Internet discourse. It is a special kind of discourse that has a number of distinctive features on morphemic, lexical, syntactic and semantic levels. The type of Internet discourse is usually distinguished in accordance with the typology of discourses through the information channel. Oral and written discourses are also distinguished in this typology. Internet discourse can be placed between oral and written discourse, as it combines the features of both.

Linguistics of Internet is developed by scientists from different countries and linguistics. Thus, works of M.B.Bergelson, O.E.Voiskunskoho, O.M.Halychkina, O.I.Horoshko, L.Y.Ivanova, P.Y.Kondrashova, F.O.Smirnova, G.M.Trokhimova, O.Sherman indicate that in Slavic linguistics much attention is paid to the study of communicative-pragmatic and functional features of the Web.

In our research we intend to investigate the mechanisms of discourse construction on Internet, its linguistic and socio-cultural peculiarities in order to find

out, among other things, how it combines oral and written speech style. Nowadays, we can often observe the process of changing the everyday language under the influence of Internet.

**The object** of our research is Internet discourse.

**The subject** of this work are linguistic and socio-cultural features of Internet communications.

**The purpose** of our work is to study the peculiarities of Internet discourse and determine its main socio-cultural and linguistic characteristics. In order to achieve this goal, I will need to perform a number of tasks, according to which the structure of this work is defined:

1. Examine the basic concepts and notions of discourse.
2. Define a typology of discourse based on different concepts.
3. Consider and define the main linguistic features of Internet discourse.
4. Analyze and identify the socio-cultural features of Internet communication, based on the example of popular messengers and social networks.

Theoretical and methodological bases for the study are the works of scientists in the field of discourse theory (M. Foucault, T. A. van Dyck, V. I. Karasik, N. D. Arutyunova, M. L. Makarov), network discourse (E. L. Makarov). N. Galichkina, E. I. Goroshko, M. Yu. Sidorova, M. A. Ulyanova, M. A. Krongauz) and the theory of speech genres on Internet (S. A. Fedorova, E. Yu. Raspopova), as well as various Internet resources.

In this Paper such general scientific theoretical methods as analysis and synthesis, general scientific empirical method of comparison, as well as linguistic methods (discursive analysis, structural analysis, stylistic analysis) are used.

Theoretical value of the our work is its contribution to the theoretical research of linguistic innovations resulting from the spread of Internet discourse, as well as the analysis of socio-cultural features of online communications.

The practical value of the work is possibility to apply the results of the research in further study of Internet discourse.

This Master's Thesis consists of Introduction, two Chapters and Conclusions to each of them, General Conclusion, Resume and List of Literature.

## Chapter 1: Theoretical Basis of Studying Discourse

### 1.1 The Concept of "Discourse" and Its Types

Discourse is a verbally articulated form of objectification of the content of human consciousness, regulated by the dominant type of rationality in this or that socio-cultural tradition. Currently, discourse is a multi-dimensional concept actively used in philosophy, sociology, linguistics, cultural studies and other social sciences.

In classical philosophical tradition, the concept of "discourse" was used to characterize the consistent transition from one discrete step to another and to deploy thinking, expressed in concepts and judgments, as opposed to intuitive grasping of the whole to its parts. The modern philosophy of postmodernism has developed an interpretation of discourse as a special mental phenomenon, which is expressed in a text that has coherence and integrity and is immersed in one or another context. The ambiguity of the interpretation of the phenomenon of discourse in philosophy is expressed in the fact that it is understood as a monologically developed linguistic and verbal construction, such as speech or text. However, discourse is often understood also as a sequence of communication acts performed in the language. Such a sequence can be a conversation, dialogue, written texts with mutual references and dedicated to a common theme and so on.

The concept of discourse is associated with such activity in a language that corresponds to a specific language sphere and has a specific vocabulary. In addition, discourse is produced according to certain syntactic rules and with certain semantics. The discourse is thus created in a certain semantic field and is intended to convey certain meanings, aiming at a communication action with its pragmatism.

The decisive criterion of the discourse is a special language environment in which language constructions are created. Therefore, the term "discourse" itself requires an appropriate definition — "political discourse", "scientific discourse", "philosophical discourse" and so on. According to this understanding, discourse is

"language in a language", i.e. certain vocabulary, semantics, pragmatics and syntax, which are present in actual communication acts, speech and texts.

The term "discourse" is widely used in sciences that directly or indirectly study language functioning. In linguistics, the term "discourse" has been developed as a characteristic of speech activity due to the wide spread of dynamic models of language, as well as in the study of language as a means of expressing the system of worldviews and perceptions, ideologies, views and opinions considered in various socio-cultural contexts.

In English language linguistic tradition, discourse is understood as a coherent speech that exceeds the sentence in scope, in content — related to the use of the self in the social context, in organization — is an interactive interaction of communicators. This approach considers the discourse in terms of structurally oriented or formal linguistics.

Another common approach is that discourse is viewed not only as some coherent sequence of language units "exceeding the scope of the sentence", but as a coherent set of functionally organized, contextualized units of language usage in interaction with context. In this case, context is understood in the broadest sense and includes linguistic, extra-linguistic and pragmatic parameters: physical carrier of text, situation, text, intertext, participants in communication and function.

As with any natural phenomenon, the study of discourse raises the question of classification: what types and varieties of discourse exist. In F.S. Bacevich's opinion, the creation of a typology of discourses serving society should facilitate a broad study of language as a multilevel hierarchical dynamic system in functioning and understanding of it as a means of communication that will find its expression in a discursive-text activity (Bacevich, 2016).

Currently, the classifications of discourses proposed by scientists representing different fields of knowledge and their directions are very heterogeneous, which is explained by the multifaceted phenomenon of "discourse" and the possibility of



studying it from different positions, such as pragmalinguistics, psycholinguistics, linguoculturology, structural linguistics, linguistics, sociolinguistics. However, the main distinction in the discourse typology is the opposition between oral and written discourse. It is connected with the channel of information transmission: in oral discourse the channel is acoustic, in written discourse — visual. Sometimes the difference between oral and written forms of language use is equated with the difference between discourse and text, but this mixture of two different oppositions is unjustified.

Although for centuries the written language has enjoyed greater prestige than the oral language, it is clear that oral discourse is the original form of language existence and written discourse is derived from the oral. Proof of this is the fact that most human languages are still unwritten. After the priority of the oral language was recognized in the 19th century, it was not accepted for a long time that the written language and the transcription of the oral language are not the same. It was not until the 1970s that a real comparison between oral and written discourse as alternative forms of language existence began.

The difference in the channel of information transmission has important implications for oral and written discourse processes. First, in oral discourse, generation and understanding are synchronized, while in written discourse they are not. In this case, the writing speed is more than 10 times lower than the speed of oral speech, and the reading speed is slightly higher than that of oral speech. As a result, there is a phenomenon of fragmentation in oral discourse: speech is generated by intonation units, separated from each other by pauses, with a relatively complete intonation contour (usually coinciding with clauses). In written discourse, the integration of predications into complex sentences and other syntactic constructions and associations takes place.

The second fundamental difference, related to the difference in the channel of information transfer, is the presence of contact between the addresser and the addressee in time and space; in written discourse such contact is usually absent. As a result, verbal discourse involves the addresser and the addressee in the situation, which is reflected

in the use of pronouns 1 and 2 of the person, indications of the thought processes and emotions of the addresser and the addressee, the use of non-verbal means, etc. In written discourse, the addresser and the addressee are disqualified from the information described in the discourse, which is reflected, in particular, in the more frequent use of the passive voice.

The development of technology has led to the invention of complex repertoire of forms of language and discourse, such as printed discourse, telephone conversation, radio transmission, correspondence on the Internet. All these types of discourse are distinguished on the basis of the type of information carrier and have their own characteristic features. E-mail communication is of special interest as a phenomenon that emerged 10-15 years ago, which has become very widespread during this time and is something in between oral and written discourse. Like written discourse, electronic discourse uses a graphical way to capture information, but, like oral discourse, it is characterized by its evanescence and informality (expressed in the form of smileys and animation).

One of the original typologies of the discourse was suggested by Ch. Morris. On the basis of 5 types of signs — identifying signs ("where?"), designators ("what is it?"), evaluating signs ("why?"), prescriptive signs ("how?"), and systematization signs (guiding the interpreter's behavior with respect to other signs) — he deduced at least 4 ways of using signs: informative, value, stimulating, systematizing. Since identifying signs localize in space and time the already designated objects, the 5 specified types of signs can be reduced to the last four. Thus, by combining the ways of denoting and using signs, Morris gives a classification of 16 different types of discourse (Morris, 1984).

Classification of discourses in the works of P.V. Zernetsky is carried out according to the scope of the authors' opinions about the world around them and the complexity of their speech spaces. In this regard, the classification of discourse is based

on the typology of linguistic persons, which, in turn, is determined by their use of certain methods of speech activity (Zernetsky, 1992).

A.V. Olyanich, in turn, distinguishes the types of discourse depending on the types of needs. Thus, it connects the needs for continuation, power, faith, etc. with the domestic intimate, political, and religious discourse, respectively. It should be noted that as needs become more complex, the number of discourses that support them increases. This is especially true for aesthetic, ideal needs, which are served by 4 types of discourse at once: artistic, gluttonical, fictional, and etiquette discourse (Olyanich, 2004).

There are scientists (N.D. Arutyunova, T.A. van Dyck, Yu. S. Stepanov, V.V. Krasnykh) who classify the discourse by national principal, defining the discourse as Russian, German, French, etc., which is further divided into scientific, pedagogical, political discourse, etc. It should be noted that certain English and Russian discourses (e.g. scientific discourses) are not separate types of discourses, but types of discourses adapted to the sphere of their functioning.

For optimal ordering of discursive types, T.V. Anisimova suggests compiling a model of the discourse that includes a number of features necessary for a comprehensive description of the discourse, which should be combined into three levels:

1. System level. It refers to the most common features inherent to all types of the respective group, and attempts are made to establish the place of the discursive types in relation to each other. Among the defining attributes is the correlation with the types of speech by objective. The analysis of speech types shows that all types of speech can be reduced to 4 classes depending on the macrointensity of the speaker. A person produces speech acts in order to inform someone about something (cognitive communication), to influence the interlocutor (regulatory communication), to express states and emotional relations (expressive communication), or to establish contact, maintain it, or

end a conversation (phatic communication). All other types of communication may be present and accompany the above mentioned communication types.

2. Strategic level. Here the more precise specifics of the discourse is set. A model of the discourse is made, where its general features are specified. Subsequently, the communicator during the development of the discourse adheres to the established model, trying not to deviate from the developed standard, which is most often set rigidly. The specificity of each element of the model is also established here, ensuring its further conscious application. Thus, the creation of an effective model of communication in accordance with these types implies the identification of four main types of communication: informational, argumentative, social and expressive. All other types of communication can be present and accompany the above mentioned communication types. In addition, these types of communication are rarely found in the pure form; they can combine elements of other communicative varieties, i.e. the phenomenon of interdiscursiveness.

3. At the tactical level, the conditional scheme is filled with live content. Here we consider arguments typical of this type of discourse: composition, linguistic and stylistic features, verbal and non-verbal components of speech and communication situations (Anisimova, 2000).

V.I. Karasik notes the contrast between personal-oriented (personal) and status-oriented (institutional) discourse, while personal-oriented communication contains all potential types of status-oriented communication.

In V.I. Karasik's classification, personal discourse is represented by two main varieties — the domestic and the existential discourse. Domestic communication takes place between well-known people and comes down to maintaining contact and solving everyday problems. It is dialogical in nature and takes place at a reduced distance due to the fact that participants know each other well and do not use additional speech formulas and clarifications. Household communication is a natural, initial type of discourse, characterized by spontaneity, strong situational dependence, expressed

subjectivity, as well as violation of the logic and structure of statements. The active role of the addressee in this type of discourse provides the sender of speech with great opportunities to quickly switch topics, as well as to easily translate information into subtext (for example, irony, language play, hints, etc.) (Karasik, 2000).

The existential discourse, on the other hand, is an attempt to reveal its inner world in all its richness; communication is unfolded and extremely saturated with meanings; it is mainly monological and represented by artworks, philosophical works and psychological introspective texts.

Unlike personal discourse, institutional discourse (according to modern works on communicative linguistics) is communication within the framework of status-role relations, verbal interaction of representatives of social groups/institutions with each other; a specialized cliched type of communication of people who may not know each other but must communicate according to the norms of a given society. Thus, the main feature of personal discourse, in contrast to the status discourse, is the desire to reach a special, reduced type of communication. This is how the conversation about the obvious and easily understood things is organized.

To determine the type of institutional discourse, it is necessary to take into account the status-role characteristics of the participants of communication, the purpose of communication, and the prototype place of communication. With respect to modern society, linguists distinguish the following types of institutional discourse: political, diplomatic, administrative, legal, military, pedagogical, religious, sports, scientific, stage, medical, business, advertising and mass information (this list is not strictly fixed). The norms of institutional discourse reflect the ethnic values of the society as a whole and the values of a certain social group forming the institution.

## 1.2 Traditional Discourse and Its Typical Features

Discourse as a linguistic unit is characterized by universal and specific features. The main universal features of discourse are its integrity and coherence. The integrity of the discourse is manifested in the continuous semantic connectedness of its

components and is made up of some content-structural components, identified as a result of the perception of a discursive event as a complex. It resembles a phenomenon called the "influence of meaning" by L. S. Vygotsky, a famous psychologist.

The coherence of discourse manifests itself in discursive continuity and is determined by specific patterns, rules that underlie the formation of complex communicative units of the language. It can be considered from the point of view of its intonation-rhythmic, logical, semantic and formal grammatical design and detected by special markers of illocutionary and / or discursive nature.

The chronotopic nature of the discourse is embodied in the representation and perception of spatial and temporal relations and is carried out mainly through verbs and adverbs. According to N. D. Arutyunova, "classes of objects are denoted in languages by a rather homogeneous category of names and nominal word combinations, quanta of the event flow correlate with very different and even sharply opposed units, such as a sentence (proposition), its nominalization, verbs (their lexical meaning), video-time and modal forms of predicates, names of general and concrete events" (Arutyunova, 1974).

The integrity of the discourse is directly linked to its informative value, since the exchange of information is a prerequisite for the implementation of a communication act. If the expected information is not received from the person concerned, the very behaviour of the speech communication partner becomes informative. Speech communication always focuses on the transmission or receipt of information, it is another matter that information "pumped" in this way is not recognised as such from time to time. It should be noted that the criteria of informativeness are not clearly defined at present, which is related to the issues of defining the concept, measuring the level of informativeness, defining typical forms of presenting information in a discourse, distinguishing between "old" and "new", and the degree of perception of information.

The dialogical discourse also reflects the characteristics of communication, such as the presence of two or more partners and an active nature, which is embodied in intersubjectivity and intentionality. The addressee of the discourse can be a linguistic personality with any communicative role (listener, reader, outsider, eavesdropper, etc.) on whom the author of the discourse focuses his speech impact.

The discussion is process-based. Signs of procedurality and intersubjectivity are reflected in the definition of speech activity. Communication is the process of mutual coordination of activities through verbal and non-verbal semiotic systems. A communicative event is a process, it is continuous, but it can be discreet, segmented, divided into units.

At the same time, the space of discourse, as a point in an unbounded continuum of speech activity, is itself extremely and internally dividable. It consists of units of speech activity with different communicative status, speech forces with different vectors and targeting the recipients/addressees of the discourse.

Discursive units have relative functions of integrity. The contiguity and selectivity of discourse are its constitutive features.

As a higher-order language mark, discourse also has modality associated with the dominance of one or more parameters of speech spaces. Discourses with explicit modality by the personal meanings of the author reflected in them are oriented towards the sphere of material (speech/non-speech) activity of the addressee.

The intertextuality of the discourse manifests itself in relation to previous and subsequent works, as V.B. Kashkin notes, "we all speak with the phrases of previously said, previously created texts". The creation and understanding of discourse depends to a large extent on the intra-linguistic memory of other people's speech actions created earlier and spoken or recorded in writing (Kashkin, 2004).

With regard to certain types of discourse, we can talk about the category of authority and precedence (e.g. authority of advertising discourse, authority of scientific discourse). The category of authority has been recognised as one of the most important

components of the communication process. As noted by A.A. Boldyreva and V.B. Kashkin, its content is related to the linguistic, economic and power status of communicators. Authorship in this case is defined as one of the pragmatic categories manifested in the use of proverbs, winged expressions, quotations, references to the opinion of famous personalities and/or the results of tests appealing to universally recognised truths and authorities.

The authors seem to rely on already recognised authorities. As a rule, authority comes from an extra-linguistic environment; it is brought into the advertising text of a proverb and winged expressions, references to test results and laboratory tests, to the opinion of a well-known personality, what R. Lei calls qualitative reinforcement of influence. And while in the use of proverbs and winged expressions their inherent wisdom is discreetly transferred into the advertising text and implicitly present there, test results and statements by experts and celebrities regarding the advertised object are an explicit expression of the category of authority.

From a linguistic point of view, this category is very rarely expressed in explicit grammar. This category is mainly expressed in discourse markers (types of introductory phrases, references, inserted texts, quotes, etc.). Its content is usually meta-communicative, i.e. the reference function here is minimal, while the function of regulation and monitoring of the communication process is clearly expressed.

Thus, like any language unit, the discourse has universal and individual features. The first are: integrity and coherence, manifested in a continuous continuum of meanings, chronotopicity, embodied in the representation and perception of spatial and temporal relationships, informativeness, intersubjectivity, intentionality. Categories of authority and precedence are likely to be individual, ideo-ethical traits, as not all types of discourse can be observed.



### 1.3 Internet Discourse: Concept and Characteristic Features

As a result of technology development, Internet has become a new arena for discourse. From the point of view of discourse, we can talk about Internet both as an information channel that combines many different discourses, and as a separate type of discourse with a set of its own unique features. For example, some scientists consider Internet discourse to be a discursive space that exists on Internet, which is a complex semiotic system in the form of texts, images and sounds (audio files and embedded video clips) that are structurally organised to involve users of various types of discourse.

Internet discourse, as a separate type of discourse, is a collection of a variety of texts arranged by linguistic and super-linguistic means and existing under certain conditions, which include psychological, social and cultural factors. This complex discourse implies a comprehensive approach to its analysis. And the following characteristics of Internet discourse can be defined: electronic message signal; virtuality; distance; mediarity; permeability (opportunity to engage in communication for any user); hypersexuality; creoliticization; equality of participants; combination of different types of discourse and specific ethics (Galichkina, 2001).

Specificity of Internet communication is also affected by such factors as the heterogeneity of the social environment on Internet, the possibility of overcoming barriers related to gender or age due to anonymity, and specific replacement of non-verbal communication (e.g. smileys).

Internet communications can be characterised by such discursive properties:

- Dynamism implies user's dialogue as the basis for communication.
- Communication presupposes finding a conversation partner.
- Personification is related to the concept of a "linguistic personality".

- Connotation, which manifests itself in the peculiarities of jargon and the presence of additional emotional formations of an ironic or joking nature, such as memes.

- Social and cultural components (Kondrashov, 2004).

Internet is often seen as a special type of oral and written discourse, as it combines the features of oral and written discourse types. The term "written spoken language" is most often used to describe speech in this type of discourse. Internet discourse is characterized by many features of conversational speech: unpreparedness, redundancy of speech means, frequent use of jargon, reduction, etc. This phenomenon is largely explained by the fact that the written version of the language exists on Internet in an interactive communication environment, and the pace of speech is often as close to the pace of oral communication as possible.

Another important factor is the informal setting of many communication platforms on Internet, which, combined with the ability to quickly exchange messages, ensure that speech styles are closer to the spoken word. E. V. Gorina presented a model of Internet discourse that combines five constitutive features: cognitiveness, interactivity, variability, sociology and psychology. The author divided these attributes into two groups. The first group includes features that demonstrate the internal essence of Internet discourse (cognitiveness, interactivity, variability), and the second group includes features that demonstrate the external connections of Internet discourse (sociology and psychology) (Gorina, 2015).

The second group of attributes shows how Internet affects the real world and changes user's behaviour and many features of society as a whole. Let us consider each of these attributes:

1. Cognitivity. Under E. V. Gorin's cognitivity, we mean the connection between consciousness and the emergence of Internet discourse. This feature demonstrates that Internet is a "life-like education that reflects the discourse of life" [тут ссылка на Горина](#). The approach to Internet studies based on this feature implies an analysis of

the cognitive processes of users and the Web processes aimed at improving the perception of Internet content.

2. Interactivity. This feature of Internet course demonstrates the involvement of users in the process of forming Internet information field. This feature implies the functioning of forms of communication that allow users to give an immediate response to the content of information messages.

3. Variability. Variability refers to the diversity of forms and ways of presenting information on the Web. The study of variability implies research into the diversity and transformation of forms of communication (these include forums, chats, social networks, Internet media, etc.).

Signs from the second group — sociology and psychology — are studied by representatives of the relevant sciences — sociologists, psychologists and psycholinguists. They pay attention to the positive and negative aspects of the impact of Internet on the personality and the peculiarities of perception of information, the user's activities on Internet (cognitive, game or communicative), the forms of self-presentation of a person on Internet, the motives for various network activities, gender peculiarities on Internet and the phenomenon of Internet addiction.

4. Psychology. Psychology refers to the possibility of changes in the personality of a modern person under the influence of Internet, as well as the psychological problems that the user faces in the virtual world. One of the main problems associated with the influence of Internet is considered to be the difficulty of understanding the large amount of information offered on Internet.

5. Sociology. It points to the issues that sociologists study in Internet space: social and demographic dynamics of users, statistics on cultural, political and other preferences of users, as well as the total number and structure of Internet community. This indicator shows the specifics of Internet's impact on society as a whole. One of the manifestations of this influence is the emergence of subcultures that originated in Internet and in many manifestations that later went beyond the net.

Taking into account the popularity of Internet and the increasing number of communicative practices, it can be stated that linguistic research in the field of Internet communication will undoubtedly continue and will increase in direct proportion to the development of Internet space itself. There is also no doubt that Internet discourse claims to be a niche of its own in the new linguistic science - Internet linguistics.

## Conclusions to Chapter 1

1. Discourse is a verbally articulated form of objectification of the content of human consciousness, regulated by the dominant type of rationality in a particular socio-cultural tradition. Discourse is now a multi-dimensional concept that is actively used in philosophy, sociology, linguistics, cultural studies and other social sciences.

2. Discourse has universal and individual, ideo-ethnic features. Universal features are: integrity and coherence manifested in a continuous continuum of meanings, chronotopicity embodied in the representation and perception of spatial and temporal relationships, informativeness, intersubjectivity and intentionality. Categories of authority and precedence are likely to be individual, ideo-ethical traits, as not all types of discourse have them.

3. Internet discourse, as a separate type of discourse, is a collection of a variety of texts arranged by linguistic and super-linguistic means and existing under certain conditions, which include psychological, social and cultural factors.

## Chapter 2: Online Communication, Its Types and Salient Traits

### 2.1 Concept and Types of Communication

Communication as a field of scientific knowledge has a long history, and this is illustrated, for example, by the fact that the term has a huge number of definitions. For example, the American psychologist Jurgen Ruesch has identified more than forty approaches to this concept in various fields of knowledge, including anthropology, sociology, political science, psychology, linguistics, etc. This shows that communication problems are faced by specialists in various fields of human activity.

Problems in the study of communication processes are among the most pressing problems for humanity. It is "the central position of communication in human history," writes Eric Barnow, a leading theorist in the field of mass communication studies, "that convincingly explains why such different branches of knowledge as anthropology, art, education, ethnology, history, journalism, law, linguistics, philosophy, political science, psychology and sociology all gravitate towards the study of communication processes..." (Barnow, 1996)

Communication is a type of active interaction between objects of any nature, involving information exchange. In the structure of any communication, five main functional components are distinguished, arranged in a linear sequence:

- 1) the source of information (the addresser) that generates the message for transmission;
- 2) a transmitter that converts a message into signals transmitted over a certain communication channel;
- 3) communication channel;
- 4) a receiver of information that decodes the signals and translates them into a message;
- 5) the recipient of information (recipient) to whom the message is intended.

According to this model, the source of information (addresser) encodes some information with the sign system used in this form of communication. In order to

assimilate the information from the addressee, the reverse procedure of presenting the content — decoding is required. In addition to the main components, this model usually contains a factor of dysfunction, which may distort the meaning of the message being transmitted — the so-called noise (e.g. external interference, presence of several signals in the communication channel, etc.), as well as a factor of preventing communication failures — redundancy of information (repetition of message elements). Thus, this model of a communication act implies the adequate transmission of information from the addressor to the addressee. The structure of an integral communication process is represented by a multitude of individual successive communication acts.

The original meaning of the term "communication" has changed slightly over time and is now interpreted very broadly. On the one hand, based on the Latin verb "communicare" (connect, communicate), the concept of communication implies the transmission of signals and messages, i.e. [in the modern sense] the exchange of information between any objects of natural or artificial origin. On the other hand, the concept of communication is etymologically closely linked to such concepts as community, association. This connection is particularly important in the system of humanitarian discourse, and above all for socially oriented philosophical theories that consider society or community as a condition or purpose for successful communication. Therefore, the term "communication", along with its general scientific meaning (as information exchange between any objects), contains a wide range of socio-cultural meanings related to the specificity of information exchange in society (as information exchange between people). In analysing and describing communication, the system of humanitarian discourse is distinguished as:

- 1) communication in the broad sense as one of the foundations of human life and a variety of forms of speech and language activity, and not necessarily involving a meaningful plan;
- 2) communication as information exchange in technologically organized systems;

- 3) thought communication as an intellectual process that has an ideally balanced plan and is connected with certain situations of social action;
- 4) existential communication as an act of discovering the Self in the Other; as such communication is the basis of the existential relationship between people (as a relationship between the Self and the You) and the decisive process for the self-determination of the individual in a world/socium in which the individual acquires an understanding of his being, of his bases.

Depending on the combination of different methods, techniques and styles of communication it is common to distinguish three main types of communication — verbal, non-verbal and paraverbal. According to experts, the communicative interaction of people for three quarters consists of speech (verbal) communication. In the process of communication there is a mutual influence of people on each other, the exchange of different ideas, interests, moods, feelings, etc. For this purpose, each culture has created its own language system, through which its speakers can communicate and interact. Various forms of linguistic communication are called verbal means of communication. Verbal communication is understood as a language communication expressed in the exchange of thoughts, information, emotional experiences of interlocutors. Verbal communication, according to experts in the theory of communication, can take place mainly in the form of dialogue or monologue.

Dialogue is a form of communication consisting of an exchange of statements from two cooperating parties or partners. In practice, dialogue is a mutual replica of the interlocutors, which in turn is a natural response to the interlocutor's motives or reaction to what is happening around them. The following types of dialogue are highlighted:

- informative, consisting of question-and-answer communication and aimed at obtaining information;
- prescriptive, containing a request, order, promise or refusal to perform any action;



- exchange of opinions, which is a communication of a discussion nature between interlocutors with equal communicative competence;

- festive, which is the emotional communication of interlocutors.

A monologue is a verbal form of communication designed for passive and indirect perception, as it is pronounced by one person when addressing another or many people. The following types of monologue are distinguished:

- informational, meaning messages of various kinds.

- dramatic

Styles of verbal communication are a set of stable and familiar behaviors that a person uses in establishing relationships and interactions with others. The following styles stand out:

- Direct style is an individual stable form of human communicative behavior, manifested in any interaction with other people.

- Indirect — allows the speakers to hide and camouflage their true desires, goals and needs.

- Artful, fancy is based on the different degree of the use of expressive means.

- Instrumental is focused on the speaker.

- Affective is directed towards the listener.

Various feelings, experiences and moods that do not succumb to verbal expression, are transmitted through non-verbal communication. Nonverbal communication is understood as a set of non-linguistic means, symbols and signs used for transferring information and messages in the dialogue. Nonverbal means of information transmission appeared in people's lives earlier than the verbal ones. There are three types of nonverbal means of communication:

- Behavioral signs due to physiological reactions: blushing or redness, as well as sweating from excitement, trembling cold or fear, etc.;

- Unintentional signs, the use of which is associated with human habits (they are sometimes called self-adaptors): scratching the nose, rocking the leg for no reason, lip biting, etc;

- communication marks proper — signals transmitting information about an object, event or condition.

People use nonverbal communication in order to express their thoughts, feelings and emotions more fully, accurately and understandably. This goal is common to all cultures, but in different cultures the "words" of non-verbal language have different meanings and are given different meaning. So, shaking ones head from side to side means "no" and "yes" depending on the nation.

Despite their dual nature, non-verbal signs include a rather large amount of versatile information about the personal qualities of communication partners (their temperament, emotional state, social status, communicative competence, etc.), about the relationships of communication participants to each other (desired level of communication, type of relationships, dynamics of relationships), about their attitude to the situation of communication (desire to continue communication, desire to leave communication).

Detailed consideration of non-verbal communication is achieved through the disclosure of its main forms and ways to which it relates:

- kinesics — a set of gestures, poses, body movements;
- tacesics — handshakes, kisses, strokes, patting and other touches on the body of a communication partner;
- sensorics — a set of sensual perceptions based on information from the sense organs;
- proxemics — the use of space in the process of communication;
- chronemics — the use of time in the process of communication;
- optics — the use of eye movement or eye contact in the communication process.

Paraverbal means are a set of sound signals that accompany oral speech, giving additional meaning to it. An example of this kind is intonation that signals the questioning nature of a sentence, sarcasm, disgust, humor, etc. In other words, in paraverbal communication, a certain part of information is transmitted through voice shades, to which a certain meaning is given in different languages. Although individual voice characteristics cannot serve as a reliable indicator of a person's personal qualities, nevertheless, in the process of communication one should remember the important feature of a person's perception by voice. Listeners tend to give higher merits to people with better speech (pleasant timbre, intonation), attribute them not only high intellectual and psychological qualities (charm, intelligence, benevolence), but also much higher partner and business qualities (competence, reliability, confidence, etc.).

With the help of voice one can transmit basic emotions — fear, anger, joy, surprise and emotional states — benevolence, anxiety, confidence, interest. For example, the emotion of sadness is expressed by the slow increase and decrease of strength and height of the voice, the increased duration of syllables, the fall of strength and resonance of the voice. Quick speech evokes the idea of an active, energetic person.

The purpose of paraverbal communication is to evoke in the partner the appropriate emotions, feelings, experiences that are necessary to achieve certain goals and intentions. Such results are usually achieved through the paraverbal means of communication to which prosody (speech tempo, timbre, height and volume of the voice) and extra-linguistics means (pauses, coughs, sighs, laughter and crying) can be related.

## 2.2 Types of Online Communication

In recent years, real communication has been replaced by virtual communication, which forms a new sphere of information interaction and leads to new types of relationships.

Network communication takes place in conditions of mass communication and has its own peculiarities in contrast to traditional direct communication in life. Internet has taken a particularly strong leading position in the structure of virtual communication of modern youth. Today it is impossible to imagine a student audience without netbooks, cell phones and other devices that allow to be in any place in the network. With the development of Internet communication and social networks, young people have significantly increased the number of friends and the frequency of friendly practices, regardless of their location and language, active communication takes place in English social networks (Facebook, Twitter, Instagram, etc.), personal blogs are created, webinars are held. Such forms of communication allow to solve "hot" issues extremely quickly and therefore are becoming more and more popular.

Internet communications are such methods of communication, in which information is transferred via Internet channels using standard protocols for exchange and presentation of information in various forms — voice, video, documents, instant messages, files.

Internet communication is, first of all, a flow of attention and behavior of an active user audience. Scientists have identified several most common types of communication. Among them are the following:

1. *Man — Computer.* Internet allows a person to receive information from a computer regardless of its physical location or to send and save information on that computer. Internet is a kind of depository of information. A cell phone or smartphone may be a receiver and transmitter of this information.

2. *Man — Man.* Any user can communicate with anyone else and perform all kinds of information transmission: by text (e-mail), voice (Internet telephony) and images (video phone, conference or broadcasting on the Web).

3. *One man — many people.* Traditional type of mass communication: information is sent to a large number of people simultaneously. Internet is globalizing and cheapening this type of communication. As a depository of information, Internet introduces an "invitation" aspect, i.e. allows one to create archives that can be used by a huge number of people.

4. *Many people — one man.* A type of communication that allows collecting information from many people and systematizing it.

5. *Many people — many people.* Communication that supports the simultaneous communication of a large number of people around the world. Before Internet was created, its role was played by television bridges.

We can distinguish such types of Internet communication: forum, blog, site and social networks.

- Forum — a special site, or chapter on the site or portal, which is organized for communication and exchange of opinions. Forums are designed for thematic communication. They are a kind of interest clubs. The essence of the forum is in the creation by users of topics and their subsequent discussion. In addition, each topic may also create thematic polls. The main objectives of Internet forum: communication, discussion, exchange of opinions and experience.

- Blog is an online journal, an online diary, the main content of which are systematically added entries. Entries contain text, photos, graphic elements or multimedia. Blog entries are usually long and grouped in reverse chronological order. Most often, blogs are public, have readers who engage in polemics with the author of a blog by commenting on the post or on their personal blog.

Comments on the blog have made it a means of communication in the network, which by a number of criteria is superior to e-mail, forums and chat rooms.

Personal sites, consisting of owner's entries and comments to them, are also often called blogs.

Not only the structure of entries, but also the ease of adding them is a feature of blogs. A blog owner (blogger) can only identify himself on a web server to add a new post. The server places the freshest posts at the top.

A blog provides an opportunity to announce something in a way so that many people can hear it. Everyone will read the blog post at a convenient time or ignore it if he or she wants to.

- A social network is a social structure consisting of nodes (usually individuals or organizations) that are connected by one or more types of interdependence, such as values, views, opinions, ideas, friendship, financial relationships, conflicts, trade, and so on.

Thanks to social networks, people connect with each other, being in different parts of the world. It is enough to have an Internet connection, any device (PC, tablet, smartphone) and a registered profile. Most popular networks have both desktop and mobile versions of the site, as well as an application for mobile devices. Therefore, access to them is almost always available to everyone. Today social networks have become an integral part of life of many users. People visit them daily, communicate with friends and relatives, conduct business and promote themselves.

In terms of organizational form, social networks are a combination of the following:

1. Personal pages of users, where they made a portrait of their personality at their discretion.
2. The possibility of private correspondence, as by e-mail, public communication on forums and in interest groups, instant messaging in chats.
3. Some social networks provide such functionality as Internet conferences Internet pagers, IP-telephony, video calls, etc.

4. Searching through the site by many different parameters so that users can find the contacts they need. It is believed that the main purpose of their registration in the social network is to find the right people.

There is no way to calculate the number of existing social networks and the number of registered users — these are dynamically changing numbers.

There are social networks of general purpose and social networks for targeted purposes.

In a social network of general purpose there are no criteria by which a person can or cannot become a member of a certain social network. Anyone can join it and conduct any social activity that does not contradict the law. For this very reason, general social networks are the most numerous.

Social networks for targeted purposes are designed so that each registered user can implement a specific task or need using this network. Depending on these objectives and needs, the following targeted social networks are distinguished:

- social networks for personal acquaintances with the opposite sex (or not) to create a family or relationship;
- social networks for job search, business partners, professional associations;
- social networks on specific interests or hobbies, etc.

Due to the ever-increasing number of social networks, users are faced with the problem of finding interchapters in social networks on different resources. Having gathered the circle of communication on one resource, a user may be forced to search for people from this circle and other sites to fully use these sites. There are services that allow users to connect information from several sites at the same time and get information about events taking place in the networks where he/she is registered.

E-mail is a service for sending and receiving text messages or binary files as attachments from one user's computer to another user's computer via Internet.

E-mails appeared long ago in 1965, even a little earlier than Internet, and were originally used to send messages between users working on the same large computer (mainframe). With the development of technical progress, the possibilities of e-mail gradually increased and in 1972 the first program for sending e-mail messages through the network ARPANET, which is the predecessor of Internet.

If compared to traditional mail, e-mail is faster in delivery, and the recipient can use the information obtained in just a few seconds. E-mail can consist not only of text, it can be formatted documents of different types, images. Other files can also be attached to the email or inserted into its content.

Whereas previously e-mail was the domain of advanced users or employees of large companies, now everyone can use it. The variety of mobile devices with the help of which it is possible to use the possibilities of this kind of electronic messages is very large. For checking messages in a mailbox it is not necessary to have a mail client on one's computer or smartphone. The majority of the companies representing mailboxes provide the web-interface (webmail) for using mail directly in a browser. If every new message must be read immediately after arrival, then on one's smartphone or other device, it must have a mail program and access to Internet.

Internet chat is a means of users' communication over the network in real time, as well as software that allows them to organize such communication.

A characteristic feature that distinguishes it from the same forum is the real-time mode. Replies of the participants appear all the time, and communication occurs online, i.e. as if imitates a live dialogue.

Chats are characterized by the type and degree of anonymity.

1. Network programs. The first versions have appeared in the 90s of XX century. These are small applications that look like forums and provide an opportunity to communicate between participants in real time. A delay of a few seconds 20 years ago seemed quite tolerable, as well as the need to periodically update the ribbon with messages. Communications are conducted with the help of text that is entered into a



special field. All messages appear in the viewing window. The sidebar on the right or left usually displays participants.

2. Audio. These are types of chats that offer multi-channel exchange of voice messages between interlocutors. To communicate, one needs a microphone and speakers (headphones). This format is used in network games, for webinars, conferences.

3. Video chats. When the technology of streaming data arrays appeared, video format was connected to voice and text chats. For this kind of communication one needs a web camera.

4. Private, shared, anonymous — all these are options to control access to communication. In the first case, the circle of participants is limited, and their number and privacy is set in the conversation settings. Common chats assume free access to all comers after registration. Anonymous chats are already rare - they are platforms for communication, which do not require authorization.

What used to be a separate type has become an option in a modern client program or messenger.

I considered the socio-cultural features of communication in messengers on specific examples.

As a research object, I suggest choosing one of the most popular social networks and messengers - Telegram, Viber, Twitter and Instagram.

Telegram is a cloud messenger, software for smartphones, tablets and PCs, which allows the user to exchange text messages, graphics and video files, as well as call other users of the program for free.

The majority of Telegram users are young people aged 18 to 34, in terms of gender distribution of men and women among them equally. Therefore, this messenger provides many opportunities for comfortable and confidential communication.

In addition to the common options in most messengers, the telegram has a unique feature of secret chat, information about which is not stored anywhere, except for the

device that was used during communication. This allows one to have private conversations and share secrets without worrying about their disclosure.

In 95% of cases, telegrams are used for personal communication, because this messenger is not suitable for business due to the unavailability of information about users, their preferences and interests. Therefore, it is almost free from annoying advertising platform for communication.

This is what young people use, having a whole range of opportunities in communication, from traditional messaging to communication through video, audio and even stickers. The latter can not only choose from a large number of collections, but also create one's own and thus realize their creative potential.

Viber is traditionally considered a messenger the bulk of whose users are members of the older generation. Although according to statistics in Ukraine, most of those who use it are young people aged 25 to 34.

Viber provides many communication options such as sending text messages, videos, images and audio. This method is very popular among the adult generation, as it is much faster and more convenient to make a call than to print or record a message, without incurring any financial costs other than paying for Internet.

This messenger is popular as a family communication tool. It is often where group chats are created between family members and close relatives, where news, photos and life events are exchanged.

Twitter is a social network which allows users to send short text messages (up to 280 characters, up to 140 characters by 2017) using SMS, instant messaging services and third-party client programs.

Twitter is more popular abroad, but there are many fans of it among Ukrainians. The majority of network users are older people - from 35 to 65 years, with most of them men (66%).

Due to the form of a microblog, Twitter is a hub for creative and socially active people. This network is the most active discussion of current topics and events, and the

most popular tweets are broken down into quotes and memes. Here a new genre in literature was born - Twitter. It is a type of short-text literature that combines literary microblogs on Twitter and various genres, including aphorisms, poetry, short prose works, including fiction (or a combination thereof).

Twitter has many facets. Some twitter works are miniature stories in the length of one tweet, some are accurate statements, some are poetry, some are whole series (where a new series is one record or a group of 5-10 records) or even full-fledged novels.

Some authors use Twitter's interactivity and ask different users to publish a line from their history in their profiles, and then repost to their own page, thus forming the full text. Some create game accounts and post stylized entries on behalf of a character or real celebrity. However, these accounts play the role of entertaining and comedic content. And they are the most popular and most often quoted among Twitter users.

In our opinion, Twitter is one of the best platforms for expressing one's thoughts and verbal creativity, as well as a center of topical discussions on topical issues.

Instagram, a social network based on photo sharing, allows users to take photos, apply filters to them, and share them through their service and a number of other social networks.

Instagram is probably one of the most popular networks among the above. The main audience is young people under 24 - 72%. However, the content that is published there can satisfy people of all ages and interests.

Instagram is a real field for creativity and self-expression, with a very user-friendly interface and the order of publishing posts. However, this social network is very actively used not only by creative people, but also by all those who like to capture a moment in a photo and share it with friends.

Instagram has become a very popular platform for doing business, including online shopping. A very common among Instagram users is the Stories option, which

allows the users to share interesting life events or just their own thoughts and observations in text, audio or video format.

We consider Instagram to be a source of inspiration and interesting content, but as a means of communication in personal messages, it is not very comfortable. However, it is a place of concentration of the most interesting ideas and the brightest impressions.

So, each social network has its own audience and individual characteristics of use.

Thus, we can conclude that Internet communication is one of the most widespread and widely used types of the global world — Internet, which not only performs the functions of joint information and communication activities, but also in many ways acts as a carrier of modern moral values, and is characterized by a variety of ways and types of communication.

### 2.3 Linguistic Features of Online Communication

All research problems are solved through the prism of a discursive approach, the methodological principle of which is anthropocentrism - a heuristic principle of consideration of language and speech in connection with human thinking, which reflects his inner state, universal, national, cultural and social values. Y. S. Stepanov emphasizes that discourse is "language in language", presented in the form of a special social reality. Discourse does not really exist in the form of its "grammar" and its "lexicon". Discourse exists first and foremost in texts, but those that are followed by a special grammar, a special lexicon, special rules of word usage and syntax, special semantics, and ultimately a special world. This is a "possible (alternative) world (Stepanov, 1995).

One of such an alternative worlds is the world of Internet. Active development of communication problems in linguistics is mediated by electronic information technology channel, and the lack of common terminology for these studies necessitate clarification of the content and delimitation of concepts such as "virtual discourse", "computer discourse", "electronic discourse", "network discourse" and "Internet Discourse".

The terms "computer discourse" and "electronic discourse" are absolute synonyms because they imply communication via computer. "Internet discourse" is understood as communication on the World Wide Web and is a kind of network discourse, which in addition to communication on the Internet also includes communication on other, in particular, local networks.

Thus, these types of discourse are in a hypero-hyponymic relationship, where the hyperonym is a computer (electronic) discourse, and the communicative environment is determined by the communication channel. There is no such ambiguity between computer and virtual discourse.

Virtual discourse is understood more narrowly than computer discourse, because the latter is not only communication with the help of a computer, but also

communication between a person and a computer. In addition, computer discourse is characterized by direct contact between communicators, which is not the case with virtual communication, where the communication partner is largely imagined by our consciousness. On the other hand, virtual discourse is interpreted more broadly than computer discourse, because communication in virtual reality is created not only through a computer, but also through other means of communication.

However, electronic (computer) and virtual discourses denote arrays that, in addition to the texts of the Internet environment, include texts on non-paper media (audiobooks, movies, music discs, games, programs), multimedia devices (smartphones, communicators, ipods, ebooks). ) etc. and are much broader than Internet discourse. Given the ambiguity of the relationship between the above types of discourses of Internet communication, we consider it appropriate to depict them in this picture:

In modern linguistics, Internet discourse is interpreted differently. It is understood as:

- cognitive-communicative space of the Global Network, in which by means of electronic data transmission channel and hypertextual mechanism of their structuring and routing by means of (para) verbal means communicative interaction is carried out, characterized by replacement of real image with fictional one;
- text that exists in the Internet system, in which a persuasive communicative attitude implicitly reflects the subjective personal position of the author, modeled taking into account psychological, linguistic and technological factors;
- the process of creating texts in conjunction with pragmalinguistic, socio-cultural, psychological factors; purposeful social action, which includes the interaction of people and the mechanisms of their consciousness cognitive processes;
- a complex text system due to extralinguistic socio-cultural factors and the specific situation of entering into speech contact with a computer and other electronic

devices, both users with each other on the Internet and users with discursive Internet space.

I see Internet discourse as an array of electronic, audio, and video texts combined with extralinguistic factors linked by a system of hyperlinks accessed by accessing the Internet through a computer or alternative multimedia devices.

Under the structure in linguistics understand the generalized designation of invariant features of sound, phonological, morphological and morphological composition of language in terms of their relationship with each other, ie in terms of patterns of use of lower level units to construct higher order units; the internal organization of language as a semiological system, which restricts the freedom of reproduction of its elements, which is manifested in the unequal frequency of their use, in the restriction of their compatibility and creates redundancy.

N.G. Grabar sees Internet as a special area of cyberspace that facilitates human-computer interaction and adds human-computer-human communication capabilities. The author notes that the network has become an intermediary with special properties, and in the virtual reality of the network there are "virtual communities", a kind of world formed by Internet communication, which has its own specific qualities.

It is worth noting that a number of communication barriers are losing their significance on the Web. Yes, a person who in real life had problems communicating because of appearance, pronunciation or just shyness, feels more comfortable in a virtual environment. An example of such behavior is described by the author: "In a virtual environment, you can be whoever you want, look like anything, be a creature of any gender by choice, in short, you have no restrictions specific to the material world."

In the scientific works of V.V. Posokhova also talks about the fact that the network levels the age, social, ethnic, gender, status boundaries that matter outside the media space. It is obvious, according to the scientist, that communication with the help of social Internet services is much easier, relieves stress, removes existing stereotypes

and allows anyone to feel free, constructing a dialogue with the world at their own discretion and desire (Posokhova, 2015).

VV Posokhova believes that when choosing a style of communication, users to varying degrees fill the media discourse with surrogate emotional reactions in a symbolic way using smiley tags, or using template graphics, often describing their own emotions in parentheses (Posokhova, 2015). The function of intonation is performed by the so-called "caps" (from the English "Caps Lock"), because the writing of a certain text in capital letters is perceived as raising the tone of voice. Those who constantly use certain social Internet services communicate with the use of characteristic words, symbols, greetings, which form a kind of communication culture — network etiquette (netiquette). The rules of conduct on the Web are quite flexible, as Internet fills many communities that exist under their own network laws. The author notes that the style of communication dictates a set of certain rules of network communication. Some rules are clearly spelled out and are often set, adopted and followed by a certain online community. Failure to follow the rules positioned by a certain group of users, ignoring them in the communication process is the most common manifestation of a protective reaction in response to fears of being rejected by the online community, or, conversely, attempts to attract attention. Ignoring and not accepting certain rules of communication, known online as "*flood*", "*wipe*", "*flame*", "*oftopic*" and others. Adherence to certain norms and compliance with the requirements for interaction with others give the user the opportunity to feel much more related to strangers, to realize their own involvement in a group of like-minded people.

Among the problems of virtual communication N. G. Grabar, in turn, identifies a communication barrier — a psychological barrier to the adequate transmission of information between communication partners. We share the opinion of scientists and note that for virtual communication it is necessary to have communication skills (Grabar, 2012). G.I. Ostapenko considers such skills as a set of communicative actions based on high theoretical and practical preparedness of the individual for interpersonal



communication (Ostapenko, 2015). Virtual communication skills are characterized by the communicator's ability to evaluate the interlocutor by compiling a psychological portrait, understand and accept digital information, build virtual relationships, develop individual tactics, behavior strategy with a virtual interlocutor, respond to the interlocutor's actions, self-presentation skills. Criteria for expert assessment of the degree of development of communicative skills of virtual communication are the ability to: express their thoughts, understand and accept information, build virtual relationships, develop individual tactics, strategy of behavior. The style of virtual communication is defined as a feature of virtual communication of a person, which characterizes his general approach to building interaction with the interlocutor using a computer.

In my opinion, communication is concentrated in the Web because of the ability to quickly and reliably transmit messages over long distances through e-mails, chats, forums, websites.

G.I. Ostapenko singles out the characteristic features of communication that takes place through computer networks, namely: the possibility of simultaneous communication of a large number of people who are in different parts of the world and, therefore, live in different cultures; inability to use most non-verbal means of communication and self-presentation; impoverishment of the emotional component of communication; anonymity and reduction of psychological risk in the process of communication; easy change of formal attributes. All this leads to the development of new forms and styles of interaction and the emergence of a kind of Internet etiquette. The text of the message on Internet GI Ostapenko considers the result of creative and game process. The main task of such communication is to be able to convey emotions and facial expressions in writing (Ostapenko, 2015).

Styles of network communication offered by VV Staff:

1. Dominant — characterized by the attempt of users to increase their own status by underestimating the role of others. Users of it are referred to in network slang as "trolls" or "vampires".

2. Contradictory — characterized by a desire to prove something, sometimes even in an aggressive way. Users are constantly arguing, fearing to lose their status even in situations where the truth is quite obvious.

3. Impressive — main characteristic is the desire to attract attention. Speaking of themselves, they brag or whine, constantly trying to be the center of attention, because they need it the most.

4. Dramatic — chosen by those users who try to hide their true intentions, exaggerate information in order to reinforce a particular event, exaggerating its significance.

5. Attentive — by communicating in this way, users show their interest in information coming from others. They are characterized by asking too many questions and saying almost nothing about themselves.

6. Sufficient — typical for those users who mostly try to provide a reliable, undistorted message. They are restrained in comments, do not focus on a particular topic, communicate just to spend time, not "involved" in the conversation, maintaining it on a purely formal level and exchanging regular comments.

7. Friendly — choose those users who mostly show a partnership with those with whom they communicate. Characteristic of this style of communication is the tendency to encourage others to communicate.

8. Open — the user, who is a fan of this style, seeks to openly express their thoughts, feelings, desires. He is restrained in his own statements, has respect and authority in a certain environment of users, is tight-lipped and strives for open partnership.

9. Inspired — users of this style try to emotionally enrich the message by adding multimedia content to the printed text.

10. Soothing ("psychologist") — according to the classification of users, the "psychologist" finds understanding, compassion, and support in communication. Always ready to listen, to help.

Extrapolating the concept of structure to Internet communication, we understand it as a clearly organized hierarchical system, navigation between parts of which is provided by moving from lower to higher units and vice versa. The main requirements for organizing the construction of information in Internet discourse is the clear division of the text field into certain segments and providing internal links between them, which is made possible by hypertext - a kind of text document, parts of which are linked by hyperlinks.

Hyperlinks and message texts as structural elements of hypertext acquire a linguistic representation in the form of an electronic document. Internet discourse hyperlinks are a list or list of keywords or phrases; underlined and highlighted keyword (phrase). The main function of the hyperlink is to provide the ability to navigate the electronic text. The concept of hypertext has emerged relatively recently in connection with the study of electronic texts. The term "hypertext" was first used by the well-known American sociologist, philosopher, and pioneer of information technology T. Nelson in the 1960's to denote texts in electronic form as a radically new method of information technology and a new method of publication. However, hypertexts as a phenomenon existed long before the Internet age.

A typical hypertext of pre-network time is a set of texts of the Holy Scriptures. They can be read not only linearly but also nonlinearly, following the order of associative references and parallel places explicitly indicated in many editions of the books of the Old and New Testaments, i.e. hypertextually. In addition, hypertext includes encyclopedias, reference books, dictionaries, etc. because they contain links to other texts.

The fundamental difference between electronic and traditional hypertext is that the former is open and incomplete, which allows participants to add and change the

source text. The category of hypertextuality has a dual nature: on the one hand, it is a means of formalizing the discreteness of the text, and on the other hand, hypertext ensures the integrity of the perception of the text. This creates a resonance effect, which combines such texts into a single semantic whole. Therefore, the most effective way to create hypertext is a computer, because the whole set of texts recorded on the network in written electronic form and associated with the message received by the link device is in the area of direct reach of the recipient.

It should be noted, however, that hypertexts, "technically" connected to each other by a reference apparatus, must be distinguished from thematically and organizationally (but not "technically") a combined sequence of texts, such as a set of remarks by all participants in any discussion group. One of the most important features of the language on the Internet - the gradual deployment of hypertext. The full scheme of its deployment is as follows: title (link) - title with annotation - part of the text (several parts can be opened sequentially) - full text. Thus, Internet discourse is characterized by specific principles of structural organization, defined by hypertext.

In terms of its significance and revolutionary influence on language, the emergence of the Internet is equated to the creation of a printing press by J. Guttenberg, and the peculiarities of network communication give grounds to speak of the formation of a third form of speech - intermediate between oral and written speech. The terms e-language, netlingo, etalk, geekspeak, netspeak, weblish, written speech, language centaur are used to describe it in the scientific paradigm, and the communicative space of its functioning is called computer-mediated communication.

Trying to distinguish between oral, written and network speech, D. Crystal rightly points out that network speech is written speech that is closer to oral than oral speech to its written version. The scientist defines network broadcasting by the formula: oral broadcasting + written broadcasting + electronically mediated features and considers it not as a hybrid, but as a new type of broadcasting (Crystal, 2004).

Naomi S. Beron uses a metaphor for this purpose, arguing that network speech can be considered as a kind of linguistic centaur, which has the features of traditional written and oral speech, but ultimately is something more than a combination.

To explain the presence in the Internet discourse of mutually exclusive features of oral and written speech, L. Y. Ivanov proposes to distinguish between forms of speech on the basis of their conceptual and formal features. According to this approach, conceptually oral and conceptually written texts are distinguished, which may not coincide with formally oral and formally written. Thus, conceptually and formally oral include, for example, telephone conversations; to conceptually and formally written - scientific monographs; to conceptually written and formally oral - public reading of written texts; to conceptually oral and formally written - texts on the Internet (Ivanov, 2017).

As D. Crystal notes, Internet is an electronic, global, interactive means of communication, which certainly leaves an imprint on its linguistic characteristics. The technological factor has a decisive influence on the course and linguistic organization of communication on the Internet. This influence can be traced at all levels of the language system, which gives reason to assert its systemic nature and attribute the language of the Internet to a special form of language functioning (Crystal, 2004).

The main form of communication on the Internet is written, but the canons of written speech are constantly violated, because communication is more informal. In this regard, it is difficult to disagree with L. Y. Ivanov, who emphasizes that there are at least two tendencies in network broadcasting:

- 1) the simultaneous complication of some and the simplification of other means in comparison with similar means of literary language;
- 2) the competitive influence of written and oral speech.

S. Herring also emphasizes that the linguistic features of network communication are due to objective technical reasons, such as: limited message size; the time during which the message remains available; possibility / impossibility:

- a) quoting a previous message in our response;
- b) sending an anonymous message;
- c) use of audio, video inserts, etc.

The choice of language also depends on the mode of communication. In synchronous communication (e.g. chats), the user must respond quickly to the received message, so in this mode, deviations from language norms are most often observed. In asynchronous communication, on the contrary, the user can think over the message to trifles and check the written several times. An analytical review of linguistic research, which examines the problems of language specificity of Internet discourse, allowed us to trace the main trends in network speech.

The linguistic specificity of Internet discourse is determined by the following factors: the type of communication, technical conditions and the purpose of communication. This leads to some trends in the construction of online discourse, namely the mode of communication and the level of education of users. As a result, it is possible to single out the linguistic features in network broadcasting, which include the maximum level of information compression, the growth of emotional saturation and expressiveness in messages.

Consider in more detail the features of the language in the Internet discourse at different language levels, such as:

- Graphic - emoticons, asterisks, highlighting words, large letters, repeating the same letters, as well as symbols of the programming language;
- Morphological - the creation of new words with the help of compounding, contamination, conversion;
- Lexical - abbreviations and acronyms;
- Syntactic - agrammatism (frequent illiteracy of the text).

An interesting fact is the phenomenon of bilingualism, trilingualism during virtual communication. This phenomenon occurs due to the popularity of a foreign language, which is widespread in the world. Accordingly, each user tries to meet

modern standards of such communication, and therefore not only understand foreign slang, but also use it, which, in turn, makes the individual more attractive and understandable to other users. We can agree with the opinion of scientists that in order to maintain effective communication, imitation of the above phenomenon is necessary for mutual understanding of interlocutors. The choice of language of communication, according to A.S. Guseva, affects the nature of the message. The researcher points to the phenomenon of "code switching", ie the transition from one language to another. The author's research showed that respondents switch language codes several times in one session (Guseva, 2016). Dual use of languages within one session is a phenomenon that is quite actively used in intercultural communication. As an example of the stylistic use of a foreign language in communication, we can take research conducted by A.S. Hess. The author describes the style of representatives of English linguistic culture, namely: when writing blog posts use everyday, everyday language, allowing at the lexical level: abbreviations (*Ma, Grandma, daddy, y instead of you*), reduced-loving vocabulary, personal pronouns singular (me , he), abbreviated forms of verbs (she's, don't, can't, couldn't, it's him,); abbreviations inherent in the written representation of spoken language in computer-mediated communication (*BTW - by the way; SYS - see you soon*); exclamations (*Wow! Oh! ow! Oh!*). Given the rich synonymy of the English language, its speakers are selected from a synonymous series of units that most accurately define the concept. Thus, as we can see, a user can use abbreviations of English origin in his communication, even when the main part of his message is expressed in Ukrainian, if his interlocutor also operates with such skills and knowledge.

Internet is not just another medium for language implementation, but a separate system with its own language, which allows us to speak about the existence of a language of Internet that functions like any other language, according to its principles, the main of which is the principle of least effort. This principle implies a reduction in the amount of time and effort required to encode and decode a message without

harming its content, helps to save verbal means in the transmission of meaning and meets the requirement of "maximum signal — minimum time".

Language economy is understood as a rational method of expression, relevant for each language level. However, in the first works on linguistics, language economy was illustrated with examples relating to the phonetic level. Thus, in O.S. Akhmanova's "Dictionary of Linguistic Terms", linguistic economy is interpreted as the speaker's desire to save effort when using speech — one of the reasons for language change, especially phonetic change (Akhmanova, 2004). The founder of this idea is the French linguist A. Martinet, who in his work "The principle of saving in language" described the principle of saving in language as an effort to achieve a balance between the conflicting needs to be satisfied, on the one hand — the needs of communication, on the other — the inertia of memory and the inertia of the speech organs, yet attached to phonetic phenomena (Martinet, 1963).

Within the framework of this principle, graphic tools in Internet communication are indispensable, as they help to briefly convey information and create the necessary emotional background. In written speech, we cannot use facial expressions, gestures, intonation, and regulate our speech at the same time. To compensate for the lack of these means, Internet communication uses a special system of spelling and punctuation, which facilitates the process of communication.

Punctuation marks are quite often used by Internet users to create an appropriate emotional background. Accordingly, each such sign is used to convey different kinds of emotions.

Exclamation mark helps to express irony, indignation, delight, desire to draw attention to one's words: *GET ON WITH IT!!! (GET IT OVER WITH!!!)*.

Question mark conveys reproach, sarcasm, regret, indignation: *Why don't people just stop talking about the music in this video? (Why don't people in this video just stop talking about the music?)*. An ellipsis stands for a promising expectation.



Spelling in the web-discourse as a whole is not paid close attention to. Incorrect spelling of words is often planned, and what would be considered an error in a normal text, in this type of discourse is just another type of expression: *I will soon find the bibliography, I will try to send it to you if I can supplement it — I would be grateful (\*now); says: seems liek nothing... (\*like) (it seems nothing); yoq "yok" (no), qadar "kadar" (before), war "var" (there), eywalla "eyvallah" (thanks).*

Nevertheless, spelling literacy in the Internet environment will help not only to demonstrate its seriousness and show a certain degree of education, but also to show respect for the community as a whole.

Now let's consider the features of Internet discourse on the example of social networks.

First, in informal communication in Internet discourse one can trace the desire of the participants to bring written speech closer to a more conversational version, i.e. to make it similar to everyday oral communication. For example, Ukrainian language uses such a welcome word as "*Hello!*", and the English language uses the same word — "*Hi!*" In the texts of Internet course of Ukrainian and English languages are widely used techniques for speech expression, which are extremely diverse and quite specific. As an example, we can mention the use of so-called youth slang.

In Ukrainian: *Hayter* — 'a fierce opponent of something or someone'; *Messaga* — 'letter, message'; *HZ* — Ukrainian abbreviation 'as I think'. The following slang expressions are very popular in the English language Internet space: *MYOB* = 'mind your own business'; *2DAY* = today ('today'); *4U* = for you ('for you').

The phenomenon of a language game (at least some of its components) is also a frequent phenomenon in Internet communications:

1. Palindromes: *I am desperate, why? The event is you, too, the boss. Madam I'm Adam. 'Live not on evil';*

2. Imitation Sound: Click the pen (*Click!*), *Click!* — collision, impact (*Slap! Clap! Booh! Bang!*);

3. Sound Symbol: the grafting of vowel sounds [o:] of the English language in case of the communicant's clear position, and [tʃ], [p], [b], [f] in case of his dissatisfaction. In Ukrainian, the presence of a large number of words with sounds [t] and [e] especially in the initial position speaks about the firmness of the partner's intention to communicate online;

4. Different monosemantic word convergences:

a) omophonic: '*for — four*' in the phrase '*4YOU*', '*know — no*', '*to — two — too*' in the phrase '*ME2*'; Russian. "*7YOU — family*" in the name of the online store, "*o5 — again*".

b) Paronymic: '*enquiry — inquiry*' '*inquiry, investigation*', '*promptitude — promptness*' '*speed, agility*'; *Internet explorer — Internet exploiter*, Ukrainian. "*subscription — subscriber*", "*guarantee — warranty*".

c) homonymic, i.e. not coincidence of semantic filling of motivational and motivated bases in the act of word formation: English bottom feeder — '*the lowest priority task*', '*Why don't we TOAST with a TOAST?*', '*I - eye*' in the phrase '*I don't see eye to eye with you*' — '*We are different in views*', Russian. "*peace*" — the universe, "*peace*" — the absence of war in the phrase "*peace - peace*", the ashes. "*mouse*" and "*computer mouse*".

d) Restructuring the syntactic links: *He looked at me. He asked me. He killed me.* (partial parallelism). Rhetorical question: *Who knows?* (implicit negation). "*Do we need it?*". "*Internet? — It is easy!*".

e) metaphor: English mouse pad — '*computer mouse pad*', flame bait — '*a message leading to a caustic exchange of courtesies on the Internet*', to pull strings — '*pull threads, use connections*'; "*hanging on Internet*", "*time is running out*", "*iron*" about the computer.

f) periphrasis: *the Dark Continent* — '*Africa*', *an affair of honor* — '*duel*', *gentlemen of the long robe* — '*lawyers*'; "*night lamp — the moon*", "*To work with a high salary are invited girls 18-25 years without complexes*" (ad on Internet);

g) pun: — What's the difference between a schoolmaster and an engine-driver?  
- *'What's the difference between a schoolmaster and an engine-driver?'* — One trains the mind, the other minds the train — *'One trains the mind, the other drives the train'*.

Exploring the linguistic specifics of communication on the Internet, I came across incomprehensible, at first glance, constructions, acronyms, speech formulas (e.g. *ASAP* – “*as soon as possible*”, *ДН* – “*День народження*”, *IMHO* – “*In My Humble Opinion*”, *Я те лю* – “*Я тебя люблю*” et cetera). Internet authors tried to give definitions, give examples, define the idea of creation and role in virtual language and real so-called digispeak language - digital language of online messaging, in which instead of common expressions acronyms such as: *OMG* - *Oh my god! Oh my goodness! Oh my gosh!*; *B2W* — *Back to work and others*. The described phenomena are caused by dysgraphia (from Greek *dis* - a prefix to denote a disorder; *grapho* - I write) - a violation of language norms, accompanied by replacement of letters, omissions, permutations of letters and syllables, word combinations, violation of the speech system as a whole.

A. Kalmykov distinguishes the following specific features of network slang:

1. illiterate spelling of words;
2. special, traditional spelling of words;
3. reduction of English phrases and even sentences: *RTFM* - *read the following manual*, *FAQ* - *frequently asked questions*, *TBONTB* - *to be or not to be...*;
4. the use of smilies; some people can no longer receive and evaluate messages without smileys;
5. the use of traditional English slang expressions, which are written in English or Russian, less often in Ukrainian: *Rulez* (*hobby*), *must die* (*the worst wish*);
6. use of words that are computer jargon.

To save time in online communication, many users shorten typical words and even cues to a few letters. For example, such a common exclamation among the

English-speaking community as "oh my God" was transformed into "OMG". "Bye-bye" is now more often seen as just "bb".

Let's look at the most common acronyms and their meanings. Perhaps the most commonly used and popular acronym is *OK*, which means "yes, good, okay", and is used in simple everyday communication.

1: *OK, I will go there*; 2: *OK, I've finally watched that movie*;

*OK* can also be used if the author of the message is interested in the state of health of the interlocutor. We can also use *OK* as the answer. For example: Pers.1: *Are you OK?* Pers.2: *Yes, I'm OK, thank you.*

The second most popular acronym is "*lol*", which stands for "*Laughing out loud*" or "*Lots of Laughs*", and means "*laugh out loud*". It is used in cases where the reader of the message wants to show the author how much he was ridiculed by the words of the latter. Example:

Pers.1: *Have you ever rip your jeans trying to tie shoelaces? I did.*

Pers.2: *LOL*

One of the popular acronyms on the Web is "*imo (imho)*" - in my (humble) opinion, which means "*in my (humble) opinion*", which is used by the author of the message to emphasize the unobtrusiveness and personality of thought. Example:

1: *IMO, the sky is blue*;

2: *IMHO, the film would be better without this actress*;

The complex token *ASAP* ("*as soon as possible*"), "*as soon as possible*", expresses the author's hope for the first execution of the order by the recipient of the message. Example:

1. *Call me back ASAP*;

2. *Please remind him to check the post ASAP*;

Ironically, "*asap*", and some other acronyms, are used even in US business papers.

*HAND* (*have a nice day*) - "*good day*" can be seen even on packages in some supermarkets, even in Ukraine. Usually, the acronym is accompanied by an image of a friendly raised hand, which is symbolic (the word hand - "*hand*").

1: *OK, see you later. HAND.*

Quite often in online communication, users reduce simple English words to even one letter.

So the word "*see*", "*See*" becomes according to the sound of the letter *C* ("si"), the article "*are*" is replaced by the letter *R*, the pronoun "*you*" becomes simply *U*, the verb "*hate*", "*hate*", is transformed into a combination the first letter and the number 8 ("ait") - *H8*, which results in the required sound. The acronym of the word "*fate*" is also formed - *F8*, "*please*" usually acts as "*plz*", and "*because*" is not written "*because*", but simply "*cuz*".

In this way we can "acronymize" the last example even more, replacing all words with acronyms, and not even lose the meaning:

*OK, C U L8R, HAND.*

This lexical item will be deciphered as "*Okay, see you later, have a nice day*" - "*Okay, see you later, good day*". This method of transmitting messages saves time on their set more than two or three times, and does not distort the content.

Here is a list of other popular acronyms that are formed on the same principles as described above.

*AFK / AFTK* - *Away from the keyboard* - moved away from the keyboard. Used when the author wants to report that he will not be able to respond to incoming messages for some time.

*ANY1* - *Any one*. It consists of the fraction "*any*" and 1, which reads as "*one*", as a result we get the necessary sound. The acronym is similar to "*some1*" and "*no1*".

*BBIAM* - *Be back in a minute* - I'll be back in a minute. The acronym has a synonymous meaning with *AFKB* so they are used almost equally often. The acronym

*GTG* - "*I got to go*" is sometimes also used in this sense, but is more intended for an indefinite period of time of absence of the author.

*CU / CYA* - *See you - goodbye, see you*. The fixed form of the already mentioned combination of acronyms C and U.

*F2F* - *Face to face - face to face*. A hint that the conversation should take place only in person. In this case, the acronym "*IRL*" can be used, - in "real" life.

Communicating online with short phrases, capacious and concise expressions, marking emotions with pictures, users have developed their new language of communication, built on graphic symbols and words. Such symbolic images are becoming more widespread, becoming almost common Internet slang. It is known that slang words, over time, gradually losing their emotional color, pass into the category of everyday vocabulary, provided that they have the characteristics of words. They receive the status of keywords with their certain characteristics (short spelling, the presence of vowels and consonants, which determines the breakdown into syllables, etc.). This type of abbreviation is formed by composing the initial letters of the phrase, which can be both uppercase and lowercase: *TTYL (TLK2UL8R)* or *ttyl* means "*Talk To You Later,*", *LOL* or */ o /* usually means "*Laugh Out Loud*". However, there are other interpretations to which this list is not limited: "*Lots of Laughs*" or "*Lots of Love*". The translational equivalents of these abbreviations are limited to transliteration - substitution of the corresponding letters of the Cyrillic alphabet: *ttyul, lol*. The Internet community inevitably shifts to the language of communication for the main reason that the flow of information is so fast that responding to it with long sentences with well-constructed phrases and words is inappropriate waste.

- *WRU?* - *AFK! BRB*. - *WTH?* - *SC! TITLE*. Writing this dialogue took four seconds, which is ten times less than reproducing these sentences completely: - *Where are you?* - *Away from keyboard. Be right back*. - *What the hell?* - *Stay cool! Talk to you later*. Abbreviations use a combination of letters with numbers, the so-called alphanumeric abbreviation, or only numbers whose form or pronunciation match in

whole or in part with the pronunciation of the word. The number 2 is used to denote the preposition "to", the adverb "too" and the prefix to-: *2day* (today), *L2M* (listening to music), *P2P* (peer to peer), *N2M* (not to mention). Similarly, the number 4 can replace the preposition for and the morpheme - fore: *B4* (before), *RUUP4IT* (are you up for it?), *S4L* (spam for life) and 8 is used to denote the morphemes "-eat" or "-ate": *GR8* (great), *L8R* (later), *M8* (mate), *STR8* (straight), *CUL* or *CUL8ER* (see you later). Almost all numbers can be part of the abbreviation: *N-E-1 ER anyone here ?*; *NE1 anyone*; *N-E-1 anyone*, *X-1-10 exciting*.

Numbers are sometimes a completely mathematical way of recording lexical information about known facts and events: *24/7* means "all the time", ie twenty-four hours a day and seven days a week; The acronym *9/11* relates to the terrorist attack on New York's twin buildings on September 11, 2001, and has become a clear marker of those tragic events. Less common is the numerical abbreviation *7/7* to refer to the events surrounding the July 7, 2005 terrorist attacks in central London. There are already thousands of such abbreviations, the vast majority of which operate in chats, forums, online and, of course, in e-mail.

A characteristic feature of the syntax of the language is the tendency to agrammatism, ie deviation from the syntactic and punctuation rules of literary language by the producer of the text. Due to the lack of direct contact and the impossibility of using non-verbal means, we observe an excessive number of unnecessary punctuation marks (*why ????? 777, wow !!!!!!!*, *where ru ??????*, *well... u know... I want... to ask u...*). Agrammatism is most often manifested in insufficient or incorrect arrangement of punctuation marks or their absence and much less often - in inconsistency, violation of formal-syntactic connection between parts of speech (anacoluf), violation of word order in a sentence, lack of inversion in questions: *i fine = I am fine, me is 31, you feeling better now ?*; and various cliffs (aposiopesis and prosiopesis), for example: *take yo shoes off when yu walk in the house ..! deny deny deny !!*; omission of words, auxiliary words, violation of coordination between members of the sentence; incorrect

capitalization (capitalization and decapitalization): *i don't know, how ya doin, i got enuf, thN = then, nEd = need.*

In general, the syntactic level is based on spontaneous language and on the imitation of oral speech: simple sentences, not complicated by secondary members, writing proper names in lower case, parcelling, ellipses.

The lexical level of comments of users of social networks has exceptional qualities, such as: the use of emotional exclamations, repetitions, sound imitation, emoticons, omission of tokens. Also the use of emotionally marked words and stylistically reduced vocabulary: slang, colloquialisms and sometimes vulgarities:

- *Did you hear how Dave got totally catfished last month ?! The fox he thought he was talking to turned out to be a pervy guy from San Diego!*
- *Shut up !!! Stop! Bastard!*

The spelling and grammatical features include:

- the use of rhetorical and divisive questions to express personal attitudes and give more expressiveness: ... *we just can not afford it. Am I right?; ... This is just a waste of time, do not you think ?;*
- pauses of hesitation: *Um, er, erm;*
- the presence of insert sentences (opening sentences): *The last time I tried ....; Perhaps I should be clearer ....;*
- use of exclamations: *Ugh, euugh, yikes, yipes.*

At the phonetic-graphic level, the following features stand out: punctuation marks (exclamation marks and signs, questions, dots), sometimes there is a series of exclamatory sentences: *This story is the most amazing story ever told !!! Mr. Marriott, you are not just fortunate and prosperous, but more importantly highly blessed and favored by God !!! I wish you and your family continued success and a blessings forever !!!.* Due to the impossibility of using extralingual means (voice, timbre, tonality), capital letters are used to indicate accents in words and sentences (*it's Right*) or to



enhance emotionality and expressiveness (*NOOO!*). For the same purpose use repetition of one letter at the end of a word several times - replication (*Yessss, hushhhh*).

In addition, to express their feelings, emotions and mental state, visualization of the text used emoticons, mathematical symbols, punctuation. All this is explained by the fact that the main thing in communication is to convey one's opinion, to convey emotions. Traditional rules of grammar and norms of communication recede into the background.

The most common stylistic syntactic tools on social networks are repetition and ellipse: *Thank you, Thank you, Thank you ...! Ever seen the commercials on TV ???*. Also characteristic is the use of such lexical stylistic devices as metaphor and irony:

- *Donald Trump just declared that he will be the greatest job creating president in history; this from a man who tried to trademark the phrase "You're Fired"*.

Thus, the analysis of the material makes it possible to state that the graphic, spelling and punctuation tools used in virtual communication fully meet the goals of users. The information can be transmitted with the least effort, and the user who received the message will see an emoticon before reading it and will subconsciously determine the emotional message of the proposal or the part of the text to which the emoticon belongs.

## 2.4 Socio-Cultural Features of Online Communication

Internet is a new information environment of modern culture, which “forms new communication practices, a new type of perception of the world and a new way of life. The deployment of Internet in the sociocultural sphere is of a contradictory nature: through the introduction to cyber culture, both centralization and decentralization of national, regional and other types of culture take place (Mikhailov, 2003). Internet is not only a factor in accelerating technological progress, but also a "provocateur" of various innovative tendencies, as well as value-semantic and reflective manifestations of culture. Internet is capable of integrating and combining various aspects of other media (for example, visual, audio, print or video), and the speed of information dissemination in this case significantly exceeds traditional forms of data exchange. At the same time, being a part of mass media, Internet possesses inherent universalism of subject matter and genre variety of information. In addition, thanks to such properties as multimedia and hypertextuality, the Internet is able to make information richer not only in terms of pictorial and expressive characteristics, but also more complete and voluminous.

In the environment of virtual communication, the polarity of the two main elements of the social system of organizing human life activity is quite clearly visible - individual and group. However, social differences in the Internet environment collapse, and a space for dialogue of languages and cultures appears - thus, S. Mikhailov writes that “the deployment of the Internet is accompanied by such trends in the social sphere as the formation of a global type of social integrity, a decrease in the significance of past forms of collective consciousness, strengthening of the "atomization" of society. The trinity of these trends testifies to the formation of a new social structure. The network organization of society is an alternative (to the hierarchy and to the market) form of organization of society” (Mikhailov, 2003).

Internet communication is a specific manifestation of mass culture. Internet culture is distinguished by its own characteristics — norms, language, etc. A

fundamentally new type of perception of time emerges — real time. "Real time is time that relativizes all other divisions of time. When we talk about communication in real time, we mean that subjective perception of duration, neither standardized time of labor rhythms, nor any other plays any role. Real time is the moment when the transmitter and the recipient synchronize" (Ionin, 2004, p. 404). In such real time conditions, information actually means the transfer of recipients from the environment of "normal" daily life to the sphere of informational (virtual) reality. However, the description of society in this case is not only created by news and messages, but also by advertising and entertainment, and in these areas the description of society is mediated by our individual attitudes and willingness to communicate, i.e. in a very indirect way (Lumann, 2006, p. 145).

Human involvement in virtual communication defines a new horizon of integrated consciousness. Communication in this case is not just an act of sending a message or even its content per se, but a triunity of information (content), message (content transmission) and understanding (Lumann, 2006). The French thinker J. Baudriard wrote in his book "The System of Things" (although it is true with regard to television, but I think it would be logical to shift his thought also to the spread of Internet — in fact, the philosopher predicted the changes that entailed the processes of introduction of information means into the sphere of human life in general and everyday life in particular), that mass communication and the images generated by it destroy the scene of home, internal, private space-time: "Today, the scene and the mirror are no longer there; instead, a screen and a network have appeared. Instead of the reflected transcendence of the mirror and scene, there is a certain irresistible, immanent surface on which the operations unfold — a smooth operational surface of communication. (Bodrijar, 1995, p. 210). Thus, with the advent of television, the process of resolving the former system of household communication between people begins: despite the fact that the screen also gathers family members around it, it attracts all the attention, live communication between people is almost gone. However, in this

case, there is still some degree of human interaction and sense of involvement in the common family action. The next step, which completely destroys the aura of the family hearth, is the spread of Internet, isolating family members from each other (it is enough to remember the tale that it is easiest to summon the family for dinner from neighboring rooms — as they say, the fairy tale is a lie, and there is a hint of it). Bodrijar also comes to the conclusion that the amount of information is constantly increasing, but its comprehension is becoming less and less, which leads to the dominance of virtual models in society.

However, the attitude of different philosophers to the spread of Internet and the development of mass communication means was different — for example, the opinion of the American thinker M. McLuen, on the contrary, comes down to the fact that the development of mass communication means has a very beneficial effect both on the individual and on society as a whole. The opposite point of view was expressed by the philosophers of the Frankfurt school T. Adorno and M. Horkheimer, who believed that in a situation of accelerated development of mass communication means, a person turns simply into a puppet (but in this case we should not forget that Adorno and Horkheimer acted within the logic of post-industrial society, that is, they were imagined by society as a system of institutions and stereotypes, social and historical reality. The development of mass communication further contributed to the transformation of this reality into something ephemeral and unstable). And while the theorists of post-industrial society talked about alienation of a person into the social sphere, in the epoch of Internet domination alienation occurs in a virtual space.

One of the most important characteristics of Internet communication is its mediocrity, anonymity and remoteness. The global network creates the conditions for communication between people who are at great distances from each other and in different time zones. Social networks, forums, rapid messaging systems create an environment for anonymous communication, where the user can at any time join the discussion or leave it, trying on any masks and playing any role. In addition, this type

of communication radically changes the structure and perception of text — for example, the presence of links and the ability to directly edit text not only makes it easier to work with it, but also transforms the familiar idea of "book" text into a completely different plane. Philologist E. Galichkina singled out several most significant aspects of Internet discourse: "an electronic signal as a channel of communication; virtuality; separation in space and time; indirectness (carried out with the help of a technical means); a high degree of permeability; the presence of hypertext; the transmission of emotions, mimics, and feelings with the help of "smileys"; specific computer ethics" (Galichkina, 2001, pp. 73-74).

Internet environment forms a fundamentally new, specific culture characterized by the immateriality of interaction between the participants of actions, the conventionality of parameters (i.e. artificiality of objects and the ability to easily change them), as well as ephemerality — the ability of free entry and exit from virtual reality. The structure of mass media and Internet communication is separated from the existing social system in society due to the fact that it has its own binary code and information quickly becomes obsolete. Under these conditions, the mass media prevent society from "sleeping" and support its readiness to critically perceive something new and unexpected: "Mass media "correspond" to the accelerated internal movement of other functional systems — economics, science and politics, which constantly put society in front of new problems" (Luman, 2006, pp. 47-48).

Researcher O. Zakharova writes that "mankind has entered a new "axial time" characterized by the formation of "electronic-computer" culture — the marker of the information society. Similar to the previous types, the development of information culture is based on the interrelation and interdependence of scientific and technological achievements and transformation of value and meaning bases" (Zakharova, 2016). The system-forming factors of this new culture are the increasing need for information associated with the social and cultural dynamics of society, as well as communication with the outside world through network "threads. In the information sphere of this new

socio-cultural environment, the requirements of relevance and novelty of the information presented, localization of the context, and formation of a ready moral assessment of the described are brought to the foreground.

A. Sychev in his work "Humor in Internet Communications: Socio-cultural Aspect", pointing to the possibility of exchanging opinions and clashes of different points of view in Internet environment, compares virtual life with the carnival consciousness of the Middle Ages (as interpreted by M. Bakhtin) and highlights many common features: for example, the availability and generality of such forms of interaction, free from the control of power; the prevalence of a game form of behavior in network communication, as well as the abolition of hierarchical relationships and leveling the status differences of interlocutors. Thanks to the network, the personal space is easily included in the public space, and the mass is merged with subjective trust. The gaming nature of Internet communication is manifested not only in the ability to quickly change masks and roles, but also in the virtual environment (Sychev, 2004, pp. 109-122). The above mentioned philosopher J. Bodriard in his novel "America" called a person committed to this type of culture as "telematic": "He is a virtual operator, and his actions are aimed at information and communication; in reality, it is about trying all the possibilities of the program, just as a player tries all the possibilities of the game" (Bodriard, 2000, p. 39).

N. Prokhorova in her scientific paper entitled "Sociocultural aspects of the virtual communication phenomenon in the Russian-speaking Internet" writes that in the process of globalization, Internet telecommunication network becomes not only a conductor of technological innovations, which are associated with high-speed transmission of information and communications, but also the creator in the spiritual life and culture of modern society of a new universal computer culture as one of the manifestations of mass culture, with the uniformity of its perception. Internet culture imposes a number of restrictions on the specificity of social interactions in the

environment of virtual communication, while expanding the possibilities of interactivity in cyberspace.

## Conclusion to Chapter 2

1. Communication is a type of active interaction between objects of any nature that implies information exchange.
2. Internet communication is, first of all, a flow of attention and behavior of the active users' audience. Scientists have identified several most common types of communication. They include: man — computer, man — man, one person — many people, many people — many people.
3. An important principle of Internet language is to reduce the amount of time and effort required to encode and decode a message without harming its content, to save verbal money in the transmission of meaning and to meet the requirement of "maximum signal - minimum time". To implement this principle abbreviations, acronyms and various speech forms, as well as graphic, syntactic and morphological techniques are used.
4. Graphic, spelling and punctuation tools used in virtual communication fully meet users' goals. The information can be transferred with the least effort, and the user who received the message even before the beginning of reading will see emoticon and will subconsciously determine the emotional message of the proposal or the part of the text to which this emoticon belongs.
5. Internet is a new informational modern culture, which forms new communication practices, a new type of perception of the world and a new way of life. One of the most important characteristics of Internet communication is its mediocrity, anonymity and remoteness.



## General Conclusion

Thus, discourse is a coherent text in conjunction with extralinguistic - pragmatic, sociocultural, psychological and other factors; text taken in the event aspect; speech, considered as a purposeful social action, as a component participating in the interaction of people and the mechanisms of their consciousness (cognitive processes), speech "immersed in life."

Among the main features of discourse, one can single out integrity and coherence, manifested in the continuous continuity of meanings, chronotopicity, embodied in the representation and perception of spatial and temporal relations, information content, intersubjectivity, intentionality.

Internet is a new informational channel that combines many different discourses, as well as a separate type of discourse with a set of its own unique features, including dynamism, communicativeness, personification, situational conditioning, virtuality and hypertextuality.

Internet communication is one of the most widespread and widely used types of the global world — Internet, which not only performs the functions of joint information, cognitive and communicative activities, but also in many ways acts as a carrier of modern moral values, and which is characterized in various ways and types of communication.

Currently, messengers have become one of the most popular channels of Internet communication, which differ in the variety of options and interfaces offered, but at the same time fulfill a common goal.

Internet discourse is a separate language system that functions according to its own principles. The main one is the principle of least effort, which implies reducing the amount of time and effort required to encode and decode a message without harming its content and helps to save verbal means in conveying meaning.

An important role in the implementation of this principle is played by acronyms, various abbreviations and speech constructions, the use of which allows one to convey their thoughts to the interlocutors with a minimum amount of time in a form understandable to everyone.

Also, Internet discourse is characterized by a variety of graphic, morphological and syntactic expressive means, which are unique distinctive features and allow the maximum implementation of this type of discourse in the life of society.

The Internet environment forms a fundamentally new, specific culture, characterized by the non-material nature of the interaction of the participants of the actions, the convention of the parameters, and the ability to freely enter and exit virtual reality.

*Key words: Internet discourse, linguistic features, emoticon, socio-cultural features, messengers, acronyms, abbreviations, agrammatism.*

## Resume

Дана робота присвячена дослідженню особливостей інтернет-дискурсу в розрізі двох аспектів – лінгвістичного та соціокультурного.

Актуальність даного дослідження полягає в тому, що інтернет створює принципово нову культуру, яка відрізняється своїми характеристиками, і таким чином породжує нове, маловивчене соціокультурне середовище.

Головним принципом функціонування сучасної інтернет-комунікації є раціональне використання часу і речових засобів. У зв'язку з цим, кожний мовний рівень зазнає значних змін для успішного розвитку інтернет-спілкування. В ході дослідження були виявлені графічні, орфографічні та пунктуаційні особливості для побудови і оформлення інтернет-дискурсу, які детально описані в роботі.

Магістерська робота складається зі вступу, двох розділів з висновками до кожного з них, загальних висновків, резюме та списку використаних джерел.

У першому розділі визначено поняття дискурсу з точки зору різних концепцій, його особливості на типи, надана загальна характеристика ознак інтернет-дискурсу та його форм і видів.

У другому розділі розглянуто суть поняття і типологію комунікації з детальним аналізом видів та характеристик інтернет-комунікації, визначенням ряду лінгвістичних ознак онлайн-дискурсу, проілюстрованих прикладами, а також його соціокультурних особливостей.

*Ключові слова: Internet discourse, linguistic features, emoticon, socio-cultural features, messengers, acronyms, abbreviations, agrammatism.*

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