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**Іваницької Мар'яни
Валеріївни**

Науковий керівник
кандидат філологічних наук
доцент **Чхетіані Т.Д.**

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Translation and Philosophy of Language

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**DIGITAL AND LETTER SUBSTITUTES FOR ENGLISH WORDS IN
ADVERTISEMENTS AND INTERNET CHAT ROOMS**

MARIANA IVANITSKA

Group 57-20

Department of Germanic Philology

Research Adviser

Assoc. Prof. **T.D. Chkhetiani**

PhD (Linguistics)

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INTRODUCTION

Language plays an important role in communication. Nowadays we talk to people around the world not only by using letters or telephones. New tools were created for information exchange. And the same time language undergoes various mutations due to the excessive usage of different verbal and nonverbal means.

The **topicality** of the master-paper lies in the beginning of a new process of social and linguistic development of mankind for the last two or three decades of the XX century, which received the name of globalization. The socio-economic, political and socio-cultural transformations caused by this process have significantly changed the shape of modern English. The process of globalization has not left the Internet language aside as well. For the purpose of language economy and effectiveness the internet discourse has created and widely employed a new form of messages with the use of digital and letter substitutes of words which is particularly observed in advertisements and chat rooms.

The language of advertisements changed cardinally. It is not only a beautiful painted picture of a product and a mesmerizing slogan, but a new form of representation – substitution of words with numerals or abbreviations that instantly draw attention of a potential customer.

The relevance of the study lies in the fact that it considers the questions of emergence of a totally new word-forms and constructions in communication that influence the way people speak these days.

The object of the research is digital and letter substitutes in advertisements and internet chat rooms.

The subject of the research is a pragmatic and lexicographical aspect of digital and letter substitutes used in advertisements and internet chat rooms.

The aim of the research is to investigate digital and letter substitutes in advertisements and internet chat rooms from discourse and functional perspectives.

Based on the aim of the research such **objectives** are pursued:

- to search the origin of advertising and chat room messages in the Internet as a new form of communication;
- to characterize linguistic properties of digital and letter substitutes used in the Internet discourse as a linguistic phenomenon;
- to describe semantic, structural and word-forming means of digital and letter substitutes;
- to make up a classification of digital and letter substitutes in advertisements and internet chat rooms;
- to provide examples of digital and letter substitutes according to the given classification.

Methods of linguistic analysis used in the research are: the method of contextual analysis, method of the Corpus Data analysis, componential analysis.

Material. The research is based on the material picked up from fragments of the internet advertisements and communicators' discourse in chat rooms nowadays.

Theoretical value of the research lies in the enrichment of Lexicological Studies (Word-formation, Shortening), Pragmatics (Functions of language), Discourse Studies (Types of Discourse).

Practical value. Materials of the master paper can be used as a guideline in the world of text making in IT-spheres, as well as in the classes of spoken and written English. It can also help to understand modern tendencies in speaking and writing.

Structurally, the research consists of the introduction, two chapters, conclusions to each chapter and general conclusions, resume and bibliography.

The Introduction provides the explanation of the theme selection, overview of the problem under study, its topicality, the main aim, and possible outcomes of the research which can be used in different courses and classes of spoken and written English.

Chapter One contains the theoretical basis and explanation of general notions of the work alongside overview of the problem under study and scholarly literature of the investigated theme..

Chapter Two provides the analysis of semantic and word-forming means of digital and letter substitutes in advertisements and chat messages as types of the English Internet discourse.

General conclusions generalize the achieved results.

Resume in Ukrainian outlines the gist of the paper covering in brief all the most important points and questions under consideration.

CHAPTER ONE. THEORETICAL BACKGROUND OF INVESTIGATION OF ADVERTISEMENT AND INTERNET COMMUNICATION

1.1. Advertising discourse

The advertisements occupy our eyesight during the whole day. And it is not strange, as the product gets recognition only after its appearance on a billboard with a riveting slogan and striking graphics. The choice of words in the advertisements is not an easy process and requires professionalism and creativity as well as the ability to clearly convey the implicit meaning of the expression.

Nowadays, advertising is not just a form of discourse. The influence of the ads changes not only the structure of language but also the content of routine daily acts of communicative exchanges. One can find printed advertisements on the pages of newspapers and magazines. Commercials are running through the TV and radio programs daily. Beasley and Danesi noted that “brand names, logos, trademarks, jingles, and slogans have become part and parcel of the ‘mental encyclopedia’ of virtually everyone who lives in a modern-day society” (Beasley, Danesi 2002, p. 1).

Nevertheless, advertising existed since the beginning of civilization. First records of advertisements can be found in Ancient Egypt and Babylon, where town criers orally advertised products from the stalls or traders wrote lists of their goods with the help of signs in order to attract customers. With the development of towns and massive urbanization in the late Middle Ages travellers also took the roles of advertisers: after buying goods in one city, they resold them in another one advertising them by word of mouth.

After the invention and development of letterpress printing in the 15th and 16th centuries, advertising took its first steps towards its modern day look. In 1517, the 95 theses of Martin Luther, which was pinned on a church door, can be

regarded as the first printed campaign. Even though such an act can be seen as political advertising, as it led to the Protestant Reformation throughout Europe, other non-political advertisements were in existence at that time. During the 17th and 18th century the industry of printed advertisements was flourishing as newspapers started to carry them and even advertising journals coexisted which published exclusively advertisements.

But the expansion didn't stop. In the 19th century, the growth was accompanied by the establishment of advertising agencies, primarily in the United States. At first, these were the brokers for space in newspapers. Later, by the early 20th century, agencies began to take part in producing advertising messages and creating copies and artworks, slowly transforming into independent powerhouses that plan and execute complete advertising campaigns, from initial research to copy preparation and placement in various media.

Besides newspapers, and with the advent of a radio station in 1923, a sound film in 1928 (Britannica, 41) and television series at the beginning of the 1930s (Britannica, 41), they were used as new means of advertising. The screens in households and radio waves started to promote brands on a daily basis. However it was not only about the product ads as in the 15th century, politicians also used this new way of advertising in their own interests.

The forms of advertising are continually changing and evolving. Today, access to the Internet and smartphones give rise to new possibilities of advertising, since they are able to transmit the information as quickly as never before.

Besides advertisements, slogans also underwent greater changes. Nowadays, as people tend to browse through the net in the browsing apps where it is possible to open multiple tabs at a time, ads have little time to promote a product. Slogans must be short yet witty, original, provocative and entertaining enough to rivet the attention of a potential customer. Moreover, it must convey the essential message and promote a product for a couple of seconds. As a result,

advertisers try to use wordplay or language mixing in order to increase the chances of successful marketing.

An important feature of the language of the advertisements is the fact that the choice of words gives rise to different meanings that prompt different interpretations of reality. Fowler (1986, p.17) explains that “world views typically reproduce ideologies, in the sense that language, as a tool for the classification and interpretation of reality, constructs “common sense” versions of how things are or should be in the world(s) we inhabit.”

Cook (1992) defines discourse as “text and context together, interacting in a way which is perceived as meaningful and unified by the participants (who are both parts of the context and observers of it)” (Op. cit., p. 2). The discourse of ads also implies an aim of interaction between the addresser and the customer through meaningful visual images. However, the emphasis is done on its persuasive function of urging people to buy a product.

Today, advertising is considered ineffective if it is not supported by visual effects that correspond to the slogan or phrase used in it. Therefore, marketers use different linguistic techniques to create effective advertising pictures.

It is worth mentioning the multimodal approach of creating advertisements. Multimodality in advertising proposes the use of different communicative modes in a single advertisement. For instance, a printed advertisement uses a combination of catchy phrases, riveting illustration, font and colour to send a particular message, and this mixing of modalities represents multimodality (Beasley, Danesi, 2002).

For instance, an advertisement of McDonald’s with only one hamburger in the middle of the red setting (Fig. 1.1.1, second picture in the bottom) can mean more than thousand words that could be used instead. But people will see not just a hamburger but an invitation to drive to the café and try one delicious and classic hamburger that we all love. Or if this hamburger wears a helmet and goggles (Fig.

1.1.2), it indicates that now McDonalds can deliver their dishes right directly to the house of a customer.

Multimodality identifies communication and representation as more than just a language; it also takes into account other modes of communication such as images, gesture, gaze, posture, colour, typography, composition etc. (Van Leeuwen, 2005; Kress, Van Leeuwen, 2006; Machin, 2007; Jewitt, 2009) insisting upon the fact that these elements generate meaning, especially in a tight connection to each other. Kress and Van Leeuwen (2006) state an individual element have an ability to produce meaning, although it will not be clear and profound. However, the elements are grouped as a collective whole, they release its full meaning (Kress, Van Leeuwen, 2006).

Scholars suggest that communication is constructed with a number of planes (e.g., verbal, nonverbal and visual) and performed through semiotic resources that create a meaning (Jewitt, 2009). For instance, today, with the rise in the use of digital photography and video-recordings in the Internet, researchers are highly interested in other means of communication, other than speech and writing. Visual images can be put on the same level with verbal means because of their high meaning making potential and can be used effectively enough for generating various contexts. Multimodality in this case is lying in the process of meaning construction where advertisers have to use semiotic resources (language, or code) and sensory resources, such as sounds or visuals.

One of the branches that studies meaning-making strategies in a society is called social semiotics. It is “a branch of the field of semiotics which investigates human signifying practices in specific social and cultural circumstances, and which tries to explain meaning-making as a social practice” (Van Leeuwen 2005, 53). One of the definitions that is mentioned in the works of Kress is a definition of a mode, “a socially shaped and culturally given resource for making meaning” (2010, p. 79). However, not all resources can be considered as modes as far as

every mode contains its individual features. With this aim in view, Kress gives three criteria of what resources have to represent:

- 1) states, actions, or events (ideational function);
- 2) social relations of participants in a given communicative act (interpersonal function);
- 3) both of the above need to be represented as coherent (internally and within their environments) texts (textual function) (Kress 2009, p. 57).

Apart from the multimodal approaches to analyzing ads, their meaning can also be analyzed with the help of several concepts from linguistics. Scholars suggest various important concepts, a part from which are:

- cohesion and coherence in the text (Vestergaard, Schroeder, 1985) ;
- new and given data (Walker, 2011);
- presupposition and relevance (Sperber, Wilson, 1986).

Cohesion is a logical connection between sentences which is achieved with the help of explicit linguistic links. To form a successful communication every piece of the message must be cohesive in between one another. Coherence is a semantic or topical unity of the message. In other words, sentences in the message are united by the same general topic. In advertising discourse, the notions of cohesion and coherence extend to the relation between message and image and its logical interconnectedness (Vestergaard, Schroeder, 1985).

In the analysis of the sentence, information can be divided into the new and the given data. Generally, every new sentence is aimed to provide the listener or reader with a portion of new information that is based on the already given one, or the already given information can perform the role of highlighting the main idea of the message. Some advertisements tend to give solemnly new information about the product or to provide new additions to the known facts. Others, on the contrary, use already given notions to outline slogans, the implicit message of the

advertisement etc. It is also common to use short sentences and utterances to put more emphasis on the main ideas of the advertisement (Walker, 2011).

Last but not least, the notions of presupposition and relevance also play a very important role in the analysis of advertisements. When we look at an ad on the metro station or in a newspaper, we tend to assume the background context of the images and create theories about them. As a result, the advertisement bears more information than what is shown explicitly. Moreover, advertisements must be relevant. Relevance in this case is depicted through the visual images and slogans that are interlinked with the latest changes in the social environment (Sperber, Wilson, 1986)

Words are also used in the modified forms to represent a specific concept. As is known, the spoken language is greatly influenced by the language of abbreviations and digital images of smiling faces. The marketers also apply shortenings and visual icons for better communication between the message and the addressee.

In advertising, the use of wordplay helps to attract the potential customer and make an advertisement as enjoyable for observation as possible. Tanaka (1994, p. 71) thinks that solving a pun can produce “a pleasant feeling, springing from a kind of intellectual satisfaction”, which at the same time would make the addressee like the product more and increase chances of a potential purchase. In this case, as was mentioned by van Mulken et al. (2004: 708), a pun can be considered as “a riddle”, and solving this riddle will be seen as a pleasant experience that meets addressees’ needs of proving their intellectual abilities. An effective way to make an advertisement memorable and enjoyable is to use sharp-witted wordplay that is also humorous. In this case, as it was argued by Kosińska (2005, p. 77) and Dynel (2010, p. 106), the importance of puns in advertisements lies in the process of its solving, as an addressee will get a certain satisfaction and will have some fun. What is meant is that every time a person interprets a slogan or a visual image and gets the meaning that was implied in there or a joke, he or she will feel joy and

happiness from this activity. Moreover, as Sánchez Corral (1991, p. 99) states, humour used in the ad can suppress critical reasoning. Even if an advertisement seems pointless or absurd yet funny, an addressee will continue to enjoy figuring out its meaning.

To conclude, advertisements' main components (the image and slogan) are in a linkage (Leigh 1994, p. 23), a term used to represent a union of means, where headlines and visual images are connected. Moreover, such a bond helps them to call attention to one another or provide additional information that will help in decoding the meaning of either a headline or slogan or an image used in the advertisement. Therefore, visual information can help a viewer in selecting a more relevant interpretation of the headline or slogan.

1.2. Internet chat discourse

Nowadays we cannot live without chatting. The emergence of the Internet and the rise of social network have transformed our daily communication. For example, social media has had an impact on the number of information we receive and individuals we can communicate with, to the extent of a global scale, and the frequency of communication. Consequently, social media has had a huge impact on the way people communicate in English. It is worth noting that various changes are visible in the way people write and speak English because of prompt progression of communication in social mass media, internet advertisements and chat rooms in particular.

The internet communication provided the vocabulary with new words and meanings for the already known words and phrases. Such developments in the way we communicate demonstrate the importance of social media and the influence that is made on the English language. For instance, every day the Oxford English

Dictionary is replenished with a large proportion of words caused by the extensive use of the words on the various social media platforms.

A few years ago, the words such as “unfriend” or “selfie” were not used in everyday communication. With the rise of Facebook, the users started to invent new meanings for common words such as “friend”, “like”, “status”, “wall”, “page”, and “profile”.(Fig 1.1).

Facebook Vocabulary

- “Friend” - connection
- “Friending” - accepting a request to “friend”
- “Unfriending” - removing someone from your “Friends” list
- “Like” - the thumbs-up icon = approval
- “Comment” - make one
- “Share” - let your “friends” see it on your
- “timeline” - what you post, link and share.

Fig. 1.1. Facebook vocabulary

Computer-mediated communication (CMC) is creating a new media environment, giving rise to new models of human interaction. Besides, texting and chat room communication are other resources in the language changes. One of the brightest and most original varieties of CMC is, without a doubt, chat communication. It is a factually motivated informal synchronous communication of a significant number of people, carried out as a written speech made with the help of the Internet resources such as online forums and gaming, chat web sites or instant messengers. The communication is held in the so-called ‘chat room’. According to Merriam-Webster dictionary, a ‘chat room’ is ‘a real-time online interactive discussion group’ (Merriam-Webster Dictionary, 46). Collins dictionary gives a broader definition; it is ‘a site on the internet where people can exchange

messages about a particular subject (Collins Dictionary, 43). Generally, a chat room is a virtual space for a group of people where they can exchange information simultaneously in the real time mode. The example of a chat room is presented down below:

1. **Mike: What kind of food do you like to eat?**
2. **Anne: I like ice-cream**
3. **Tom: I'm a vegetarian**
4. **Jane: Fruit is my favorite**
5. **Anne: Fruit's cool.**
6. **Anne: I had a banana for breakfast**
7. **Joe: I like ice cream too.**
8. **Mike: My favorite ice-cream flavor is chocolate.**

Fig.1.2 Example of chat communication

First chat system was created in 1971 by the U.S. government. It allowed ten participants link together for a real time conversation. First civil chat system networks occurred in the 1980's and gained immense popularity among students and teens (Chat room, 48). Nowadays, the notion of chat rooms is tightly connected with the notion of a 'live stream'. A web dictionary Dictionary.com defines a live stream as "a video of an event, especially with commentary, distributed on the internet while the event is taking place" (Dictionary.com, 44). Commentary in this type of broadcasting usually takes place in the chat rooms where a lot of strangers join the conversation for free and communicate simultaneously. Live streams usually air gaming competitions, various events on YouTube etc. In messengers, chat rooms are called as 'group chats'. The difference between a chat room and group chat is that anyone can join chat rooms and communicate there, while group chats are more private, and if somebody wants to join the chat, the members have to add them to the list of participants.

Another notion of CMC is texting. Text messaging, or texting, is the act of composing and sending electronic messages, typically consisting of alphabetic and numeric characters, between two or more users of mobile devices, desktops/laptops, or other types of compatible computer. They may be sent over a cellular network, or may also be sent via the Internet connection (Text messaging, 52) like email, chats, Facebook, Myspace, instant messaging apps etc. Such method of communication instantly became popular due to the speed of sending and receiving the message over the large distances.

People have always been writing messages, even in ancient times, though they were sent with the help of a message deliverer. Later, in the 19th century, the electrical telegraphy appeared, that used simple electrical signals to send text messages. Messages were sent in a minute but not all people could afford such a device. People still continued to write letters or telegrams with short information on the paper. Only with the creation of the mobile devices (laptops, computers, mobile and smart phones) people eventually got the opportunity to communicate in the real time. SMS (Short Message Service) was used for the first time in 1992, by Neil Papworth, test engineer for Sema Group in the UK, who used a personal computer and sent the text message "Merry Christmas" on the phone of his friend (Text messaging, 52). It was an enormous step ahead in the communication. However, MS messaging had one disadvantage - the messages contained only 160 characters, which limited the amount of words that could be sent by text messaging. So apparently, one could not write long sentences because the system couldn't simply handle that amount of signs.

In order to save space and time various shortenings and abbreviations of common phrases and replicas appear.

sms english

& = and	HRU = how are you
2 = two, to or too	LOL = laughing out loud
2DAY = today	LTNS = long time no see
2MORROW = tomorrow	MU = I miss you
B = be	IC = I see
B4 = before	RUOK – are you ok?
BF = boyfriend	U4E = you forever.
BRO = brother	X = kiss
BT = but	
C = see	
D8 = date	
F8 = fate	
GF = girlfriend	
GR8 = great	
L8 = late	
L8r = later	
M8=mate	
PLS = please	
SIS = sister	
U = you	
UR = your	
ASAP = as soon as possible	
CUL = see you later	
HAND = have a nice day	

Practise

A: I mu m8. Ltns. Hru?
 B: Oh, I'm fine. I mu 2.
 How is ur sis?
 A: My sis is Ok. She is on a d8 2day.
 B: Ic. That's gr8. It's getting l8. We should go b4 it get's dark. I hope I will cu l8r. Maybe 2morrow?
 A: Ok! Hand. CUL.

Fig. 1.3. Example of the language of SMS

As it seen from a short dialogue, presented on the picture, we can make a short conclusion that the replicas were shorter than if we wrote full forms and more effective because of their fast and brief wording. Consequently, according to Crystal (2008, p.7), the language of texting “has evolved as a twenty-first-century phenomenon – as a highly distinctive graphic style, full of abbreviations and deviant uses of language, used by a young generation that does not care about standards”. Textese (another name for texting) is commonly written faster and less carefully than other forms of writing. Certainly, messages in social media or chat groups depict the language to be less structured and more abbreviated. Text has been perceived as less correct, less complex, and less coherent than other forms of language use (we can observe these tendencies in the dialogue Fig 1.3).

But the evolution did not stop. After the emergence of smartphones, Wi-Fi and chat apps, the language of texting also evolved and changed. Averianova (cited in Abu Sa’aleek, 2015,) mentioned that “The unique linguistic and iconographic features of electronic writing are not limited to the innovative abbreviation (acronyms, clippings, logograms, or letter-numeral hybrids and letter morpheme substitutes, vowel deletion, etc.), emoticons, truncated simplified syntax, non-

normative capitalization, and other characteristics”(op. cit., p. 137) The rise of novelties in the instant messaging (IM) programs, expansion of signs for typing (now it is more than 160 signs) and addition of new tools for expressing emotions transformed texting into the language of its own.

English is considered to be the most dominant language people communicate online. In today's technically re-equipped world, chat communication can claim the role of a prototype of real human communication. The only difference is that the conversation takes place online. People talk to each other about the weather, hobbies, discusses latest trends in fashion in the same manner as if they were sitting in front of one another on the bench in the park. Besides, it is easier for people to find likeminded persons who will provide psychological comfort even being far away.

Characteristics of most texts according to Chrystal (2008, p. 104-105) are the following:

- Sentences are brief and simple;
- Nonstandard orthography, lack of capitalization;
- Distinct style of texting, it is easy to recognize who wrote the message;
- Lack of abbreviations, people tend more to shorten the words rather than use abbreviations;
- Usually texts contain the concise information about who, what, where and when something was done rather than the long description of the action.

Numerous scholars consider that the exact process of communication in the chat rooms and messages is easy-to-handle. However, the records of such discourse are difficult to analyze. There are several reasons for that. First, those wishing to study Internet and chat communication face considerable difficulties in obtaining and recording research material. D. Crystal says that it is difficult to study because one can't get hold of the data very easily. New replicas appear every second on the screen moving previously typed messages closer to the edge of the dialogue window. Second, the received materials (chat protocols) contain a bright

imprint of colloquialism and slang, the text is ungrammatical and raw. Third reason is a spontaneous speech. V.Z. Demyankova (2009) states that: "Spontaneity of oral speech leaves traces of production, which is why it is so difficult to perceive the transcription of unprepared speech" (op. cit., p.10). The imprints of spontaneous speech complicate the work of the researcher: the textual product of chat is a sequence of poorly arranged replicas in the topical aspect, full of elliptical sentences, contractions, ungrammatical spelling and incorrect use of grammatical forms. According to U. Eco, "In everyday life no one raises the question of how communication is carried out. It is carried out as it should. But semiotics, if we mean communication, becomes itself a conversation when it tries to distinguish and express what is viewed as spontaneous and involuntary" (Eco 2000, p. 25). Oral speech cannot be compared with the written one. A typical conversation is hectic, unprepared, unpolished, with spelling and grammar errors etc.

With the desire of fast communication, the changes in the language were inevitable. According to Crystal (2011), changes took place in vocabulary, orthography, grammar, pragmatics, and style. As people are always in a rush in this hectic world, they tend to think less about the use of proper English while sending messages. Shortis states that text messaging has "de-regulated what counts as English spelling rather than altered spelling itself" (2007, p. 21). Carrington (2004) uses the term 'squeeze-text' as a main feature of text language. Words are usually shortened to its minimum syllable length, for most time by removing vowels. Articles and conjunctions are often omitted, numbers or letters are substituted with graphemic units, as for instance, in Fig 2.2.2 gr8 for 'great,' 4 for 'for,' 2 for 'to,' c for 'see'. New sentences usually are not started with the capital letter, or even if they are used, it is mostly to make an emphasis. Punctuation, such as commas and full stops are absent.

Kemp (2010), while performing a research, found that SMS messages are faster to write as compared to Standard English sentences, yet it takes much more time to read them due to their reading errors. For instance, not all abbreviations are known to the public. On Fig. 2.2.20 in the conversation between a daughter and her

mother, a message: “*NBD. TBH, I am just so busy RN, no time to talk. Can u HMU later?*” raises certain confusion due to some misunderstandings. The message shows the convenience of such use of abbreviation but without background knowledge in the meaning of these expressions, a reader will not be able to understand what was intended to say.

Generally, messages are considered to be neither a spoken nor written form of the language. Such communication is characterized with easy interaction between the participants with alternation of topics that is common in the spoken language. However, even if messages are performed in the form of an oral conversation, they cannot be considered as such as interlocutors neither do not hear nor do not see each other. Instead, communicant observes a succession of replicas that supersede one another on a white background. At the same time they cannot be considered as strictly written since messages were made up online in the most informal form possible and impromptu, or in other words, on the spot and without preparation. Moreover, as the conversation flows fast, new comments appear every second, there is no time to type numerous symbols. It is because by the moment of sending it to a group chat, the message will be irrelevant and out of date due to the possible topic change. Besides, if an addresser hesitates to write an answer, there is a high chance of losing the thread of conversation. In contrast to SMS texting, where there are predominantly only two participants in the chat, no one interrupts the speech (except the so called groups with unlimited interlocutors who are connected by a specific topic), in chat rooms a lot of people take part in the interaction, they discuss various topics, new information appears faster and, as a result, old messages move higher in the line and eventually disappear. The gap between the question and the answer should not be too large, otherwise it can lead to misunderstandings in communication.

Spritzer (1986, p. 19) states that the participants must use language as if they were having a conversation, yet their message must be written. Kenner (1989) compares this new network to an old-fashioned telephone party line. One of the main differences is that people have an opportunity to not only communicate from

different places but at different times. In other words, the short message on a particular topic can be sent on Monday evening, for instance, and the reply can be given on Wednesday morning, yet the conversation will stay unchanged, in the same form of a dialogue, informal, without “hello” and “goodbye” (as it is common in letters), etc. It also must be noted that nowadays technology advanced to the level when messages have a form of a voice recording. It is a more convenient and time saving method of communicating, and the form slowly resembles of a phone call but the answer will not be instant.

Reviewing the works of Kotthoff (2005), Oring (1992), Mulkay (1988), Bays (1998), Jaffe (2000) etc., text messages contain other features, such as:

- Humor;
- Presence and physicality;
- Pseudo-conversation.

Humorous text messages are witty and diverting. Moreover, they help to express serious intents and give serious information without appearing to do so. It also helps to build relationship between people. When two participants of the conversation share same sense of humor, it guarantees them to build a strong and trustworthy partnership. Humorous effect in the message can be achieved by capitalization of letters in the word to create a mocking effect, word clipping and misunderstandings on reading a message (for instance, from personal experience, a word “*krap*” is pronounced as /keɪ ræp/ and is decoded as Korean rap, however being in a rush a person can read it as /kræp/ and think that something is crap or rubbish. It can create certain confusion, but when the reader looks through the comment one more time, he understands what was really intended in the context, and as a result it will evoke a smile on his face.

Despite its virtual nature, text messages will not be real without providing the feeling of presence and physicality of an interlocutor. When people are texting, they feel as if they have a real live conversation with another person, as if they are with them in the same place and time. Such a physical setting and presence are

created verbally through certain codes of communication. Sentences resemble dialogue replicas: short, informal, with slang, abbreviation etc. Moreover, replies are sent almost immediately that creates a face-to-face interaction. Or, if the answer came hours later or next day, it yields a feeling of inseparability and daily presence. It helps a person feel more involved in the life of another person without trying too hard to do that, there is no need to call or meet with a person, just contact him anytime and wait for an answer.

As texting is considered to be a spoken conversation in a written form, messages still cannot totally substitute a real face-to-face communication. During a real live talk interlocutors' speech is supported by their intonation, facial expression, body language and other cues that help the other party to easily detect a general mood of the copartner, his intentions and how much he is interested and involved in the conversation. Messages are not able to provide such social strategies due to their remoteness. That is why the language of texting acquires such compensatory features through nonstandard orthography. They help readers to figure out what was intended in the text. It is common to see sentences with a random use of capitalization of words or several letters. This technique is usually used to indicate intonation of the sender. For instance, the message: "*OH MY GGGOOODD! THAT'S INCREDIBLE!*" shows how excited the interlocutor is. The letters in the word "*God*" were doubled to imitate the actual pronunciation of it in face-to-face communication. Such a feature can also show other various emotions like anger or disbelief or indicate a shouting voice of the interlocutor. Another example "*That's what I called ReLaTabLe AF*" displays the action of mocking. Onomatopoeia and interjections such as *ZzzZZZZzz* (the sound of sleeping), *ohh*, *mmmm*, also points out the oral nature of the message. Informal language, implied mistakes, omission of punctuation, the use of lower case in the beginning of the sentence and with proper names help to make sentences more carefree, spontaneous and unprepared, as if they were said.

From the writing, messages preserved the structure of personal letters. The software of the messaging app contains a standard format: words To (name or contact of the person is addressed), From (the name of the sender), Date (the time, when the message was written and sent) and Body (the message itself). In older texting apps a sender had to mention the name of the addressee in a special line above the spot for the body. Newer apps, however, already contain a list of contacts, the software automatically generates all the needed information except for the body. As a result, there is no need to write in the sender's name, just choose it from the contact list and write the message. Besides, SMS texts can contain both greeting and farewell in one frame that also resembles the traditional letter-writing.

Fundamentally, language undergoes various changes over the time, and the language used in social media is no exception. One of the most telling effects of social media made on the English language is "the appropriation of vocabulary" (Dalzell, Victor 2017). Certain words now bear new meanings depending on the context of the sentence that influence the communication. Dalzell and Victor argue that the English language acquired new synonyms. For instance, the internet slang-words, which are now considered as neutral English words, are used in verbal communication by teenagers today. The verb "*troll*" or "*trolling*" describes the internet behavior of some users who write negative comments about other people in social media just for the sake of insulting somebody. Similarly, the term "*wall*" refers to internet profiles with the basic information about the user in it.

Also, slang rates as a main source of incorrect spelling, grammar, and informal language. It became popular with the extensive growth of the usage in regular communication in English. Some researches show the decrease of a proper language in the chat messaging. In the recent article in New York Times with the headline "No more periods when texting. Period." (Harrison-Caldwell, 2021) the author mooted a discussion of why young people omit full stops while they send messages. It was mentioned that "The message-ending period establishes a certain distance. The punctuation is polite when speaking to someone older than you or above you at work, but off-putting among friends" (Harrison-Caldwell 2021, p.20).

A period mostly used to point out the formality of the conversation or to express annoyance or anger. Young people consider punctuation unnecessary because the message is written in the bubble and, as a result, is seen as finished.

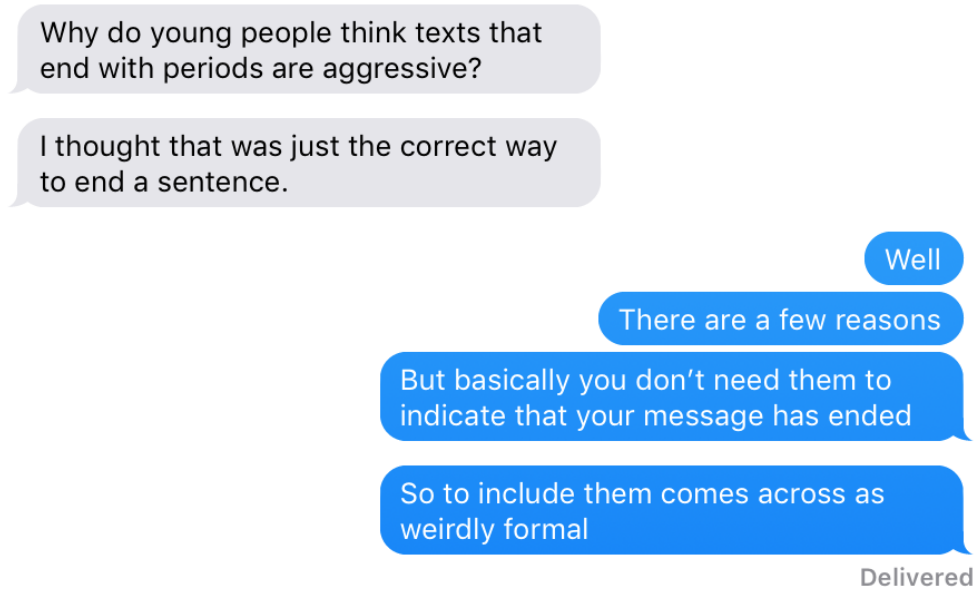


Fig. 1.4 Punctuation

Moreover, people who speak English as a second language already outnumbered native speakers. They are less concerned about the correct writing according to the rules of grammar. Maybe in 10 years, the English language will be different from what we use right now and the driving force that stands behind this process is the texting.

Conclusions to Chapter One

1. Language, as anything in the world, has a tendency to develop and change through the time flow. With the appearance of new technologies (internet, social media, etc.) we got the opportunity to stay instantly informed with the latest news and to keep in touch with our friends and family within a few seconds.

2. Discourse messages as a new form of communication became an influential force in changing the language we speak. Brief sentences, abbreviations, incorrect grammar and elliptical sentences became a norm in an informal chat

between two people. Popularization of the social media supplies the dictionaries with new words and concepts or adds new definitions to the already known words.

3. In the past ten or twenty years the English language became lingua franca – a language that is used internationally, the amount of foreigners who speak English as their second language outnumbered the amount of native speakers in the media. That gives the evidence that incorrect grammar and misspelling of words will soon be a norm among the native speakers and change the grammar rules that we know today.

4. Advertisements are a big driving force that results in the changes in the language. We tend to look more at the picture or photo on the billboard rather than paying attention to the slogans and still understand what is advertised.

5. The process of attracting attention lies mostly in the process of acquiring new media for presentation of the information. It is common nowadays to see only one picture or product instead of the sentence that will advertise the brand.

6. The world stands on the brink of a new development that will definitely change the reality of understanding things in the future. And some of these innovations already changed the language we speak today.

CHAPTER TWO. SEMANTIC CHARACTERISTICS OF THE INTERNET ADVERTISEMENT AND CHAT-ROOM DISCOURSE


2. 1. Language of advertisements

The advertisement is usually defined as a visual message with a specific persuasive function that urges people to buy a product. Bright pictures, loud slogans that scream to a potential client to try a new car or purchase a new phone, all of these media are a tricky campaign of the markets for raising the consumerism.

Language as a tool for communication plays partially the main role in this activity along with the visual images. It is hard to find an ad with a distinctive representation of words' substituents because the priority is mainly given to the visual images of the message, but still, we can define some features of the word substitution in advertisements.

2.1.1. Replacement of a letter with a symbol, picture or numeral. Examples of such replacement are numerous in advertisements. Let us see some of them.

1) *alarm*

Fig 2.1.1 is an advertisement of a company that produces alarm clocks. The initial capital letter "A" in the word "*alarm*" has a similar shape to the shape of the bell . So in this case, the bell substitutes the initial letter and represents the product (the alarm clock).

2) *Breast cancer has no age (Fig. 2.1.2)*

The breast cancer prevention advertisement used a number 36 where two circles in the bottom of numbers represent breasts. Moreover, the slogan "breast cancer has no age" in a combination with the number that represents the age suggests that it does not matter whether a woman is young or old, a disease can strike at any age and it is better to make checkups every year.

3) *Totten Ham*

Another advertisement for the delivery company Morrisons.com created specifically for North Londoners is that they also have an opportunity to deliver food to their houses. In this Fig 2.1.3, however, a different street was mentioned. In the name of Tottenham, the last part of the word “ham” was visualized with a picture of ham pieces.

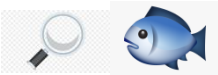


4) *Gold’s gym (Fig. 2.1.4)*

Gold’s gym advertisement shows what results can be made (FAT to FIT) when a person signs up with them. The image of a fat, obese man that resembles letter **A** is gradually changing to a fit man with a six-pack in the form of a letter **I**.

Emojis and Emoticons. There is no surprise that emoticons and emojis are also used in advertisements. They are perfect tools for producing meaningful sentences that can easily transmit messages to the audience. Moreover, a sequence of emojis can perform a role of a riddle, that captures people’s attention and force them to remember better the product or transfer a powerful message less formally and seriously. For instance:


1) *Life cinema*

Life cinemas app presents a series of advertisements with the names of films through emojis. They used sequences of emojis to suit the name of each particular film:

-  (Fig. 2.1.5) – Finding Nemo;
-  (Fig. 2.1.6) – Ted;
-  (Fig. 2.1.7) – Harry Potter.

2) *Mc Donald’s*

Mc Donald’s is famous for its advertisements. There are numerous examples of how creative their marketers are. In the following ads, they used emojis to substitute sentences.

- 1)  (Fig .2.1.8).

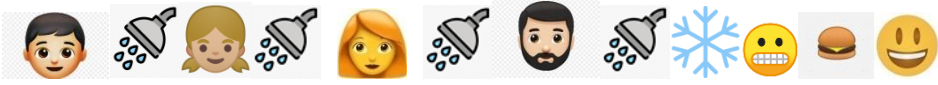
A telephone fell into the toilet and broke down. This accident made a person cry. But when he went to Mc Donalds and had some French fries, he felt way better.

- 2)  (Fig. 2.1.9).

A couple went shopping. Each purchase was way too expensive. As a result, the couple was not satisfied with the amount of money they spent. But after Mc Donalds and several burgers, they became happy again.

- 3)  (Fig. 2.1.10).

A person took a cab to the airport and flew on a vacation to some tropical countries. But it was raining all the time, and he had no opportunity to sunbathe. He was so angry that packed his clothes and went back home, took a cab, went to Mc Donalds, had a burger and was happy again.

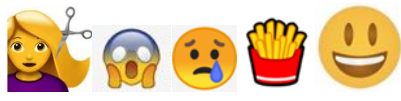
- 4)  (Fig. 2.1.11).

A family is taking a shower, one by one in order from the youngest to the eldest. The first goes a boy, then his sister, his mom and eventually his dad. However, unfortunately, his father was left without hot water. So, instead of being relaxed after a good bath, he was shivering with cold. But as he had a burger from Mc Donalds, all worries were gone as the water.

- 5)  (Fig. 2.1.12).

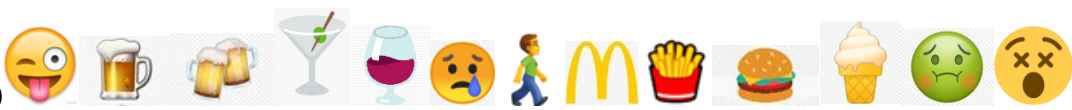
On his way to his work, the character stuck in the long traffic jam due to the road repair. He tried to use other paths to his office yet he did not succeed in it. All the roads seem to be closed for reconstruction. He was

really frustrated and decided to go to Mc Drive to get some breakfast. And by looks of it, delicious food really brightened his day.

6)  (Fig. 2.1.13).


A woman was disappointed with her haircut. It was awfully made. She was disappointed until a pack of French fries from Mc Donalds cheered her up.

The next example in Fig 2.1.14 is probably a mockery of the typical advertisements that were listed above. The differences in the logo and the typography of the slogan “Good times” are clearly visible. However, this particular example serves as yet another proof that even such a sequence of emojis creates a descent story about the product.


7) 

A character went to the bar to have some beer and fun. “Just one bottle”, he said. But the number of drinks kept on growing and growing. Soon he was grunk and hungry so that his stomach was growling. Therefore, he decided to go to Mc Donalds and have a late night snack. He ate so much that at the end he felt dizzy and as if he was about to vomit.

Mc Donalds seems to like being ahead of the rivals. The next examples of adverts also contain emojis. Only this time they were put on the heads of real people to portray their emotions. For instance, on Fig 2.1.5 we can see that a car

drew to Mc Drive to take an order. The female driver is  rather nervous; the sweat is dripping from her forehead as she tries her best to pass the driving test.

Her teacher is irritated , he also attempts to keep from venting out on a poor

girl. The worker in Mc Donalds hands out the order with a  knowing smile.

She also wants to show that after the meal the teacher will be more calm and delighted and he'll definitely give her a driving license. The next ad, on Fig 2.1.16 show cases of football fans sitting in the restaurant after a match. The guys in blue

are joyful 😄, they are celebrating the victory of their team. Those who are in the blue T-shirts are upset 😞😓. A man in the middle is not a fan of football at all, and he is just drinking sweet soda-water.

3) Jeep

The ads on Fig 2.1.17 and 2.1.18 used emojis to portray the activities a customer can perform on his new Jeep. As a result one can go hiking with a tent and a boat. Or they can go to the river on a picnic, to swim and play football..

4) Anti-drug campaign

The following ads are part of an anti drug campaign for young people. Each of the 7 adverts contains a specific number of emojis that compose 7 sentences. They address teenagers saying that no drugs is good. There is no need to try drugs in order to fit in etc.



— I want to fit in, but I don't want to smoke.



— I don't need drugs and alcohol to be happy



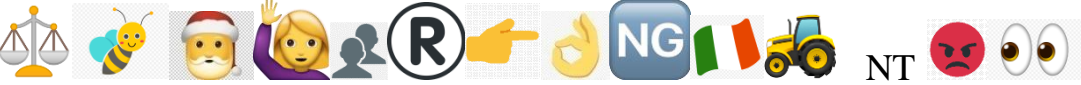
— I do not have to be trashed to have fun!



— My friends drink too much and it scares me.

5)  (Fig. 2.1.23)

— It feels like everyone is getting high but me.

6)  (Fig 2.1.24) — Just because my friends are doing it doesn't mean I have


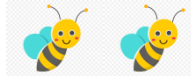
to.

7)  (Fig 2.1.25)

— I'm tired of drinking to fit in.

5) *Oscar (Fig. 2.1.26)*

An advert for an app that helps a customer connect fast with a doctor. They used a format of text messaging to portray a very mandatory and a potential conversation between a doctor and a patient. To make a conversation look like a common texting, promoters used emojis to substitute the words.

-  — a pin represents a verb to sting. In this case it will mean “stung”.
-  —Bees.

6) *Dove (Fig2.1.27)*



In order to promote a shampoo for curly hair, Dove decided to create a set of emojis with curly hair. This decision was resulted due to several reasons: first is that there are not that many promotions of products for curly hair in the media. Second one is that there is no emojis with curly hair. There were only girls and women with straight hair. Such a strategy helped them in marketing their shampoo as the one that truly cares for all the people with all types of hair.





7) *Domino's Pizza*

In the advertisement on Fig 2.1.28 for Domino's Pizza, an emoji of a smiling face eating a slice of pizza. It represents that now they are online, and a customer can order pizza from their official website.




8) *Volkswagen (Fig 2.1.29 and 2.1.30)*

Two emojis  and , with blood, bruises and wounds showcases the message a brand wants to voice out – do not text while driving as it can lead to car accidents, injuries and even death.









9) *Kia (Fig. 2.1.32 and 2.1.31)*

Another series of advertisement that warns people about the danger of texting while driving a car. They used  and  traffic signs to point out that typing diverts attention from the road and warning signs. The images are also supported by short messages such as “Wanna go for a ride” or “Skiing this weekend. Looks great.” They point out the idea that one message can ruin all the plans.

10) *Stoptexting campaigns*

Continuing with the topic of prevention from texting while driving, a combination of  (a phone) +  (a car) =  (death), used in an advert on Fig 2.1.33, depicts the consequences of looking into the phone while driving..

This simple and short visual image contains a powerful message – driving and texting are not compatible. The phone is a distraction especially when a person is driving, and it can endanger the whole situation.

Every year car accidents take lives of a great amount of people simply because they were distracted by the phone. And not only drivers have to be careful with this device. Usually, pedestrians neglect the safety rules while crossing the street. On Fig 2.1.34 a set emojis showcases a tragic story of a  (pedestrian), who was  (distracted) by a  (message from a friend/ lover/ relative)   (was hit by a car) and  (was taken to the hospital due to serious injuries) but was not rescued  and unfortunately  (died).



11) *Honda: DNT TXT & DRV (Fig2.1.35)*

On the contrary to other car brands, Honda decided to make their advertisements simple and clear for the audience. They used abbreviation “DNT TXT & DRV” (Don’t text and drive) to point out the brevity and velocity of the message and typing. The destruction on a message can lead to a car accident as it was performed by an emoji that flies out of the message bubble.

12) *Vodafone (Fig2.1.36)*

A British telecommunications company Vodafone also made an advertisement concerning the problem of texting messages while driving. They made a background in the form of a ‘fake chat’ and wrote several messages to the viewer. In the first bubble, they wrote “You can’t focus on the keyboard and the road at the same time” with emojis in between the letter. They represent the obstacles that a driver can hit or not notice while texting. They are:

•     – animals such as cows, buffalos, lamas and elephants;

-  – other vehicles: busses, trams or trucks;
-  – houses, and trees (fir tree and palms).

Such a variety shows that the problem occurs in all countries around the world, in both cities and villages. Moreover, in this case these pictures were used not to substitute letters or words in the text, but to create an illusion of a constant head moving from the screen to the road and back as the driver has to keep an eye on the track and type at the same time.


13) *Crest toothpaste*

A sequence of advertisements for Crest toothpaste decided to promote their product by comparing four identical sets of sentences (Fig. 2.1.37, 2.1.38, 2.1.39 and 2.1.40). The sentences are presented below:

- *On my way to the hospital.*
- *It's going to rain the whole day.*
- *You made me cry.*
- *I found the photos.*

All of them have a certain negative shade. Advertisers decided to compare the mood of them by putting full stops at the end of one sentence and an :) emoticon. As it was mentioned before, a message that ends with a full stop seems rather formal and can indicate that a person is irritated, sad or angry, while an emoticon seems more friendly and cheerful. As a result sentences with emoticons evoke pleasant feelings, the situation is not dull or sad.

14) *Nescafe*

Fig 2.1.41 showcases a short online conversation. First message sends a flying kiss, portrayed through the emoji . In the second message we cannot

clearly see another face of the emoji probably it is the same flying kiss. But what we can observe is that the person who sends second message is having a cup of Nescafe. It energizes him, brings him joy and he is ready to send love to everyone.

15) Oreó (Fig. 2.1.42)

An advert that is confined to the celebration of the 100th birthday of a famous cookie brand Oreó, used an imprint of an emoticon ;) (wink) on a cream to point out the year when texting officially began.

16) Baidu Security (Fig. 2.1.43, 2.1.44, 2.1.45, 2.1.46)

A Chinese security app made several advertisements to remind youth of being careful online. Meeting new people through internet chat communication is easy and less time consuming, there is no need to randomly come to a person and start a conversation, etc. However, some people learned how to seduce children through private chatting. The anonymity and ability to put any username and photo provide a criminal with a means to psychologically influence a teenager's mind, create trust connections with them by just typing nice friendly comments with emoticons. That is why promoters used :), :-), >_< and :-P emoticons as masks behind which hide potential predators.

2.1.2. Abbreviation. Abbreviations for the most part are presented by acronyms which substitute two-word combinations. The abbreviation of the two-word combinations can be illustrated by the following examples:

1) **3HRS**

In the advertisement for a ski resort situated not so far away from Melbourne (Fig 2.1.47), an abbreviation “**3HRS**” is used to substitute the word “hours”

2) **6 am**

3) **Yass open 6 am**

4) **200 m, 197 m**

Another example is in Fig. 2.1.48. A short ad for Mc Donald's informs people about their opening hours. They substitute the phrase “**6 o'clock in the morning**” with a simple and short acronym “**6 am**”. Moreover, the advert, in

general, is very short, they used only Mc Donald's original sign, and three words "**Yass open 6 am**" instead of a long sentence "Yes, we (Mc Donald's) are open now since 6 am in the morning". The text reminds a structure of a text message, brief, elliptical and with slang ("**Yass**" instead of "yes") to provide the audience with quick information. Or also, another succession of posters for Mc Donald's (Fig 2.1.49) with only an original sign, 200 m and 197 m and two arrows that point out the way. If to take into consideration, that "m" is an acronym for meters, the whole ad can be explained as "200 meters/ 197 meters distance to Mc Donald's. You need to keep on going ahead and you'll reach the destination".

3) **L.S./M.F.T.** (stands for *Lucky Strike Means Fine Tobacco*).

Sometimes advertisements have to explain their abbreviations directly near it. For instance, in 2.1.50, the abbreviation **L.S./M.F.T.** without detailed explanation of each letter seems ambiguous to the viewer. That is why there is a written explanation of what was exactly encoded – "Lucky Strike Means Fine Tobacco".

4) **BFF** (*Fig. 2.1.26*)

The ad also contains the abbreviation BFF that is decoded as 'Best Friend Forever'. It was used to provide a comparison of a doctor to a friend that is always with you and that it is really easy to connect with him by using an app.

Typography

1) **ZZZs (or BZZs)**

An advert for Ekopen's range of mosquito nets (Fig. 2.1.51) intelligently uses simple typography to effectively promote their product. The line that divides ZZZs (sleeping sounds) from BZZs (buzz of mosquitos) represents a net that keeps mosquitos at bay and guarantees a peaceful rest during the night for their customers.

2) **Mc Donald's**

In the advert on Fig. 1.1.1, Mc Donald's made a challenge. They wrote a sentence (components of a hamburger) with no gaps and commas between the words.

Anyone who reads this faster than 4 seconds will get a reward – a soft drink for free.

- ***“Twoallbeefpattiespecialsaucelettucecheesepickleonionsonasesameseedbun”*** – Two all-beef patties special sauce lettuce cheese pickle onions on a sesame seed bun.

3) ***FCK***

Due to some issues with chicken supplies, a famous fast-food chain KFC had to shut down several restaurants. To apologize for such an act, they made an advert (Fig. 2.1.52) where they changed the position of letters in their name (KFC) into FCK (that can be decoded as f**k) to express their sincere disappointment with the current situation.

Combination/ Blending

1) The billboard presents the ad to the annual Renaissance Festival (Fig 2.1.53).

The slogan used in the advertisement is a union of the word “Joust” - (in the past) to fight with a lance (= a long pointed weapon) while riding on a horse, especially as a sport, and “Just do it” – a slogan of a famous brand of sportswear “Nike”, that represents the call for action, “do not hesitate, just take it and do it”. The promoters decided to use this combination to invite people to the event with no hesitations because it is fun and exciting.

2) Enjoyneering (Fig 2.1.54)

In an ad for a Seat a blending of two words “enjoy” and “engineering” were used to describe that the potential customer will “enjoy driving the exceptional piece of their engineering art and they won’t regret buying their cars.

3) Don’t suffer the coughequences

The ad for Robitussin in Fig 2.1.55 promotes medical syrup that cures coughs. Advertisers blended the words “cough” and “consequences” to suit the message. In such a way the brand wants people to use the product if they want to get rid of cough and its consequences.

4) *Cheap enough to say, Phuket I'll go*

A riveting slogan for Air Asia advertisement (Fig 2.1.56) proclaims the cheapness of tickets on any plane to any destination one can desire and can afford. It sounds almost like a bargain to a potential customer, that he or she can say “Phuket I’ll go” without any second thought. In this ad, the nonsense word “Phuket” was created intentionally to substitute a profanity “F’ck it” to make it sound casual yet politically correct.

5) *“Lettuce count the way”/ Lettuce deliver*



The developers of these advertisements decided to use the word “lettuce” to substitute the phrase “let us” to portray that both meanings are connected with food delivery. In the first advert in Fig 2.1.57 a set of salad dressings are promoted and with the slogan “Lettuce, count the ways” sounds like a call for us (receivers and potential customers) to look through the diversity of sauces that will suit everyone’s taste. Another ad for Greenling.com, in Fig 2.1.58, has a slogan “Lettuce deliver” that merchandizes the company that delivers fresh groceries to the customer’s house. Buyers do not need to spend time and go to the shop or market and purchase groceries. They only need to open an app and order all the stuff they need and by the time they will be home, the food will arrive. Pictures of the lettuce complement the slogans and help a customer remember advertisements better.

6) *Clover- the only milk with love in it*



A slogan for a milk company (Fig 2.1.59) used the word “clover” for the name of the brand as it contains another word “love” in itself and advertisers used this phenomenon to stress the fact that “this milk is made with love because the name of the brand stores love in it”.

2.1.3. **Puns.** The pun is considered to be one of the common devices employed in advertising. According to Oxford Dictionary (2013), pun is ‘the use of a word in such a way as to suggest two or more meanings or different

associations, or of two or more words of the same or nearly the same sound with different meanings, so as to produce a humorous effect; a play on words.’ Considering the fact that advertisers are under immense pressure to make their products stand out from the line of other similar products and attract attention of potential buyers, the use of puns helps manipulate language in such a way as catch attention of a potential customer with an unobtrusive slogan, so that a viewer would subconsciously remember the ad and eventually buy a product.

7) *[Au]some*

In the advertisement of a Chipotle’s golden burrito (Fig 2.1.60) the main word awesome was written with a substitution of the first three letters “awe” on “au” as it bears similar sound features. Moreover, “au” stands for the chemical description of gold in Mendeleev table and, as a result, verbalizes the image of a golden foil in which a delicious burrito is wrapped.

8) *The Uncola, (Fig 2.1.61 and 2.1.62)*

A popular company of fizzy drinks 7Up advertised their new product as the opposite of Cola with the addition of the negative particle “un” to the word “Cola”. Besides, as the brand is called 7Up, the initial “u” can also represent the name of the brand and provide similarity in pronunciation in the phrase “The un and only” instead of “one and only”.

9) *Piccalilly circus*

The advertisement of the online delivery company Morrisons.com (Fig 2.1.63) informs Central Londoners that now they deliver food to the central part of the city. They showcased it with the substitution of the first word “Piccadilly” in Piccadilly Circus to “Piccalilly”, a name that at the same time represents the olives.

10) *Surelock Homes*



The advertisement of the company that repairs door locks used a modified name of a popular detective series “Sherlock Holmes” by Sir Arthur Conan Doyle (Fig. 2.1.64). The name was formed with the help of letter substitution that

preserved the original pronunciation with a slight modification of its authentic source. In addition, the new name formulates a kind of activity of the company.

11) *Wine not?*



The advertisement for a wine shop “Wine Rack” (Fig 2.1. 65) rivets customers with their interpretations of popular phrases in the context related to wine. As a result we have:

- “Why not” turned into “Wine not”,
- “On cloud nine” – “On cloud wine”,
- “Everything happens for a reason”- “Everything happens for a Riesling”,
- “Sit back and relax”- “Sip back and relax”,
- “Stop and smell the rose” – ‘Stop and smell the Rosé”,
- “You had me at hello” – “You had me at Merlot”
- “Hip hip Hooray” – “Sip sip Hooray”.

All of the phrases are connected with a topic about wine or their names, created by substitution of the letters to fit the concept.

Humor

To be more appealing to teenagers and the young generation who use the internet and social media and are aware of the meme culture, advertisers create ads that resemble it. For instance, in fig. 2.1.66 there is a popular meme that represents how a person looks on the outside (a part on the left) and what is playing in his/her air pods (on the right). Most important here is the contrast that the author tries to show – “the outside, I am tough and cold, but inside, I am jamming to Brittany Spears”. The audience can easily recognize this meme as there are various examples in the internet with similar content.

A similar approach in advertising the product was used by a famous online music deliverer Spotify. In fig. 2.1.67 we can see that they use the same contrast between “how I look outwardly (on the left) and how I feel inwardly (on the

right)”. The only difference is the context - where we can observe what a person/character showcases to other people (that the break-up didn’t hurt her/him as they wanted it as well) and only her Spotify playlist knows what she feels.

Another example of using contrasting with a humoristic effect is the ad of hair products on fig. 2.1.68. Here, the advertisement depicts the lion’s hair before and after the usage of the hair products. Before it is an average morning hair, messy and scary, and after a wash, it looks smooth and perfectly styled. This ad reminded me of other memes from the internet. For instance, fig. 2.1.69 and 2.1.70 describe how a person looks before quarantine and after it.

Implied mistakes

1) *So fun, they won’t even know their learning (Fig 2.1.71)*

Many people mix up between **they’re**, **their** and **there** because of similarities in their pronunciation. The ad of Creative kids software rivets the attention of the customers with the intentional mistake. They used the pronoun their instead of they’re to make an ad more memorable and subconsciously make children learn. For instance, when a child reads this advert to her parents, they will point out the mistake and explain that it is incorrect to say so. Moreover, they will correct it with the right answer and, as a result, a child learns a new rule without even noticing it.

2) *15 best things about our pubic schools (Fig 2.1.72)*

Southbendon.com used an interesting technique of attracting the viewer’s attention with a mistake in the ad. To be honest, at first, I didn’t notice it. There is a fact that if a word starts and finishes with correct letters, the positioning of others are not of great importance and our brain will recreate a word in its correct form. The advert was still too simple to be on this list. But the more I looked at it, the faster I realized that there was a mistake in the word “public”, they missed the letter “l”. Such a hook sparks the interest of people in attending their website and seeing whether they made the same mistake there or not.

3) *My three favourite things are eating my family and not using commas (Fig 2.1.73)*

An advert for a local restaurant chain decided to omit commas in their slogan to make it more ridiculous to read. Without commas, it sounds rather absurd and rude and forces people to stop their gaze for a moment and read once again to determine where to put commas in order to get a correct message. However, a lot of people considered this text to promote cannibalism and started to complain to the local police station to prohibit the use of this advertisement.

4) *Opel (2.1.74)*

An awareness advert by Opel depicts the dangers of texting while you drive. They used misspelt words (as it usually happens when a person types in a hurry) to show its lousy results as the text is barely legible. Moreover, when a driver is distracted with multitasking, he puts himself, his passengers, pedestrians and other drivers with their passengers at great risk.

2.1.4. Visual metaphors. Another means used in advertisement discourse is a visual metaphor. Generally, “A metaphor is a figure of speech that, for rhetorical effect, directly refers to one thing by mentioning another”. Visual metaphors are highly structured images that stimulate viewers to understand one concept in terms of another (Zeeshan, 2015). A visual metaphor is a creative representation of anything (concept, person, place, thing, idea etc.) through the image that uses analogy or association. In advertising, visual metaphors perform better than verbal ones. “subjects comprehended the advertiser’s intended meaning more often for visual metaphor ads than for verbal metaphorical ads” (Scott, Batra, 2004, p. 10.). The reason is pretty obvious as there is no need for a viewer to create a mental image. Moreover, the image on the ad eases the comprehension of the intended message.

Metaphors serve to connect two concepts with minimum similarities in a smart and ingenious way. It is not enough for an advertisement to contain only slogans, in other words they can make an ad look dull and unappealing to the audience. As a result, promoters use various means that will be effective to excite the curiosity of a potential customer.

The usage of any visual content on the printed ads must also be pinned with the text. This practice is called “anchoring” or adding a sentence (or separate phrases) to the visual metaphor in order to help viewers in interpreting or understanding correctly the message of the ad. Almost every visual metaphor includes a text anchor with an explanation of the metaphor’s meaning to help those, who are not able to define it themselves. Text anchors can be compared to a double-edged sword for advertisers (Phillips, 2000). On the one hand, they perform a role of assistance in the process of searching the initial meaning. On the other hand, such a prompt reduces the level of curiosity in finding creative solutions.

There are three types of visual metaphors:

- juxtaposition,
- fusion,
- replacement

These three types are positioned in the list according to their levels of complexity. In other words, how much guesswork a viewer needs to make to come to a predictable conclusion. Let us consider each separately.

Juxtaposition.

Juxtaposition is when two images are included in the advert side-by-side. The visual image contains the product (target) next to what it’s being compared with (the source).

1) *Flos-leck*

In the Fig 2.1.75 we can observe a picture of a beach with lots of people sunbathing and a huge bottle of Flos-leck sunscreen lying behind. As a result this bottle creates a shadow over the crowd. Advertisers used the technique of juxtaposition to describe the function of a sunscreen - the protection from UV rays and a bottle is used there as a borderline between the sun and the people. Moreover, the sun screen is probably water resistant, so the customer does not need to apply it multiple times after a swim, it will remain on skin.

2) *Mitsubishi Rhino*

In the advertisement of Mitsubishi Motors advertisers (Fig 2.1.76) used the rhino to emphasize the features of the car, primarily its strength, stability, toughness and its wild side. In the image the car was taken apart to show that the animal is placed inside. As a result, the rhino symbolizes the engine of the car, its power and force. The anchor “It’s more that technology. It’s instinct.” in the far left corner supports the meaning because it explains that as a rhino is one of the strongest animals in the wilderness and has excellent instincts to survive in the jungles, so the car possesses exactly the same characteristics or at least similar ones that will help the customer in his adventures in the future.

3) *The new Mini. Incredibly safe*

The advertisement of the car “Mini” (Fig 2.1.77) states that the car is “Incredibly safe” and as evidence they used an image of a small car situated vertically and wrapped with a seat belt to demonstrates security of the car. In this example, the seat belt is a tool that protects the driver while he is on the road and if a person sees the belt the first thought that comes in mind is safety. A combination of the anchor “Incredibly safe” and the imaged of a fastened Mini give an impression that the car is a perfect choice for those who seek for safety and reliability.

Fusion

The main idea of fusion — also known as hybrid or synthesis— is a combination of the product (target) with what it’s being compared with (source) in order to create a single visual element.

1) *CigShot gun* (Cigarette Short gun)

The ad in Fig 2.1.78 of The Roy Castle Lung Cancer Foundation presents two cigarettes in a form of a shotgun. It is a very smart way of performing the idea that “Cigarettes Kill” by comparing it with a weapon. The main idea of the image is that in order to shoot, the gun must be loaded first. Similarly to this, a person must smoke enough cigarettes in order to “load” the lungs with chemicals before they will be shot and affect one’s health.

2) *Tabasauce* (Tabasco sauce.)

Fig 2.1.79, 2.1.80 and 2.1.81 present three different advertisements of a new Tabasco sauce. They were depicted in a form of a pepper, bomb and fire extinguisher. The first ad shows the primary product - hot pepper. The anchor “It was born hot” compliments the image. In the second picture, the sauce is presented in the form of a bomb. The text below “Explode your sense” helps to define the message of an ad – the sauce is so hot that it explodes in your mouth like a bomb and sharpens your senses.

The third ad, however, embodies the principle of a bad ad. In the picture, we can observe the bottle of a sauce that resembles a fire extinguisher and the text below says “Beare the heat”. It contains a typographical mistake. The message is confusing. If the creators wanted to use the word “bear”, it forms contradiction because fire extinguisher bonnet fire does not help with bearing it. Probably they wanted to use the word “beat”, and the message of the anchor is pretty clear to the viewers. But then another question arises: how a fire extinguisher with a hot sauce can help beat the heat. The anchor then would not combine with the visual image of the ad as it gives more ambiguity to the message.

1) *Su she made out of plastic* (for Sushi made out of plastic)

The ad is designed to give awareness about plastic pollution and its possible consequences. The ad is supported with a description that states: “recent studies estimate that fish off the west coast ingest over 12,000 tons of plastic a year”. Consequently, we digest plastic while eating fish. And as a result, the plastic that we throw away in the ocean we are going to consume.

2) *Smart (Fig 2.1.83)*

A smart advertisement for a car brand “Smart”. Generally, these cars are tiny and built to drive around in the city, even though the narrowest streets. It is easy to park and uses not much patrol. Advertisers of this ad decided to compare the abilities of this small vehicle to the threading of a needle. An image of a city with all of its houses and attractions form a needle ear. The car symbolizes a thread that

easily maneuvers through the city. Unlike massive vehicles that are difficult to drive through a crowded city, “Smart” is a perfect choice for those who prefer mobility.

Replacement.

Replacement is probably the most complex type of visual metaphor as it is when either the product (target) or what it is being compared to (source) is missing. Such type of a visual metaphor is also called a contextual metaphor as the context of the ad contains the meaning which the viewers should find. For instance:

1) NoCk Yia (instead of **Nokia**)

In Fig 2.1.84 there is a picture of a hand with a small guitar lying on the palm and the text in the upper left-hand corner says “Like a real thing. In the palm of your hand.” And in the right low corner is the name of a brand that was advertised. At first, it may seem confusing, as neither the particular product nor its direct and clear function was pointed out. But the more you look at every element of the ad, the more the realization hits you. Every figure presented in the picture gives hints to the potential meaning. Key elements are the brand itself “Nokia Express Music”, a phrase “In the palm of your hand” and a picture of a guitar. Before the invasion of smartphones, for the world Nokia was one of the most popular brands of phones with buttons due to its reliability, functionality and timelessness. In my opinion, this is a general ad for the Nokia phones. First and foremost, the phrase “Nokia Express Music” was always written on all the boxes with the phone supplements. Secondly, they were small enough to be fit in your palm. And last but not least, it had some revolutionary features as for those times, like radio and MP3 player as the guitar can symbolize music.

2) “8growing your space?” (for **Outgrowing your space**)

The advertisement publicizes a realtor company (Fig 2.1.85). A picture with a fish in a small aquarium stands for the image of a person who lives in a small apartment. And if they want to “outgrow their space”, they must visit the online website and find a new flat. The number **8** resembles **out** by pronunciation.

3) *Getorwith PW* for (Get organized with Peter Walsh)

The stationary shop (Fig 2.1.86) put an advertisement to encourage people to come and buy the supplies for their desks. They subdivided the billboard into three sections where they organized birds according to their species (crows, pigeons and seagulls) and claim that the same arrangement can be viewed on the client's desk.

2.1. Linguistic novelties of advertisement and Internet chat discourse.

As it was mentioned in the previous chapter, the amount of signs used in one text message was too limited to write a proper sentence. That is why people decided to minimize the usage of letters with the help of several techniques.

“The novelty in texting lies chiefly in the way it takes further some of the processes used in the past” (Crystal 2008). . There are no less than four processes combined in **iowan2bwu** 'I only want to be with you': full word + an initialism + a shortened word + two logograms + an initialism + a logogram." If to look closely at the messages in chats in our phones, we can notice that we express our ideas, thoughts and emotions through the formula presented above. Long words are shortened to minimize the time used for typing, short sentences comprise only the most necessary items, our emotions are represented through emojis – small yellow faces that represent different feelings, etc.

Abu Sa'aleek's study (2015, p. 138) was an analysis of the linguistic features of electronic discourse. The study categorized the features in the following way:

- Shortening;
- Clippings;
- Contractions;
- Unconventional Spellings;
- Word-Letter Replacement;
- Word-Digits Replacement;

- Word Combination;
- Initialisms;
- Emoticons;

D. Chrystal (2008), on the other hand, distinguishes six main kinds of distinctive features in message texts:

- Logograms, pictograms (emoticons, emojis / stickers);
- Initialisms;
- omitted letters;
- nonstandard spelling;
- shortening;
- Genuine novelties;

Comparing these two classifications, we can notice we can make a conclusion that the two classifications name similar concepts that are well spread in the world of texting.

2.1.1. Logograms and pictograms. David Crystal (2008) defines logograms as “the use of single letters, numerals, and typographic symbols to represent words, parts of words, or even noise associated with actions.” (p. 37). Before the appearance of the full computer like keyboard on the phones, people needed to adjust writing to 12 set keypad (3×4 numeric keypad). Each button contained three letters and one numeral and one needs to be a master to type fast. So in order to lessen the time, people incorporated multifarious combinations of words and letters to use instead of the words.

Formerly, logograms illustrated the logo of a company or organization in the special design or way of writing its name that it puts on all its products, notepaper, advertisements, posters, billboards, etc. In particular, these could be public places, and places where foreign visitors to the country stay, like hotels, displaying their logos. The simplification of logograms can be easily understood in the table below,

explicating their meaning because nowadays these are specifically encoded words, understood exclusively by ingroups. .

esults

able 1: GSM/TM Errors in Selected Scripts between 2006 and 2009

Errors	Intended Word
b4	before
becos or b/c:	because
betwn	between
hm/hr	him or her
pls or ples	please
urself	yourself
him-self	himself
mak	make
dat	that
@	at
&	and
u	you
nw/no	know
heis	hails
hed	heard
der	dear
su	so
stat	start
i	I
wel	Will/well
b	be
frined	friend
yo	you
dis	this

Fig 2.1 SMS logograms

In Fig 2.2.1 we can observe a dialogue between a daughter or son (the age is unknown), where the teenager uses logograms to communicate online. They are:

- H333Y – Hey;
- Wh4t – what;
- R– are;
- Yeeww – you ;
- D01n – doing;
- KoMe – cool and awesome (coolsome);
- Wh4chu – what are you;
- 4rm – for me;

These logograms are quite confusing for an adult who understands barely nothing from what was written. And without additional knowledge of the online language, it is hard to figure out what was meant.

Another example of logograms in the message text:

- 2nite – tonight (Fig 2.2.2).
- Gr8 – great (Fig. 2.2.2 and 2.2.3);
- 2 – to (Fig. 2.2.2 and 2.2.3);
- C – see (Fig. 2.2.2 and 2.2.3);
- U – you (Fig. 2.2.2 and 2.2.3);
- TY – thank you (Fig. 2.2.2)
- 4 – for (Fig. 2.2.2);
- Ur – your (Fig. 2.2.2);
- Gtg- got to go (Fug. 2.2.3)

Pictogram (emoticons) is “When visual shapes, or pictures, are used to represent objects or concepts” (Chrystal, 2008, p. 38). The emoticon, emoji’s ancient ancestor, was first published in the American humor magazine, Puck in 1881. Made up of punctuation marks and other typographical characters conveying joy, melancholy, indifference, and astonishment, the emoticon was then categorized as “typographical art.”

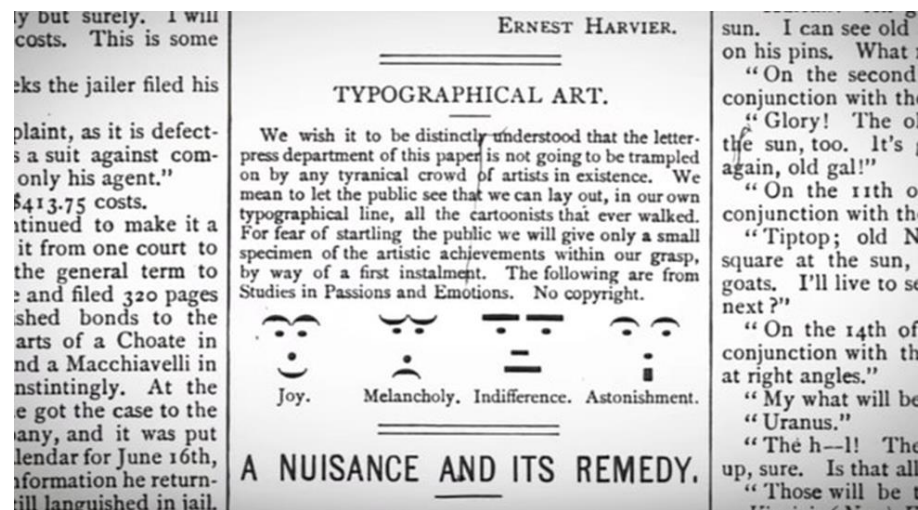


Fig 2.2 First emoticons

After roughly 100 years, in 1990s the emoticon made its resurgence in chat rooms across the world as an integral part of internet-speak. The first emoji set was created by Japanese designer, Shigetaka Kurita, for Japan’s main mobile carrier,

DOCOMO. He created a 176 character emoji set in 1999 for mobile platform “i-mode.”



Fig 2.3 First emoji characters

His intention was to design a simple set of characters for users to convey information in a concise way. The broad range of emoji finally gave people a way to insert emotion into their digital conversations and gave birth to an entirely new visual language, becoming a hallmark of the way people communicate (A brief history of emoji, 29).

In Western countries, the most spread versions of emojis are those which are created with the help of sequence of dots and brackets.

😊 smile	:-) :) :] =)	😬 unsure	:/ :-/ :\ :-\
😞 frown	:- (:(:[=(😭 cry	:'(
😛 tongue	:-P :P :-p :p =P	😈 devil	3:) 3:-)
😄 grin	:-D :D =D	👼 angel	O:) O:-)
😮 gasp	:-O :O :-o :o	😘 kiss	:-* :*
😉 wink	;-) ;)	❤️ heart	<3
👓 glasses	8-) 8) B-) B)	😊 kiki	^_^
🕶 sunglasses	8- 8 B- B	😏 squint	^-^
😠 grumpy	>:(>:-{(😕 confused	o.o O.o
😡 upset	>:O >:-O >:o >:-o	😬 curly lips	:3

Fig. 2.4. Examples of emoticons.

The main function of these small signs is to convey current emotions and fill the texts with a particular sense. For example, in Fig 2.2.4, we can see the emojis at the end of the text messages. They create a certain set of emotions that supports the context of messages.

- :3 – representation of cat, generally means cute face;
- :) – smile;
- :D – a grin that represents anticipation;
- ;) – wink.

In the context of these peculiar messages we can observe that these emoticons express positive emotions, neither offensive words nor any hidden negative intentions are presented.

It is obvious that people are too creative to just type smile faces with brackets. They also started to use them to create art while messaging. For example, Fig 2.2.5 and 2.2.6 portray different animals (specifically the dinosaur, whale and cat) and creatures (a cat with a muscular body) that can be drawn in the digital space.

Later, in 2007, after Google and other corporations agreed to create a Unicode Consortium, a universal base for all the emoji codes that exist around the

world, “the smile faces” created with brackets were substituted with famous “yellow faces” (Fig 2.1.13). Besides yellow emojis, other pictures were added to the list, for example: the figures of people, transport, flags, fruits and vegetables, flowers, animals, etc in a total amount of 635 signs.




Fig. 2.5. Examples of emojis




As novelties appeared on the market people also started to adjust their writing skills to new tools. For instance, they started using emojis instead of words and group them into meaningful sentences.

In the conversation between two friends (Fig 2.2.7) one of the girls writes messages by using exclusively emojis. Here are meanings behind the emoticons used in the messages:

First message:

-  —a girl in this context is an addresser who says hello;




Second message:

-  — the clock represents the word time;
-  — the bus;
-  — the question mark is used to point out that it is a question;

If we add all these three meanings of the message we can decode it in the following way: “When/ what time will your bus arrive?”

Third message:

-  — okay, great ;

-  — give me high five;
-  — love you;
-  — see you soon;

Forth message:









-  — it means ‘goodbye’ or ‘see you later’;
-  — the sign of approval that they will definitely meet later.

Fig 2.2.8 presents another conversation between two friends where a girl uses solemnly emojis. Yet there were some troubles in understanding the message.

First message:


-  — Hey.
-  — a girl in this message points out with whom
-  — an emoji for soup with noodles
-  — a question mark for asking a question
-  — later this day


To conclude, the question that was asked by the interlocutor is “Hey, would you like to go to the café with me later? The addressee seemed to be confused with what was asked in this message.


-  — the name of this emoji is ‘neutral face’.

In this context the emoji transmits the question “Was something wrong with my previous messages? Are they unclear?”


She then repeats the question again, mentioning only the place and time she wants to meet at:


-  — a restaurant

 — indication of a question


 **SOON** — later today

On Fig 2.2.9 in a conversation between two friends one will offer to rob a bank. His interlocutor portrays what will happen

 — a gun;

 — money;


 — a car;

 — happy.


They will rob a bank, take the money and will try to escape on the car. At first they will be happy.

 — a lot of police.


But suddenly they see the police that follow at tail.

 — fear, stress.

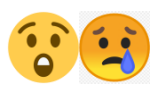
The feeling of fear will take upon them, they are afraid to go to jail.


 — a gun fight;

 — the police;

 — a fire truck and an ambulance;

There was a gunfight with the police, a tire was shot or they'd get into some sort of accident due to the fast driving. As a result, they would be arrested.







 — we are in trouble

 — a gavel



They will pursue a legal action against us for robbing the bank, stealing money and gateway. As the scenario did not satisfied both of the rarticipants, they decided to quit this idea.



Or, in another example in Fig 2.2.10 in a conversation between a mother and her daughter, the mother struggled with correct spelling of the name “McDonald’s”. After several attempts to write the name correctly (‘Madano’, ‘Mcdanno’) she decided to use emojis of 🍟 and 🍔 to finally articulate what she was intended to say.

Fig 2.2.11 shows the conversation between two interlocutors. They use emojis of animals to substitute words. The choice of pictures were made based on the similarities in the pronunciation:











-  – whale – well;
-  – alligator
-  – bear – bear;
-  – pigeon - pidgin
-  – bee – be;
-  – fishey – cliché ;
-   – bull sh*t.

Furthermore, in texting, emojis can be used to make puns. A play of words can sound funny and entertaining, urging people to test their creativity and wit. Fig. 2.2.12 depicts a conversation between two people, one of whom tries to confess her feelings with the help of puns and emojis:


-  – Whale – will;
-  – fish – wish;





-  – berry – very;
-  – plane – plain.









On Fig. 2.213, 2.2.14 and 2.2.15 presented other examples of puns:


-  – octopi – occupied;
-  – leaf – leave;
-  – eye – I ;
-  – turtell – so tell me;
-  – a-**maize**-ing – amazing ;
-  – nut – f**k ;
-  – unbe- **leaf**- able – unbelievable ;
-  – pear – pair;
-  – cherry – very;
-  – tomatoes – to toes.

Similarly to emoticons, people use emojis to create some visual images. It helps them express their emotions and thoughts in a more creative way, and make a message more cheerful and fun.

Fig 2.2.16 presents a chat between a couple, where a man writes sweet messages to his beloved one. In the first one he constructed “I” with dashes and several musical notes  that probably indicate that the phrase is the lyrics from the song or he just wants to demonstrate the action of him singing this line.

He also substituted ‘loving’ with an image of a red heart  and ing ending. In his next message he used emojis of a pink heart , a candy  and a house  to form a shape of a big heart with a house in the middle of it, which is surrounded with candies to support the phrase ‘sweet home’.

In a chat group between three men on Fig 2.2.17 , one of the participants answered the question with a ‘visual image’ of his activity. However, instead of a photo he made a picture with emojis, where used balls  and dashes to make a barbell, that is held  by a guy in a gym short  and trainers  happy and sweating  . And below the picture there are two emojis of a muscle arm  and a time  that support the verbal message “gym time” .

And last but not least, on Fig 2.2.18, in a conversation between friends, one communicant wanted to teach the interlocutor “some dougie”. He complimented it with three dancing figures made out of dashes and  a smirking face emoji that does the ‘dougie moves’.

In recent years stickers (a new form of emojis) gained popularity among youth. The variety of them in the chat apps is huge: from cute, animated animals (Fig 2.1.14) to chip out funny faces from the photographs (Fig 2.1.15). They usually transmit the real emotions of the addresser in a more funny and creative way.

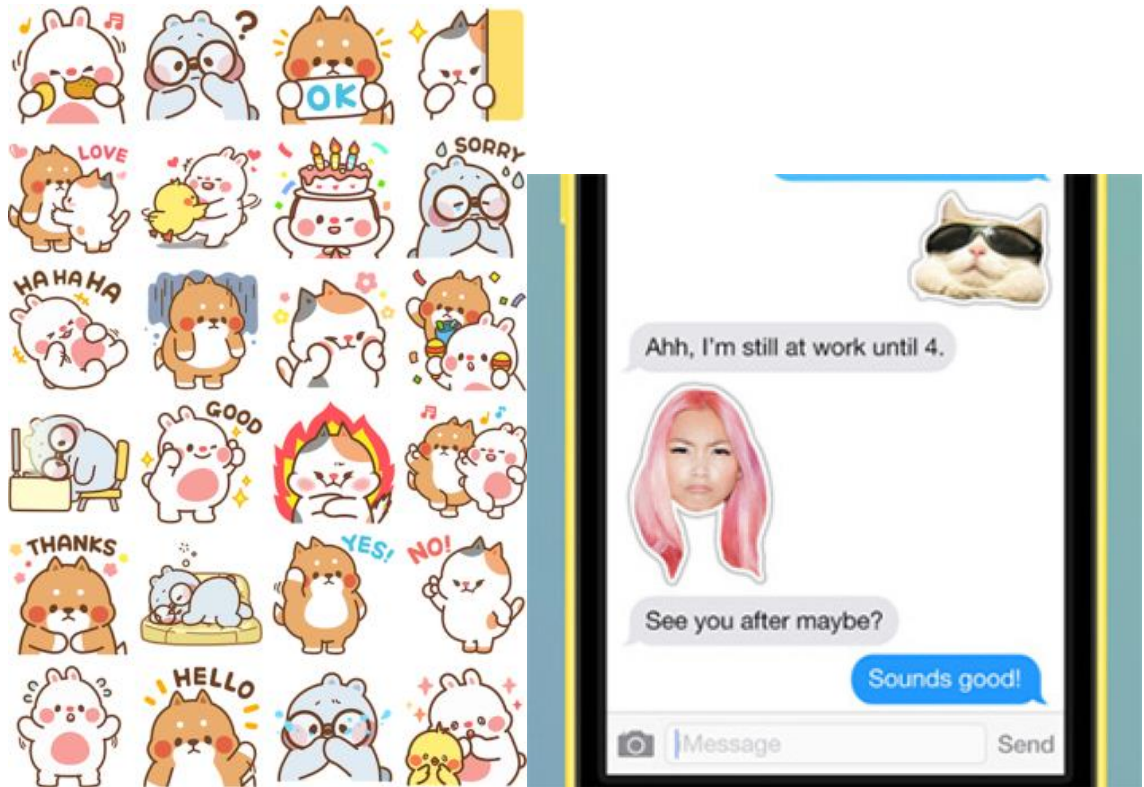


Fig 2.6 and 2.7 Examples of stickers

2.2.2. Initialism. There exist various deceptions with the acronym and initialism distinction. But first, we need to define what abbreviation is. An abbreviation is a shortened or contracted form of a word or phrase, used to represent the whole, as Dr. for Doctor, U.S. for United States, lb. for pound. Initialisms and acronyms are two types of abbreviations that are used to shorten phrases.

- Initialisms are abbreviations that are pronounced one letter at a time.
- Acronyms are abbreviations that are pronounced as words.

(Abbreviations, acronyms and initialisms, 45)

Another definition of acronym is more expansive, encompassing any abbreviation formed from initial letters regardless of pronunciation (Acronym, 40).

Though initialism is the older term, it has never been caught on wider usage, which created the problem in understanding the distinction between acronyms and initialisms.

In the context of text messaging it is better to use the term initialism as it correctly represents the concept. Moreover, people have been contracting words for centuries. For example:

- IOU (I owe you) was formed in 1618;
- RIP (rest in peace) appeared in the nineteenth century.

The process was regenerated and became a massive hit during the age of online communication. Besides, initialisms became the tool for writing very brief and fast messages.

Standard abbreviated phrases are usually clear, fixed in the speech, and mostly have only one definition. Here is the list of popular acronyms down below:

Internet Acronyms	
<ul style="list-style-type: none"> • LOL - Laugh out loud • PPL - People • BTW - By the way • AMA - ask me anything • IKR - I know right • OMG - Oh my god • IDK - I don't know • THX - Thanks • JK - Just kidding • FYI - For your information • ILY - I love you • TBH - To be honest • SMH - Shaking my head • IMO - In my opinion • BRB - Be right back • IDC - I don't care • TGIF - Thank God Is Friday 	<ul style="list-style-type: none"> • TMI - Too much information • NM - Not much • HMU - Hit me up • NVM - Never mind • OMW - On my way • TTYL - Talk to you later • AFAIK - As far as I know • LMK - Let me know • HMB - Hit me back • TTYS - Talk to you soon • ICYMI - In case you missed it • AKA - Also known as • CU - See you • FAQ - Frequently asked questions • TBA - To be announced • HBD - Happy birthday

Fig 2.8 Popular acronyms

Fig 2.2.19 and 2.2.20 present two conversations between a mother and a daughter. The following initialisms were used there:

- IDK – I don't know;
- LY – love you;
- TTYL – talk to you later;
- RN – right now;
- NBD – no big deal;
- TBH – to be honest;
- HMU – hit me up.

Another Fig 2.2.21 demonstrates a conversation between a couple full of abbreviations:

- WDC – what da craic (phase asking what someone is doing.);
- NM – not much" or "nothing much;
- WBU- what about you;
- GDGD – good good;
- PMSL – Pissing myself laughing. or Pushing My Seat

Laughing;

- ROFL –Rolling On The Floor Laughing;
- BRB – be right back;
- Kk- okay;
- G2g – Got to go;

Non-standard initialisms are used less frequent, they are hard to pronounce, contain more than 5 letters, and may arise certain miscommunications. They usually appear when people try to abbreviate everything, including various phrases and even whole sentences. Such a tendency may indicate that a person is too busy to write full meaningful sentences and such a trick can save their time.

Table 2.1.1

Non – standard initialisms

Nº	<i>Initialisms:</i>	<i>Decoding:</i>
1.	AUCOOYM	Are you completely out of your mind?
2.	AWGHTGTATA	Are we going to have to go through all this again?
3.	BWTHDIK	But what the heck do I know...?
4.	CUL8ER <i>(a combination of abbreviations and logograms)</i>	See you later.
5.	CU2MR	See you tomorrow.
6.	DLTBBB	Don't let the bed bugs bite.
7.	DITYID	Did I tell you I'm distressed?

8.	DQMOT	Don't quote me on this.
9.	FMTYEWTK	Far more than you ever wanted to know.
10.	GD&R	Grinning, ducking, and running.
11.	IMNSHO	In my not so humble opinion.
12.	LUWAMH	Love you with all my heart.
13.	N2MJCHBU	Not too much just chilling how about you?
14.	PCMCIA	People can't master computer industry acronyms.
15.	PEBCAK	Problem exists between chair and keyboard.
16.	PIBKAC	Problem is between keyboard and chair.
17.	ROTFLMBO	Rolling on the floor laughing my butt off.
18.	ROTFLMAOWPIMP	Rolling on the floor laughing my a** off while peeing in my pants.
19.	TANSTAAFL	There ain't no such thing as a free lunch.
20.	TD2O	Too drunk to operate.
21.	TLK2UL8R	Talk to you later.
22.	UAPITA	You're a pain in the a**.
23.	WDALYIC	Who died and left you in charge?
24.	WYSITWIRL	What you see is totally worthless in real life.
25.	YGBSM	You gotta be s***tin' me!

For instance, on Fig 2.2.22 presented a conversation between a dad and her son. A child asked the translation of the acronym “Lsmhldmtamslo”. His father responded with “Laugh so hard I dropped my taco and my sombrero fell off”. Apparently, the father already came across with these initials because a person without knowledge may not guess it correctly.

Besides, there are also exist posts with self-interpretation of popular acronyms. Mostly they are written to substitute explicit words and phrases with more neutral or fun transcript. The definitions can be adjusted to a specific theme or topic while initial letters stay unchanged. For example:

Is your child texting about Rachel Ray's 30 Minute Meals™?

FML Freshly Made Lunch
 WTF Want These Fried?
 IDC Ice 'Dem Cakes
 SMH She Made Hamburgers
 STFU Stir The Food Unceasingly
 FTW Family Time? Woohoo!
 LMAO Let's Mince An Onion
 WYD Wow, Yumm-O, Delish!

Fig 2.9 Creative transcript of popular acronyms. Example 1.

Here's what your child's text messages really mean:

af = alternative fingerings
 imho = into mendelssohn's whole oeuvre
 idfc = intonation doesn't feel correct
 stfu = strings to fulfil you
 np = nasty pizzicato
 mrw = my rosin woes
 lol = loving oistrakhs's legato
 ikr = imitating kreisler, right?

Fig. 2.10 Creative transcript of popular abbreviations. Example 2.

Moreover, people tend to write paragraphs and texts solemnly with initials and clipping as in the example below.

Homo Zappiens' writing

My smmr hols wr CWOT. B4, we used
 2go2 NY 2C my bro, his GF & thr 3 : kids
 FTF. ILNY, it's a gr8 plc. *

My summer holidays were a complete
 waste of time. Before, we used to go to
 New York to see my brother, his girlfriend
 and their three screaming kids face to
 face. I love New York. It's a great place.

* *Daily Telegraph, Sun Mar 2, 2003, British
 Girl Baffles Teacher with SMS Essay*

Fig. 2.11. Example of a text written with abbreviations.

On one forum, the audience was asked to write “the longest sentence or phrases you can write using common texting and acronyms” (Quora.com, 47). A request showed that many participants are incapable of producing initialisms as it

is convoluted. Some, on the other hand, completed the task but he spoke up against the idea:

GAS 2U!

DQMOT, BSF IDK WCA 2TXT W/LOA.

IYO, ITS EZ &PDQ... IDTS.

IMHO, ARE =ADIIH. TBH, FUBAR &2M2H. GIAR, PLZ! KISS.

.02

RX.

And here is the abbreviation expansion:

Greetings and Salutations to you!

Don't quote me on this, but seriously folks I don't know who cares anyway to text with lists of acronyms.

In your opinion, it's easy and pretty darn quick... I don't think so.

*In my humble opinion, an acronym rich environment is another day in hell. To be honest, it's *fouled* up beyond all recognition and too much to handle. Give it a rest, please! Keep it simple, stupid.*

Just my two cents.

Regards.

- PDQ – pretty darn quick or pretty damn quick; ‘darn’ is used as a more polite form to ‘damn’;
- FUBAR – fouled up beyond all recognition or f***ed up beyond all recognition; as in the previous example, the word ‘fouled’ is used instead a curse word ‘f***ed’ to sound more polite;
- .02 – Just my two cents – Just my own point of view.

2.1.3. Nonstandard spelling. People constantly manipulate the writing system by misspelling words in the texting. Nonstandard spelling is one way they achieve this. Unconventional spelling is the spelling of a word from sound. In new conversations with unknown people, such spelling can be received as a sign of illiteracy:

- Luking — looking (Fig 2.2.25);
- Gud – good (Fig 2.2.25);
- Dusnt — doesn't (Fig 2.2.23);
- Wuz — was (Fig 2.2.3).

Omitted letters (clipping). Words with omitted letters are usually less noticeable while reading the messages but still common in every day communication. They appeared alongside logograms, when people used phones with 3×4 numeric keypad and the amount of signs written in the space for messages was restricted to 160 signs. Usually people omit letters simply because they want to write quick short notes and it is a way more convenient to press only three buttons instead of five to write the word.

Usually vowels are dropped either in the middle or at the end of the word:

- Txtin — texting (Fig 2.2.23);
- Grammr — grammar (Fig 2.2.23);
- Gd— good (Fig 2.2.24);
- Mrng— morning (Fig 2.2.24) ;

However there are examples where consonants are omitted:

- Skils —skills (Fig 2.2.23);

G- clipping when the word with “-ing” lose letter g in the end:

- Gettn – getting.

Shortening. A word is shortened by omitting one of its meaningful elements (Crystal, 2008). The days of the week, for example, are usually shortened to Mon, Tues, Thurs, and months are shortened down to Jan, Feb, Mar, Apr, etc

Shortening can cause some confusion if both participants of the conversation do not have the same understanding of the shortened words.

- Dun- don't (this shortening is clear because it was taken from the context, however if the word is viewed separately, some confusion may arise).

2.1.4. Sentence-level errors. Here belong errors in writing longer, more complex sentences which are intentionally done to attract attention of the addressee. Such errors fall into two types: a) the sentence fragment and b) the run-on sentence (or in another terminology comma splice).

The first type – the sentence fragment – represents a group of words which actually does not form a complete sentence because of a missed subject, predicate or any other independent constituent. Such sentence-fragments are eye-catching. The commercial example can be the following:

“Is cooked distinguishably for you” where the subject **It** is missing, or it can be a missing predicate as an attention-getter.

The second types (the run-on sentence / comma splice) can be illustrated by

“Youcanseechangesyourwrinklesdisappear”, where after each word there should space with proper punctuation. For instance, after the word ‘changes’ there could be either period or comma.

David Crystal states in his work that “the language of texting is neither especially novel nor especially incomprehensible”. The media that are used for writing messages are the attempt to “outdo what has been done before”. For instance, most abbreviations are new, but the method of initializing words was borrowed from the

past. The only new novelty is writing letters, words and sentences without spaces between them. Such flow of letters makes the message almost indecipherable.

Usually the text language is not meant to be spoken aloud, because we cannot express the words we write with our mouth. Abbreviations can be a great addition to slang terminology, and logograms can represent a specific code that is known to the limited amount of people. A symbol in texting has various meanings in various situations. For instance, a digit **4** can stand for the words “**for**” and the numeral “**four**”.

Last but not least, the text language can characterize texters by their stylistic traits. Some people prefer to use a lot of emojis to represent their emotions; other users prefer abbreviation and contraction of words.

There are other notable features of the language of texting. The six main features of the text language, which was mentioned in previous parts, are not the only ones that frequently appear in the conversations. For instance, when a person writes in a hurry, he or she can accidentally misspell the words, as in the illustrations:

- Grate instead of great (Fig 2.2.26);
- Their instead of there (Fig 2.2.26);
- Hart instead of heart(Fig 2.2.27);

Or, there is a function on the keypad that is called auto correction. This feature works in the following way: when a person is typing fast and makes mistakes in the word, the system instantly corrects the spelling. This utility is very helpful when a person is a foreigner but wants to sound accurate. Or it is simply used to avoid misunderstandings by correcting literal errors. However, sometimes autocorrection does not work properly. As a result, if the scene from “Romeo and Juliet” where Juliet imitates her death in order to be with her lover were presented as a text conversation, Romeo would kill himself not because of seeing Juliet’s dead body but of the message where the autocorrection shows the young lady and instead of the word “fake” there is “fate” (Fig 2.2.28).

Another feature of the texts is the frequent usage of not grammatically full sentences in the online conversation. For example, in the illustration instead of a standard question “are you ready for tonight?” the guy writes only “you ready for tonight?”. Or the elliptical sentence “just you and me” that can be lengthened to “it will be just you and me”. (Fig 2.2.29)

Conclusions to Chapter Two

1. The language of texting is a unique form of communication. It has some specific features that distinguish it from other computer languages. It is no coincidence why they appeared.
2. Abbreviations, initialisms, logograms, shortenings and emojis are excessively used. They are usually used to add emotional colouring to the written sentence. Emojis or emoticons appeared 100 years ago and were categorized as “typographical art”, while today, emojis transmit our emotions and intentions. We can also use them as substitutes for the whole sentence.
3. The language of advertisements is a complex structure. The words usually complement the picture of the advertised product. The company that produces alarm clocks uses a bell to shape a letter “A” in the word “alarm”. Moreover, in recent years marketing experts started using graphical representations of the messages they transmit. As a vivid example, the picture of the fish in a small aquarium perfectly represents the reality of people who live in small apartments and need to find a new flat for a more comfortable living.
4. Texting became a part of our life. As we communicate through texting daily, we less and less notice our mistakes because we got used to such a way of framing our thoughts. The same can also be said about the advertisements, because when people look at the picture they construct their own image of it.

GENERAL CONCLUSIONS

Communication became an important part of our life. In the past, people waited for a letter from their relatives or friends for months. Today, we can receive the news in the split of a second. Great changes occurred in the language of writing.

In this paper we overviewed the history of texting pertaining to advertisements and messages used in chat rooms, how it appeared and what preceded the language of the internet communication and their general characteristics. With the introduction of online chat services and instant messages, computer-mediated communication took the form of conversation on a higher level. Spontaneity of oral speech was transmitted to the internet. Dialogues and polylogues now are performed in the form of writing. Moreover, brief elliptical sentences, abbreviations, incorrect grammar and spelling became main part of texting. As the language of online interaction was created by the youth, who first started using telephones as a medium of communication, they brought the major changes into the language representation.

Popularization of the social media supplies the dictionaries with new words and concepts or adds new definitions to already known words. Thus, a “wall” now refers not only to a continuous vertical brick or stone structure that encloses or divides an area of land, but also to an area on a profile or page where friends and “fans” can post their thoughts, views, or criticisms for everyone to see.

Besides, emojis and emoticons, together with capitalized letters and full stops at the end of messages perform an emotive function in the online conversation. As texting is not a face-to-face interaction, it is hard to guess the emotions of the interlocutor simply because we cannot see their face. Non-standard orthography and emoticons became those means that help in detecting the general mood of the copartner. For instance, a period in the end of the sentence usually is used to show the finality of the statement. However, in texting, it signals that the

participant is angry or annoyed. Or, if the communicator used an emoji 😊, it is considered that he is in a happy state.

Advertisements also changed its appearance. Today marketing experts try their best to attract the potential customer with a catchy slogan and appealing poster. The language of advertisements also changes the way we communicate today. Visual metaphors and puns make advertisements more ravishing than ever before. Funny slogans and pictures stick in the heads of the audience. It is common now to say “Hey, this sounds like that from the advertisement”. More and more we can hear a famous slogan “just do it” in the everyday communication as a motivational speech that calls us for action.

Internet communication also influences advertisements. Promoters use emojis to make a closer connection with the viewers, especially with youth, in a funny and memorable way. Besides, emoticons may also deliver important messages. For example, driving and texting are incompatible. The violation of safety rules may lead to cataclysmic results.

Moreover, popular internet memes have huge impact on advertisements as they help to increase recognition of the product. A lightsome billboard will put a smile on a face of the onlooker and the image will be better memorized.

In conclusion, the changes in the language show us that we also develop our abilities to communicate with other people around the world. It makes us more connected and united through the forms that speak to us the most. The future is unpredictable, but we should believe that these changes will open many opportunities and further positive developments in the world around us.

RÉSUMÉ

Світ не стоїть на місці. Він у постійному русі, змінюючись щохвилини. Завдяки новітнім розробкам у галузі технологій, зокрема виникненню Інтернету, ми маємо необмежений доступ до наукових ресурсів та останніх новин у світі, а також можливість спілкуватися з людьми на відстані.

З появою телефонів люди почали активно спілкуватися в Інтернет чатах, де мають змогу переписуватися з людьми з усієї планети цілодобово, незважаючи на місце фактичного перебування. Людина – це соціальна істота, а комунікація є надважливим атрибутом кожного з нас. Наприклад, банальна бесіда з подругою може заспокоїти, принести відчуття наповненості та реалізації. Але зазвичай у людей не вистачає часу та можливостей на зустрічі з людьми через роботу та домашні клопоти. Саме тому, онлайн спілкування на різних чатах та в месенджерах стало таким популярним, адже дозволяє в будь-який час контактувати з друзями та рідними.

Англійська мова стала провідником до пізнання культури іншої країни без необхідності вивчення іншої іноземної мови. Але аби мати змогу для спілкування, потрібно мати засіб, з якого можна проводити такі дії, а саме мобільний телефон або комп'ютер із доступом до всесвітньої мережі.

Все починалося з простого. Перші телефони не мали сенсорного екрану та великої клавіатури схожої на ту, що маємо біля комп'ютеру, та й місця для написання повідомлення було занадто мало. Тому аби вмістити хоча б якусь зрозумілу фразу, люди почали видозмінювати своє писання. Наприклад, скорочувати слова або фрази, перетворюючи їх в абрєвіатуру, складену з перших літер кожного слова. Проте якщо порівняти листи, що писали люди та есемески, які зараз підлітки надсилають один одному, то з першого погляду здається ніби читаєш дві різні мови.

Реклама також змінила свій вигляд. Все починалось зі звичайних гарно намальованих картинок продукту у далекому 1900 році. Сьогодні ж це гарно продумана кампанія для заохочення людей зробити будь-яку покупку. Але

мова все ж залишається незмінним атрибутом реклами. Веселі речитативи, що лунають з кожного телевізора визначаються зі швидкістю світла. Тому фраза «Це звучить майже, як в тій рекламі» показує, яку важливу роль реклама відіграє у нашому спілкуванні та житті загалом. Слогани підкріплені візуальним малюнком є прекрасним доказом зміни у розумінні мови.

Зміни не можна зупинити. Через 10 років нові види вираження своїх думок захоплять світ, а нам залишається одне – йти нога в ногу з цими змінами.

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LIST OF ILLUSTRATION MATERIAL

Fig. 1.1.1

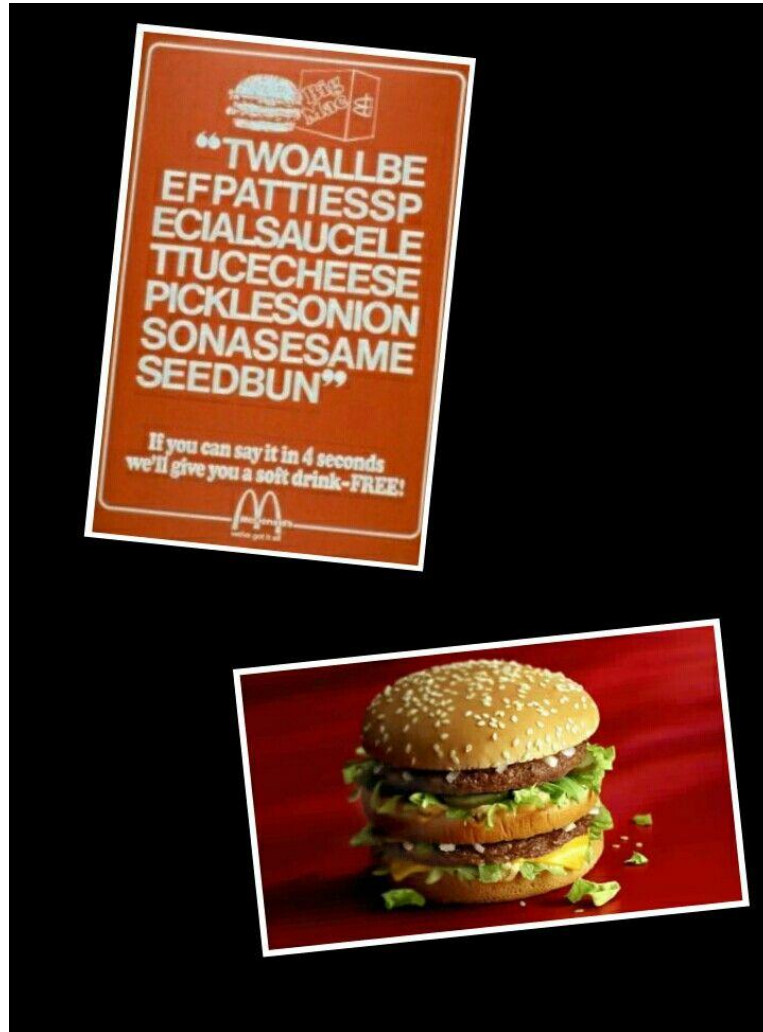


Fig 1.1.2



Alarm



Fig 2.1.1

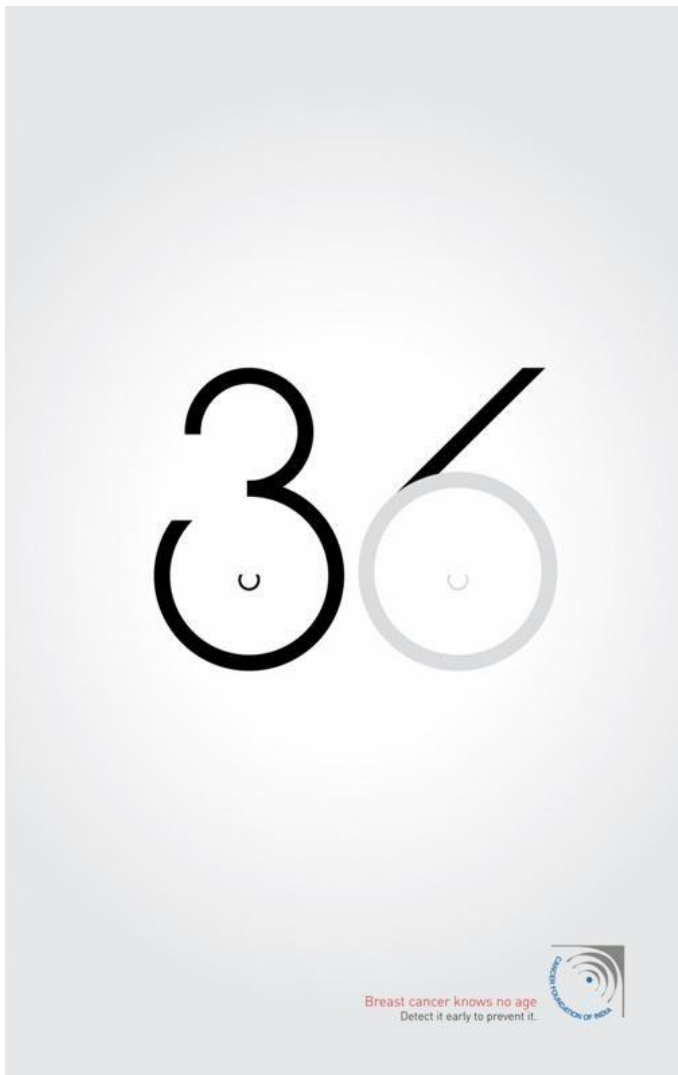


Fig 2.1.2



Fig. 2.1.3

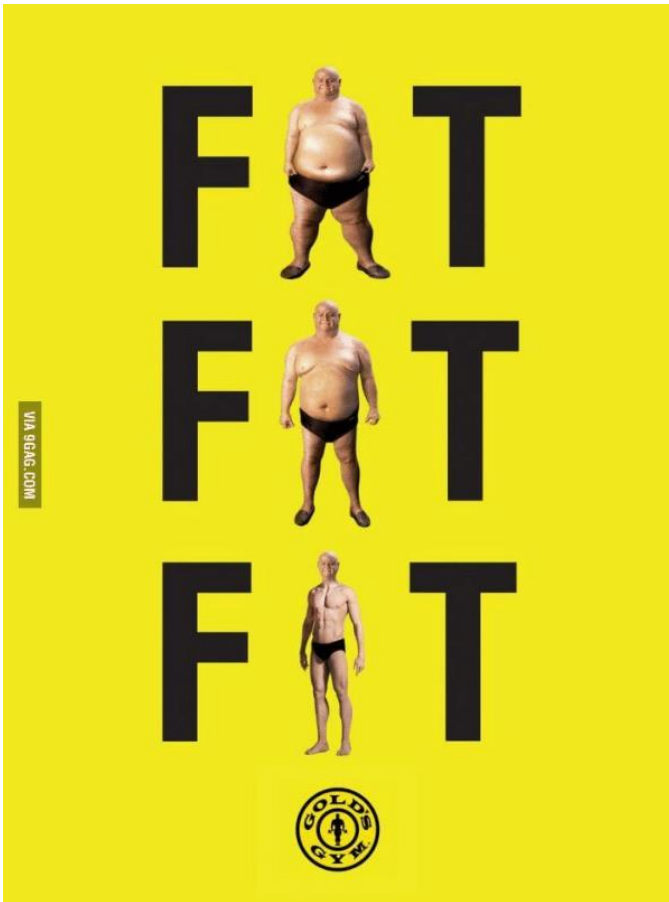


Fig 2.1.4

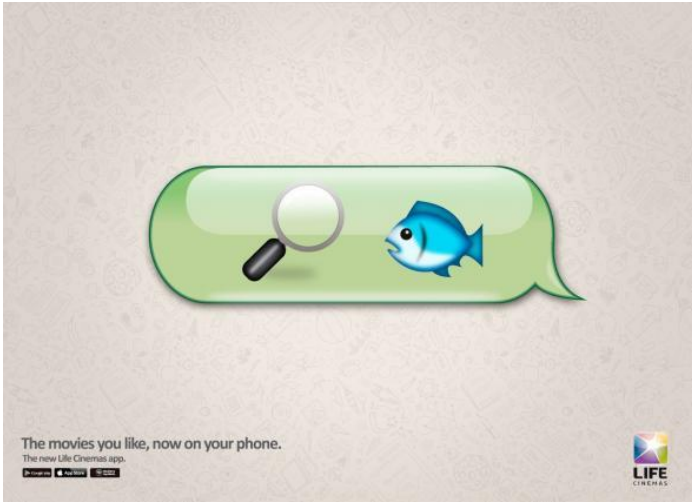


Fig. 2.1.5



Fig. 2.1.6

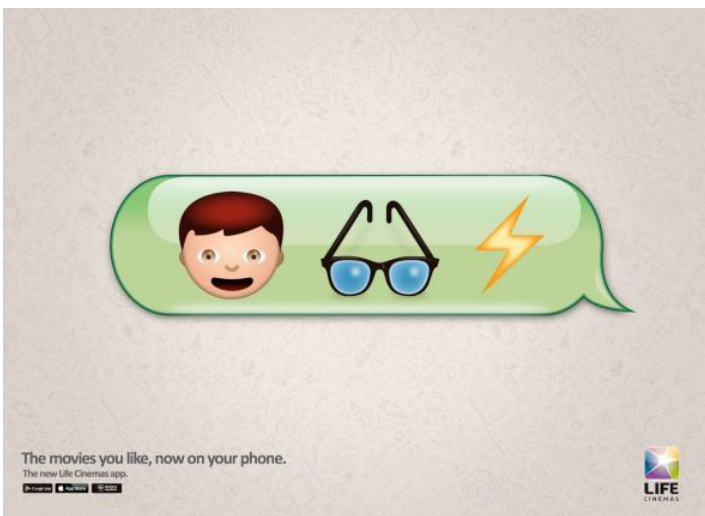


Fig. 2.1.7

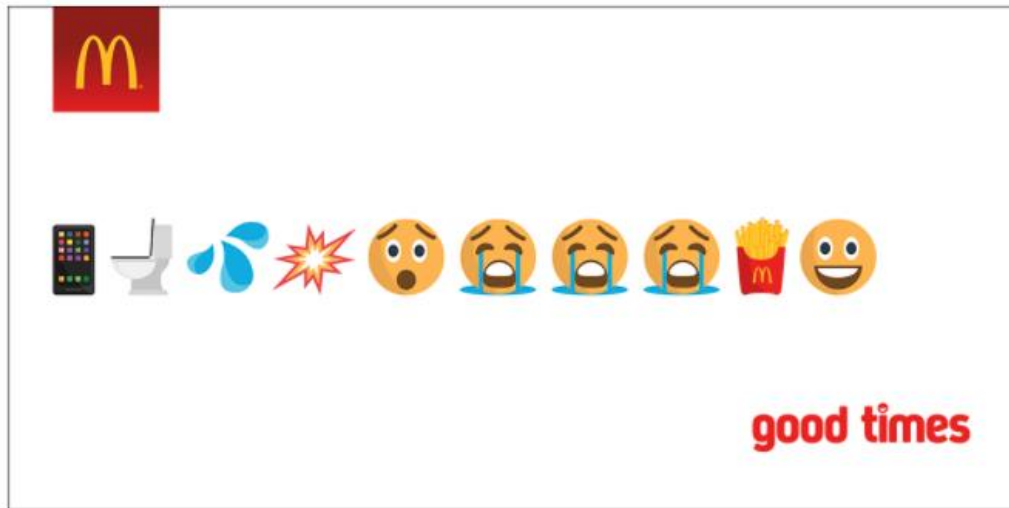


Fig. 2.1.8

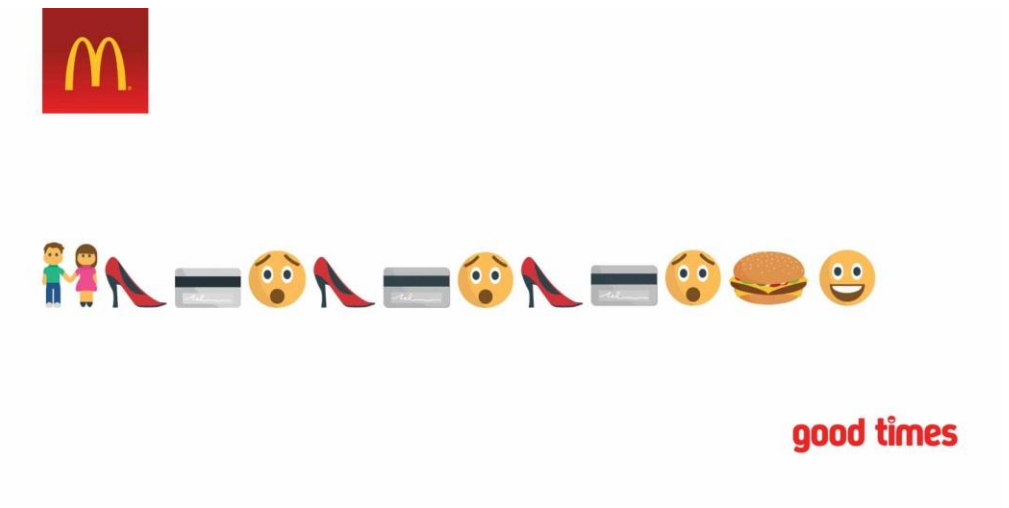


Fig 2.1.9



Fig 2.1.10



good times

Fig 2.1.11



good times

Fig 2.1.12

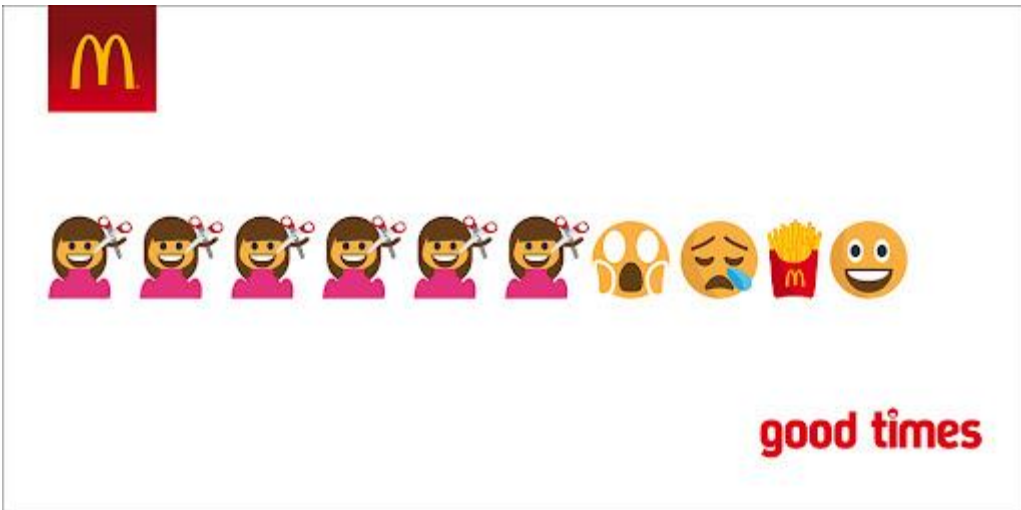


Fig 2.1.13



good times.

Fig 2.1.14



Fig. 2.1.15



Fig 2.1.16



Fig. 2.1.17



Fig. 2.1.18

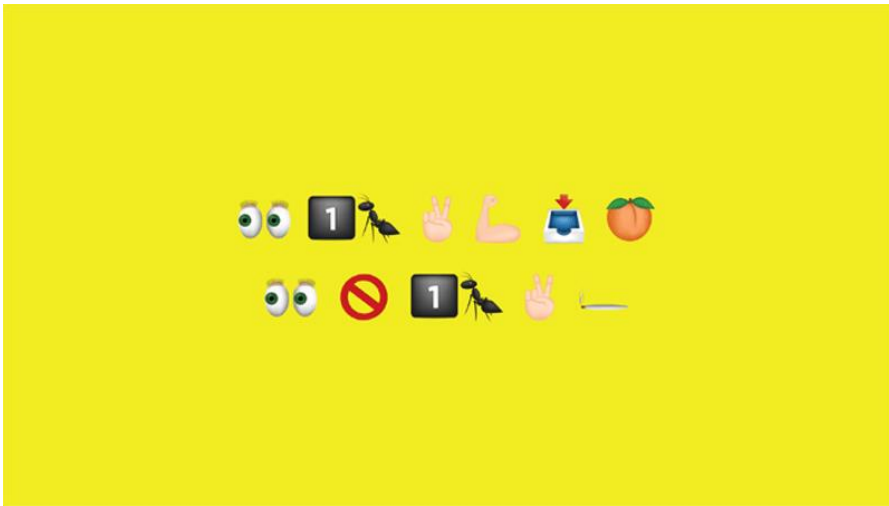


Fig. 2.1.19



Fig. 2.1.20



Fig. 2.1.21



Fig. 2.1.22



Fig. 2.1.23



Fig. 2.1.24

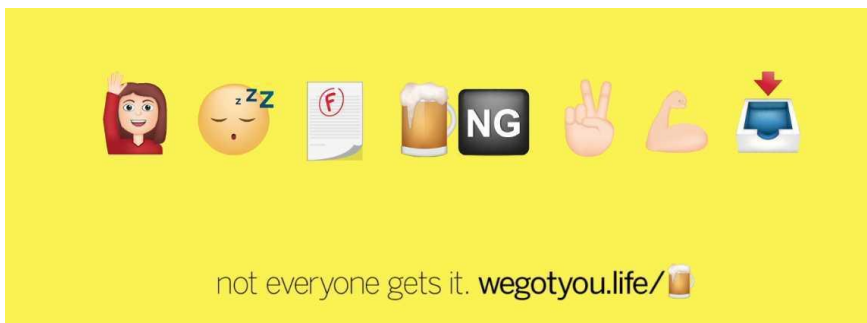


Fig. 2.1.25



Fig. 2.1.26

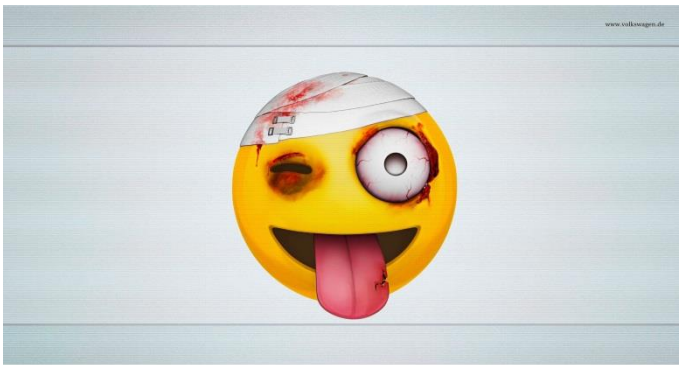
Fig. 2.1.27

Ever noticed there are no curly haired emojis?





Fig. 1.2.28



Don't text and drive.



Fig. 2.1.29



Don't text and drive.



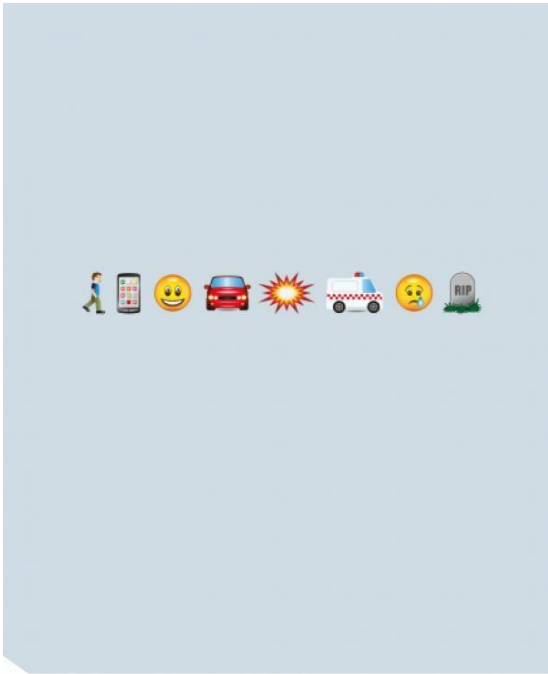
Fig. 2.1.30

Fig. 2.1.31



Fig. 2.1.32






Keep your eyes on the road, not your phone. 

Fig. 2.1.34



Fig. 2..35

Fig. 2.1.36

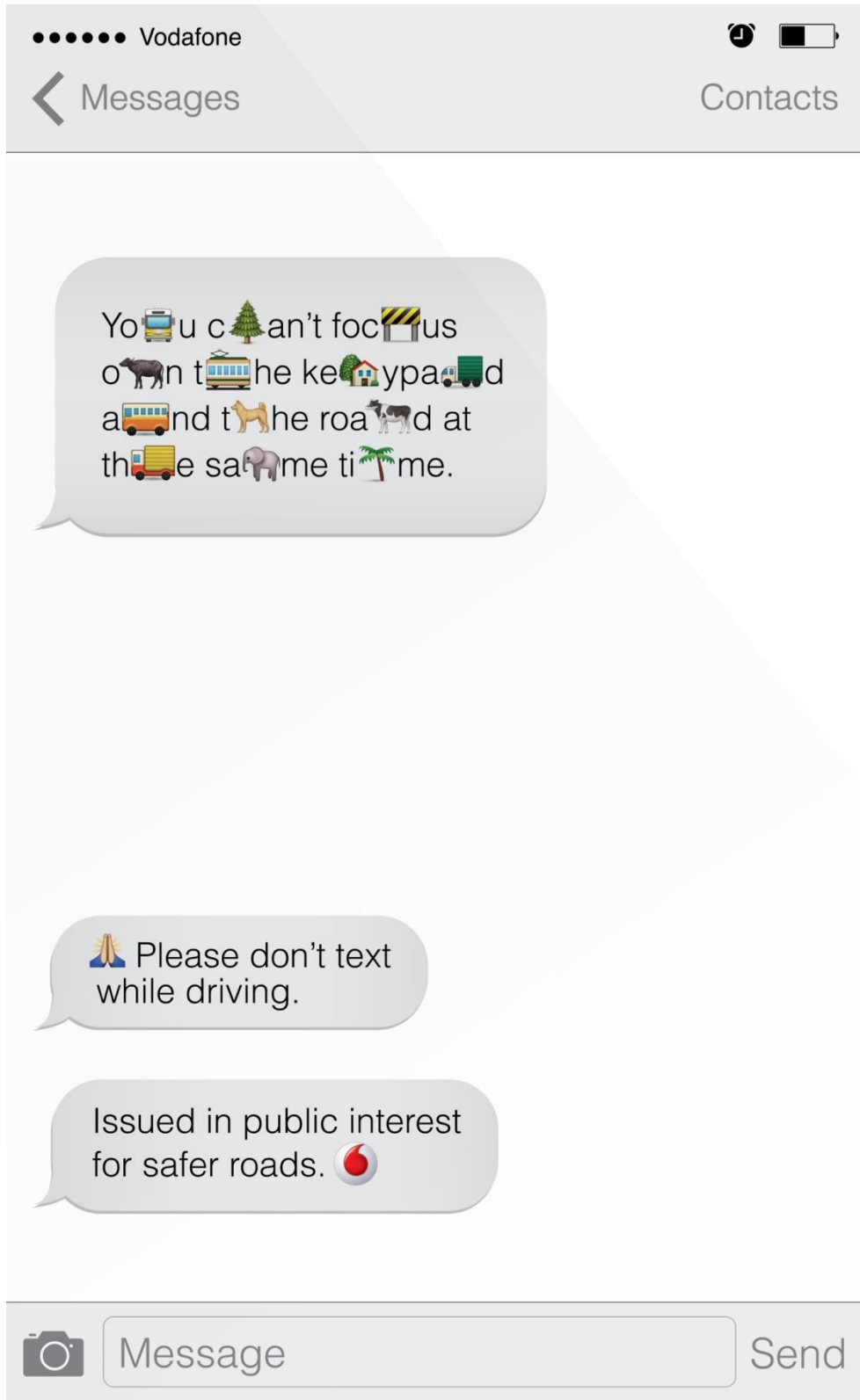
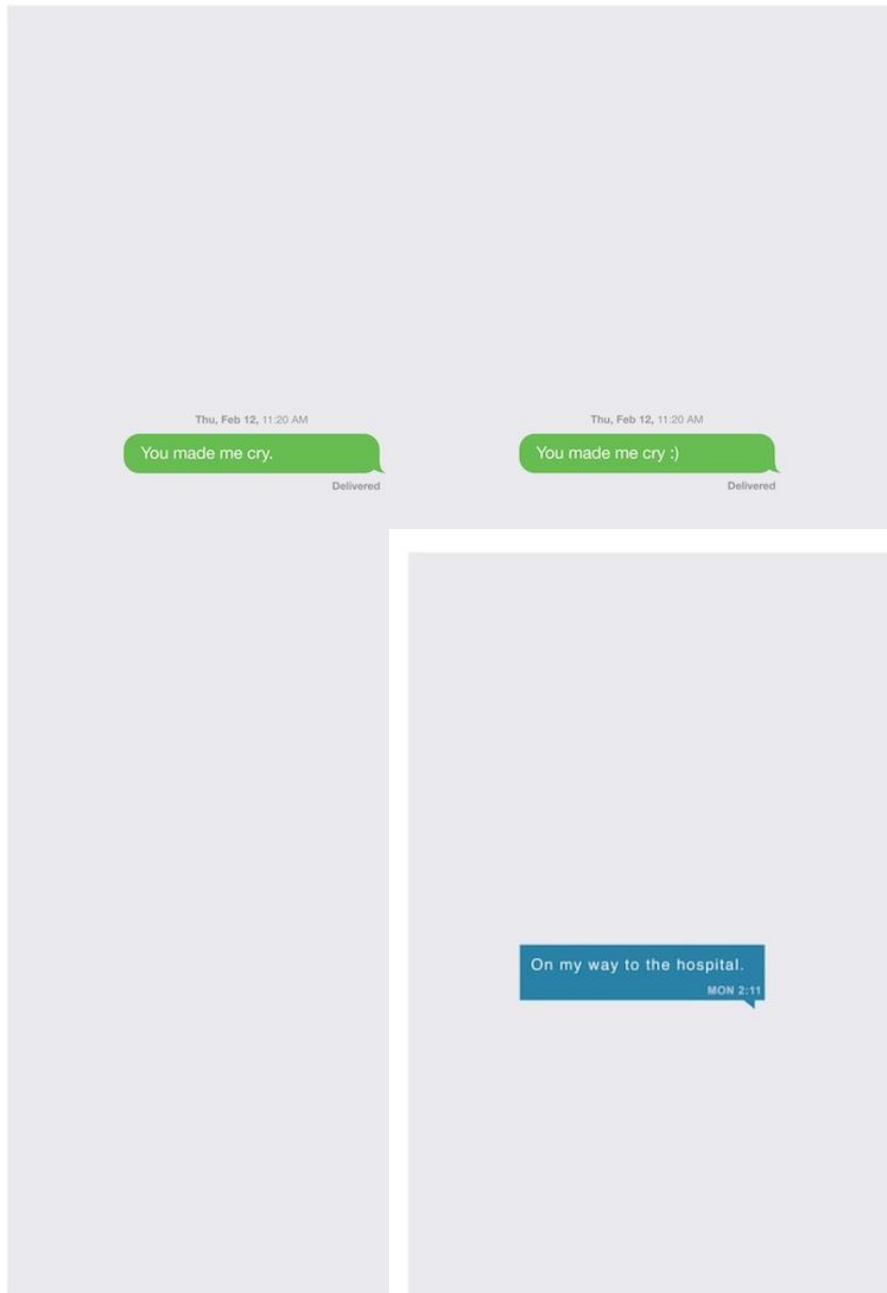


Fig. 2.1.37



A S

Fig. 2.1.38

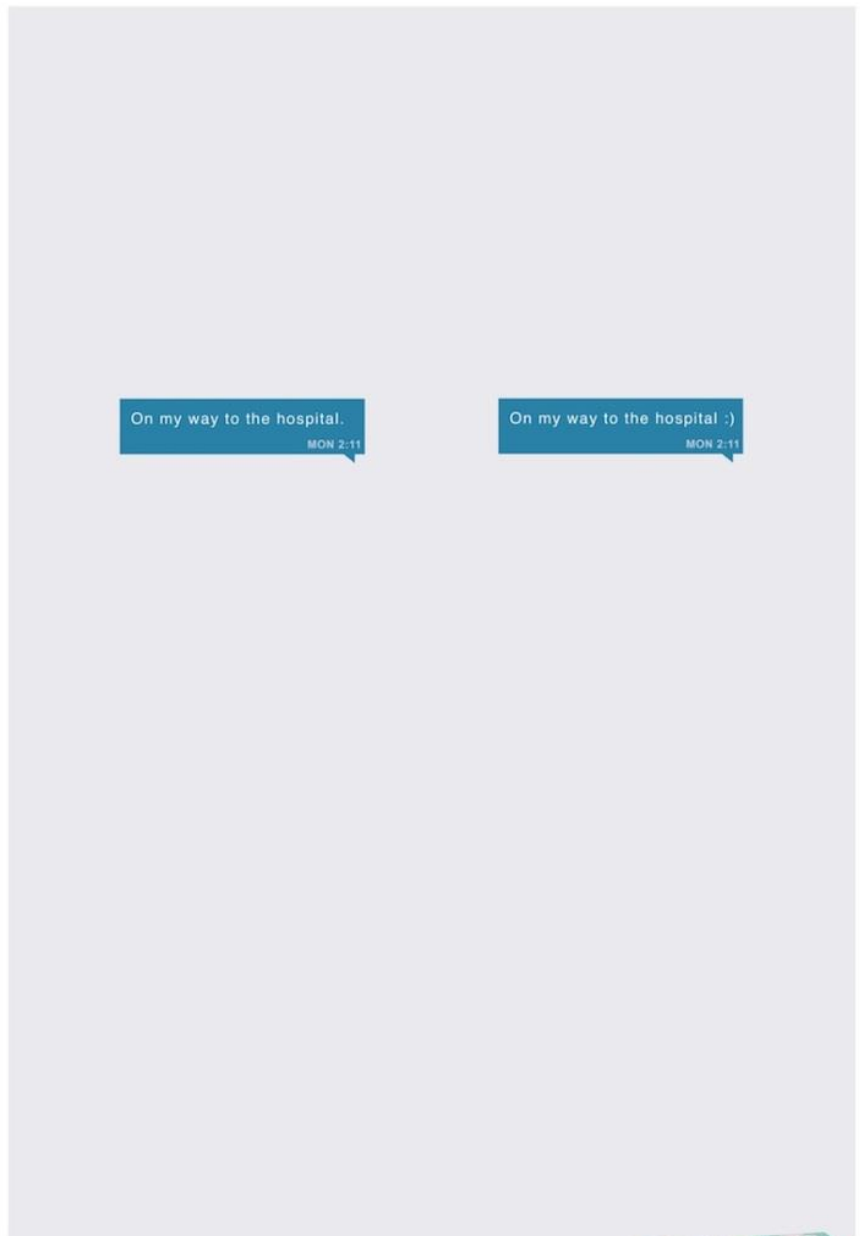
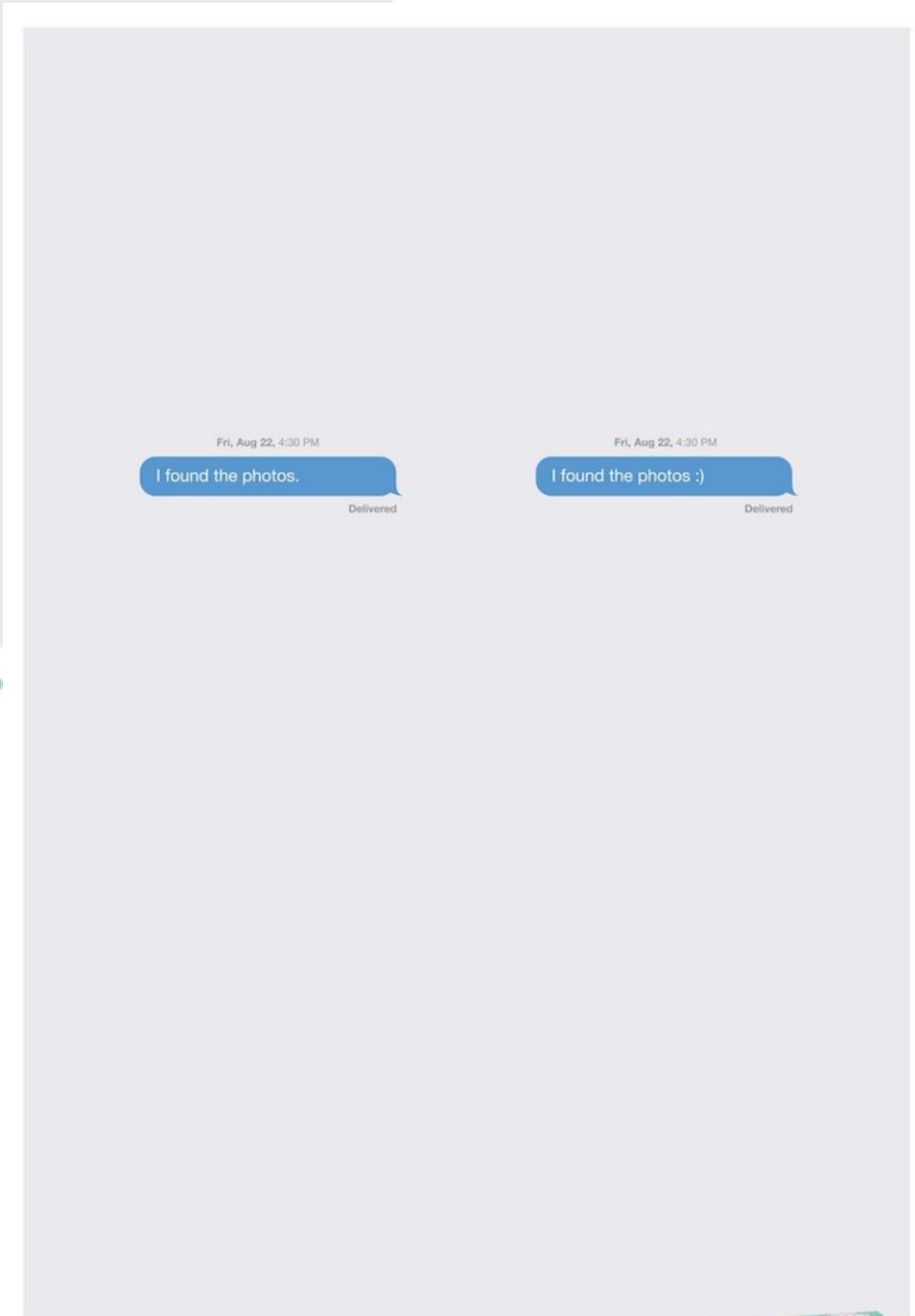


Fig. 2.1.39



A SMILE CHAN

Fig. 2.1.40

Fig. 2.1.41

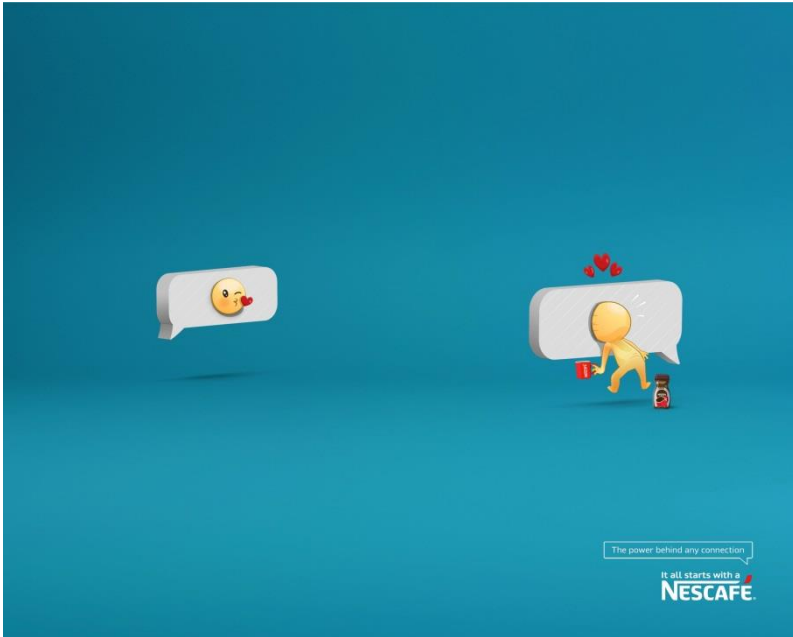
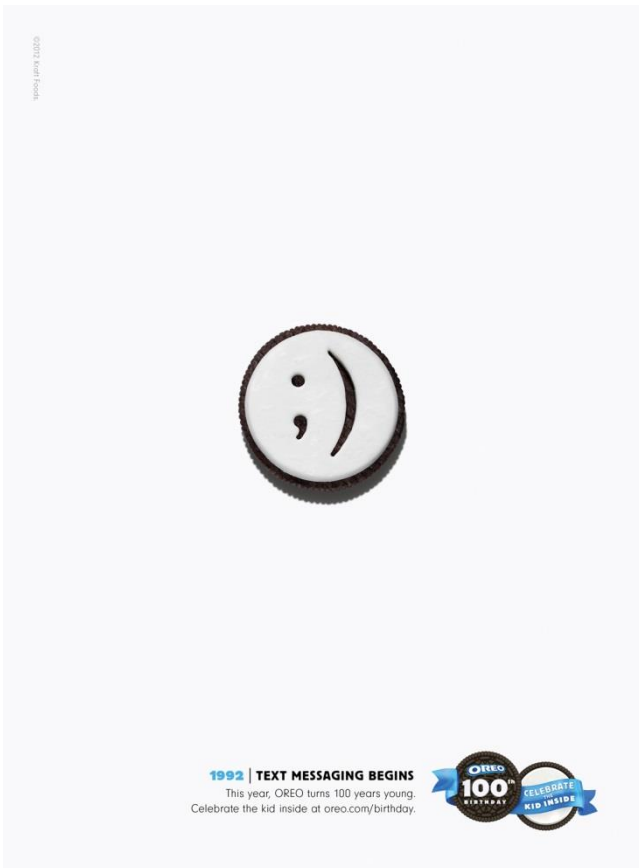


Fig. 2.1.42





TRANSLATION: Can we be friends? :) In 2014, more than 200,000 teenagers became victims of online predators. Baidu Security can help protect your teens from being vulnerable to such risks. Keep an eye on your teens, if you don't someone else will. Baidu Security

Fig. 2.1.43



TRANSLATION: Want a part-time job? :) In 2014, more than 200,000 teenagers became victims of online predators. Baidu Security can help protect your teens from being vulnerable to such risks. Keep an eye on your teens, if you don't someone else will. Baidu Sec

Fig. 2.1.44



TRANSLATION: You look like a model :-P In 2014, more than 260,000 teenagers became victims of online predators. Baidu Security can help protect your teens from being vulnerable to such risks. Keep an eye on your teens, if you don't someone else will. Baidu Security

Fig. 2.1.45



TRANSLATION: Guess who? :-< In 2014, more than 260,000 teenagers became victims of online predators. Baidu Security can help protect your teens from being vulnerable to such risks. Keep an eye on your teens, if you don't someone else will. Baidu Security

Fig. 2.1.46



Fig. 2.1.47



Fig. 2.1.48

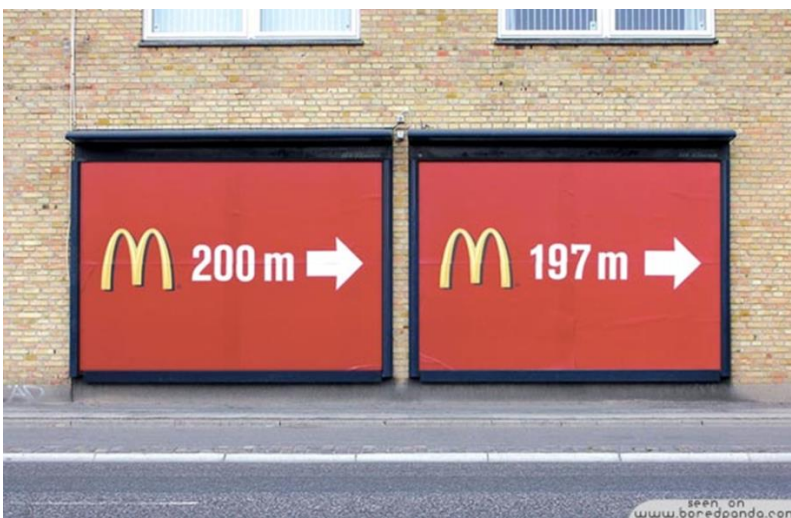


Fig. 2.1.49

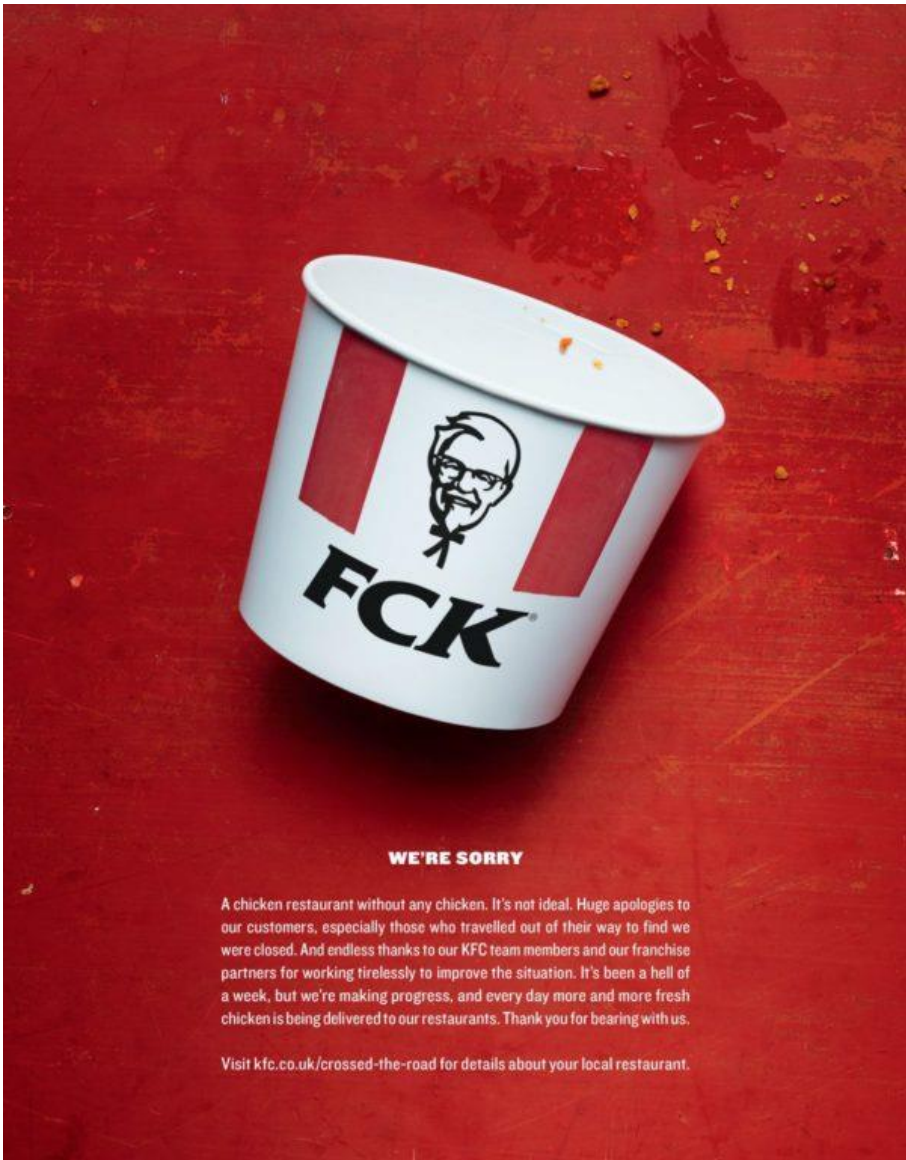


Fig. 2.1.52



Fig. 2.1.53



Fig. 2.1.54



Fig. 2.1.55



Fig. 2.1.56



Fig. 2.1.57



Fig. 2.158



Fig. 2.1.59



Fig. 2.1.60

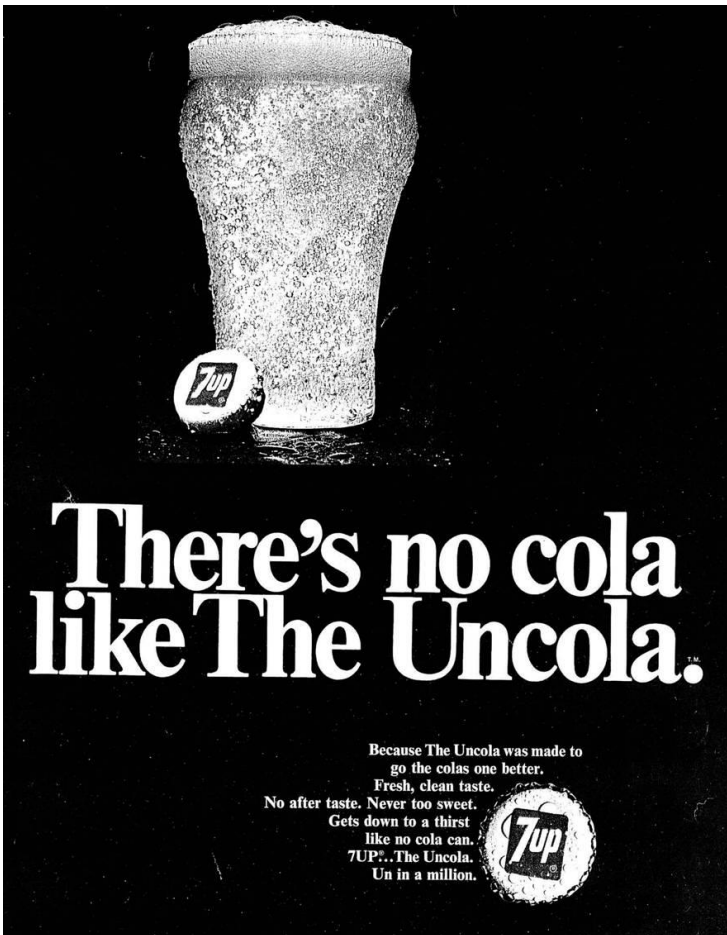


Fig. 2.1.61

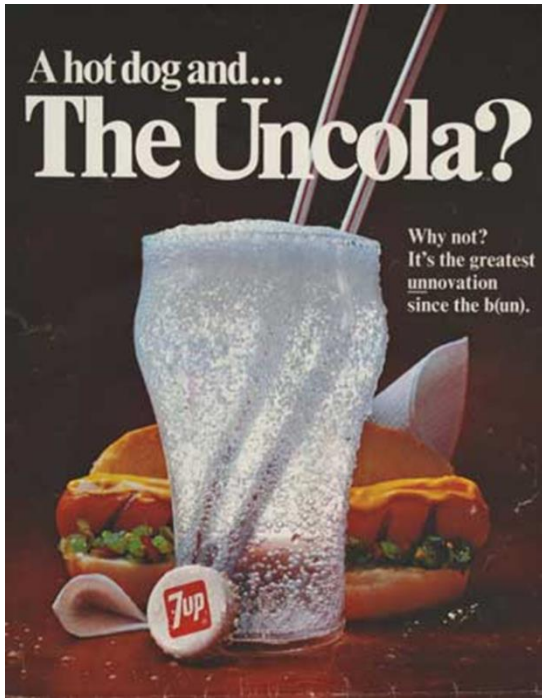


Fig. 2.1.62



Fig. 2.1.63



Fig. 2.1.64



Fig. 2.165

Me in public



My headphones



Fig. 2.1.66

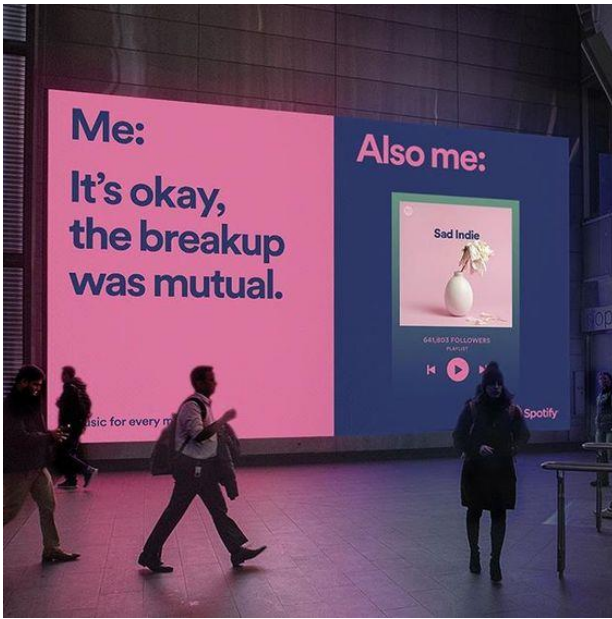


Fig. 2.1.67



Fig. 2.1.68

Fig. 2.1.69 and 2.1.70





Fig. 2.1.71



Fig. 2.1.72

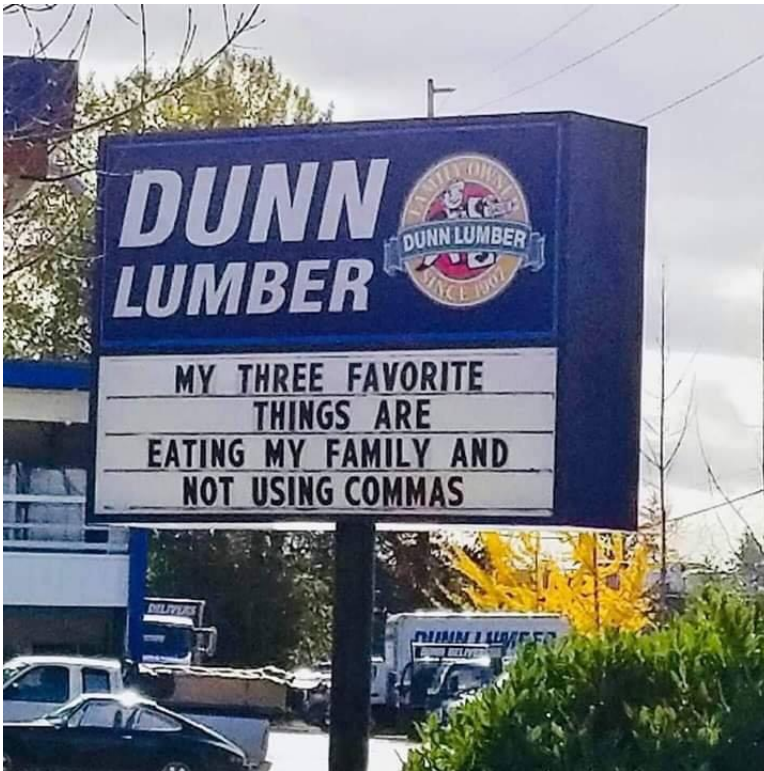


Fig. 2.1.73



Fig 2.1.74



Fig. 2.1.75



Fig. 2.1.76



Fig. 2.1.77



Fig. 2.1.78

Fig. 2.1.79 and 2.1.80



Fig. 2.1.81 and 2.1.82



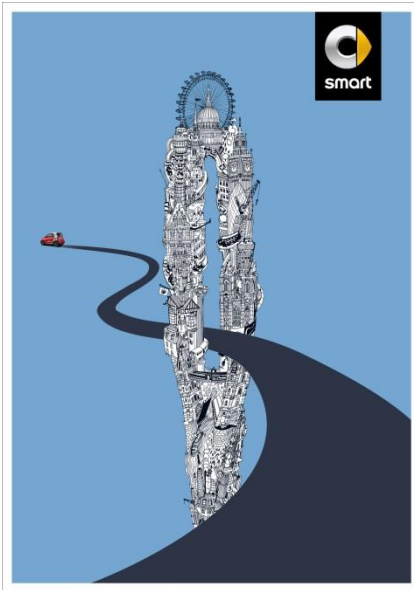


Fig. 2.1.83



Fig. 2.1.84



Fig 2.1.85



Fig. 2.1.86

Fig. 2.2.1 and 2.2.2

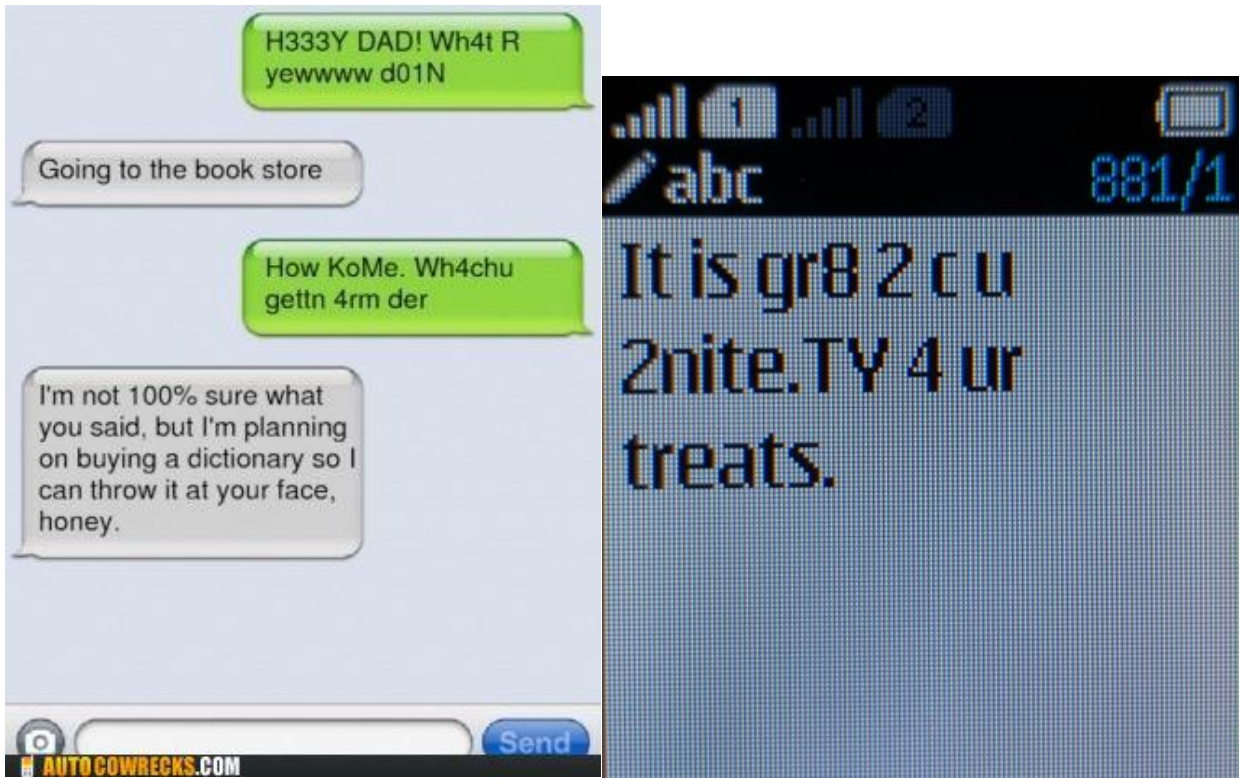


Fig. 2.2.3 and 2.2.4

Fig 2.2.5 and 2.2.6

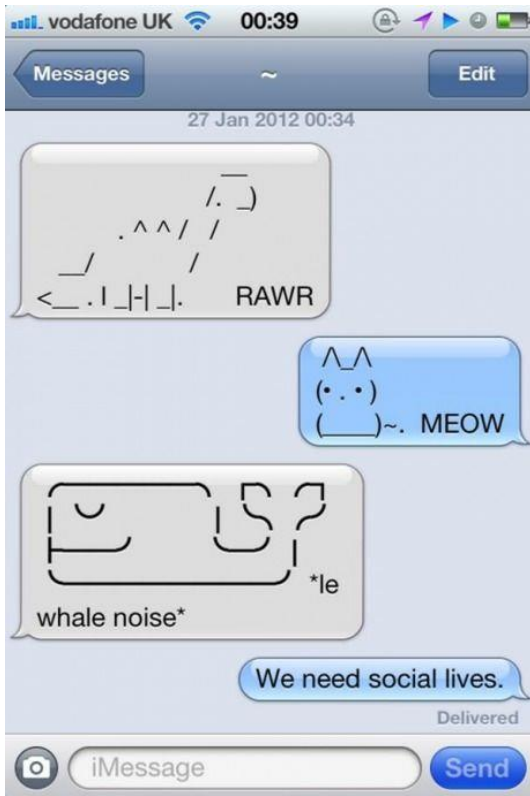


Fig. 2.2.7 and 2.2.8

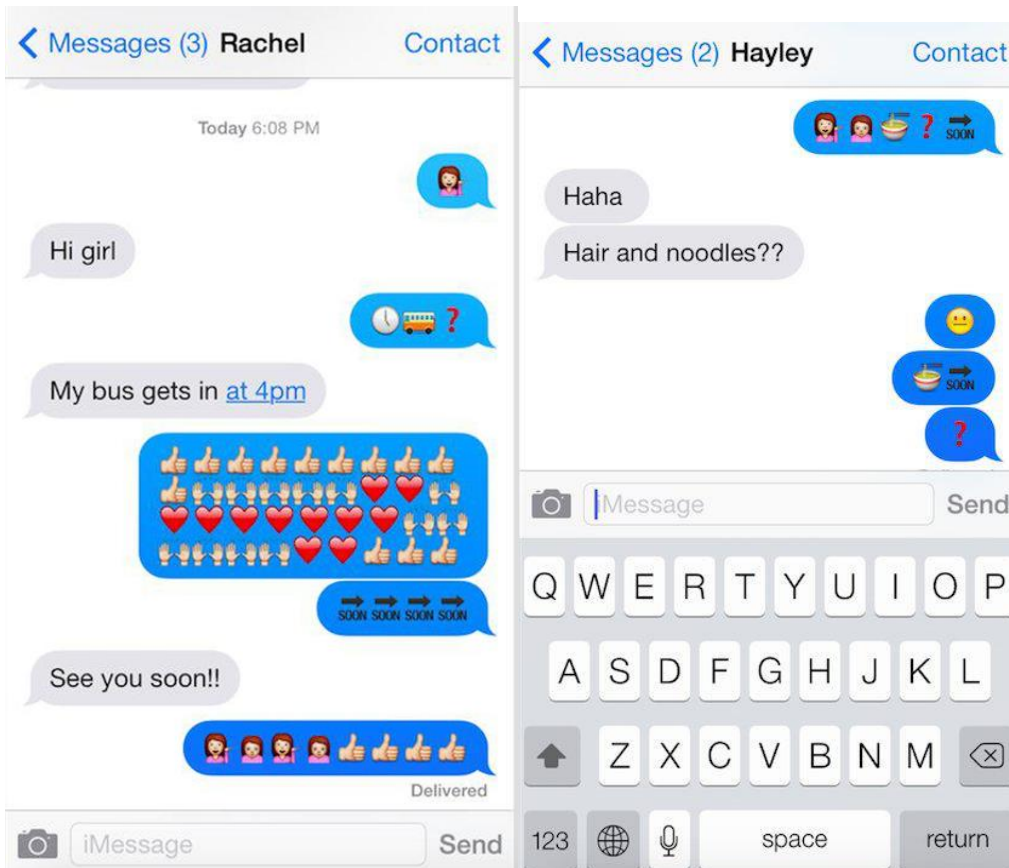


Fig 2.2.9 and 2.2.10

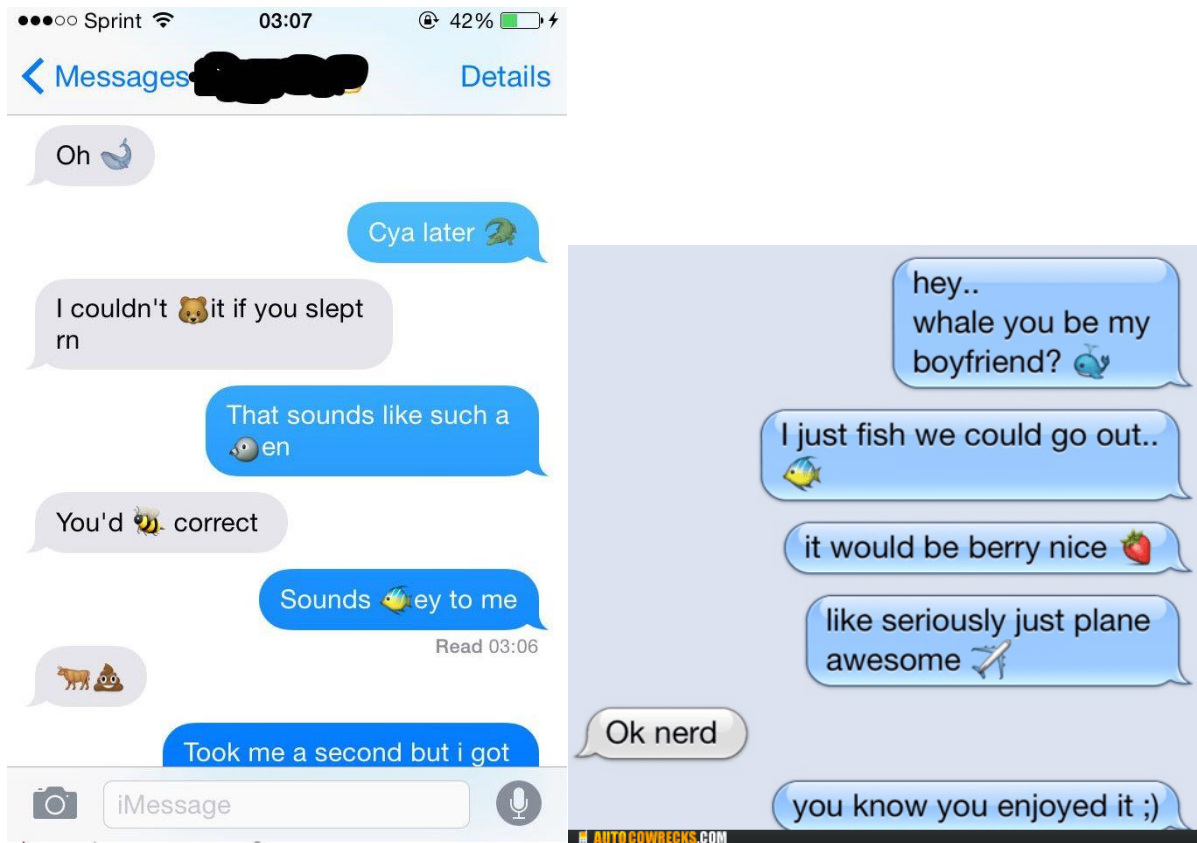
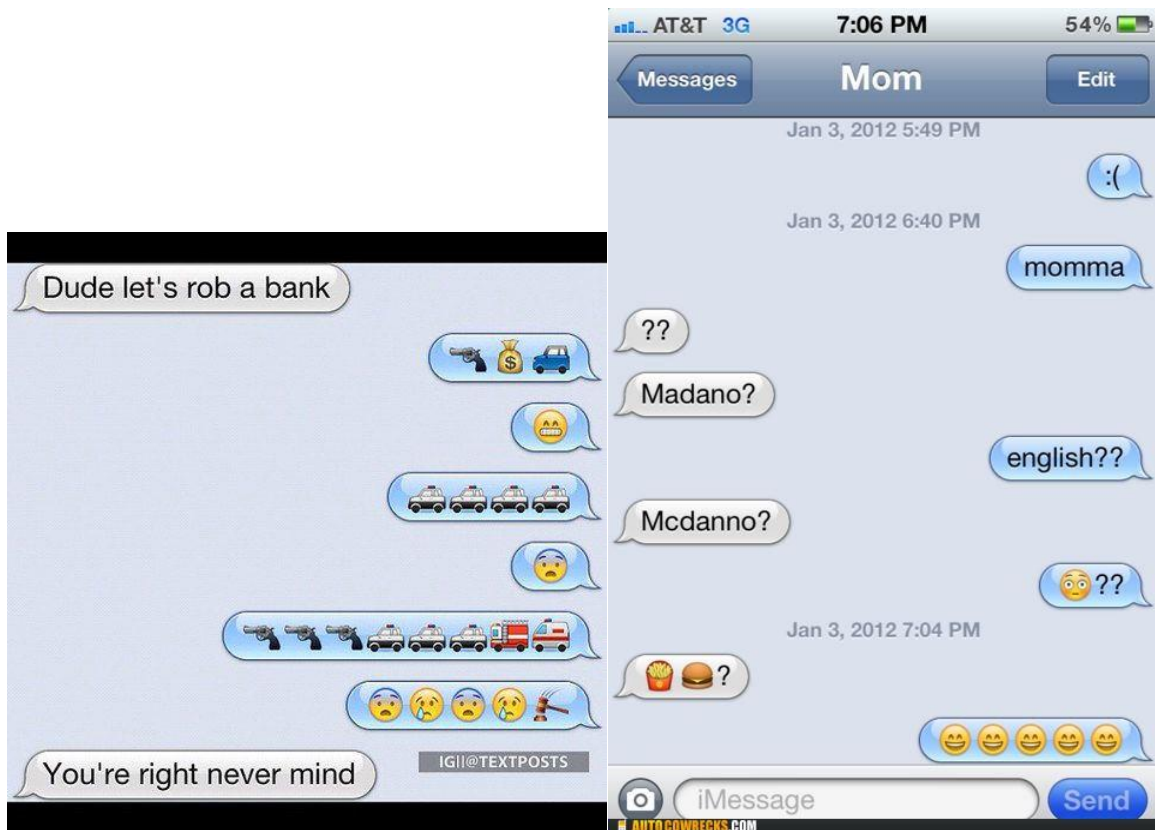


Fig. 2.2.11 and 2.2.12

Fig. 2.2.13 and 2.2.14

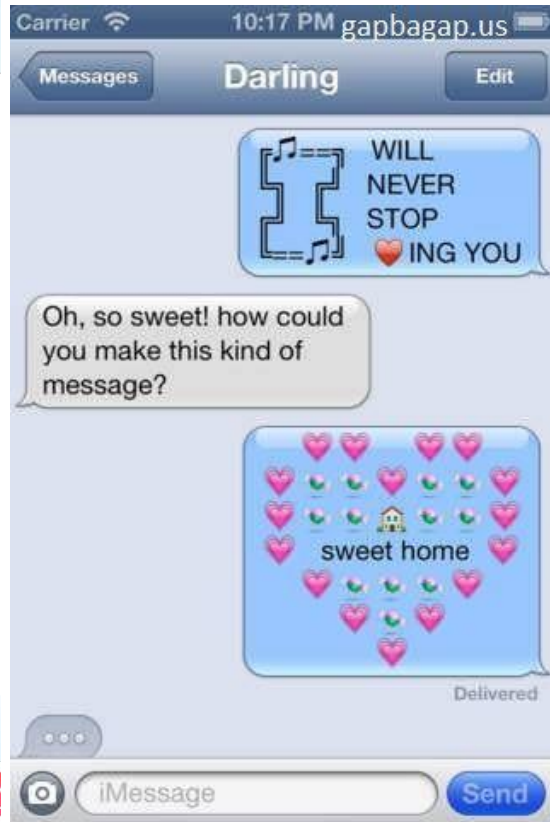


Fig. 2.2.15 and 2.2.16

Fig. 2.2.17 and 2.2.18

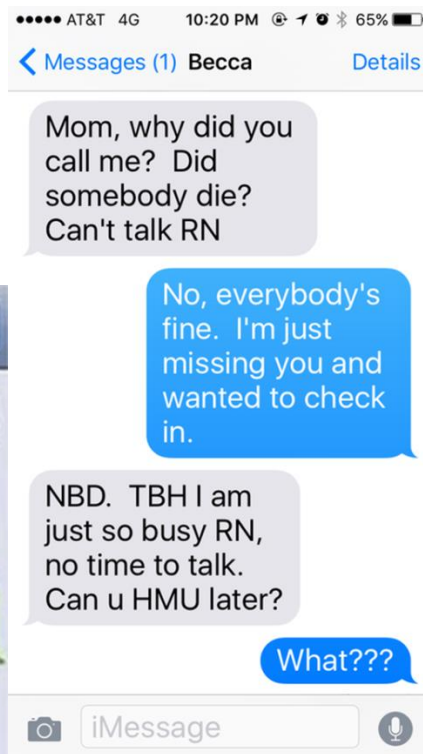
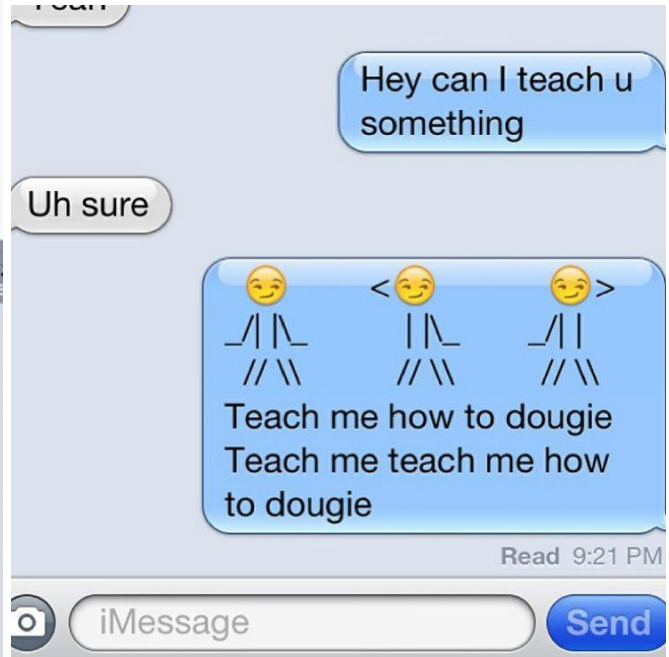


Fig. 2.2.19 and 2.2.20

Fig. 2.2.21

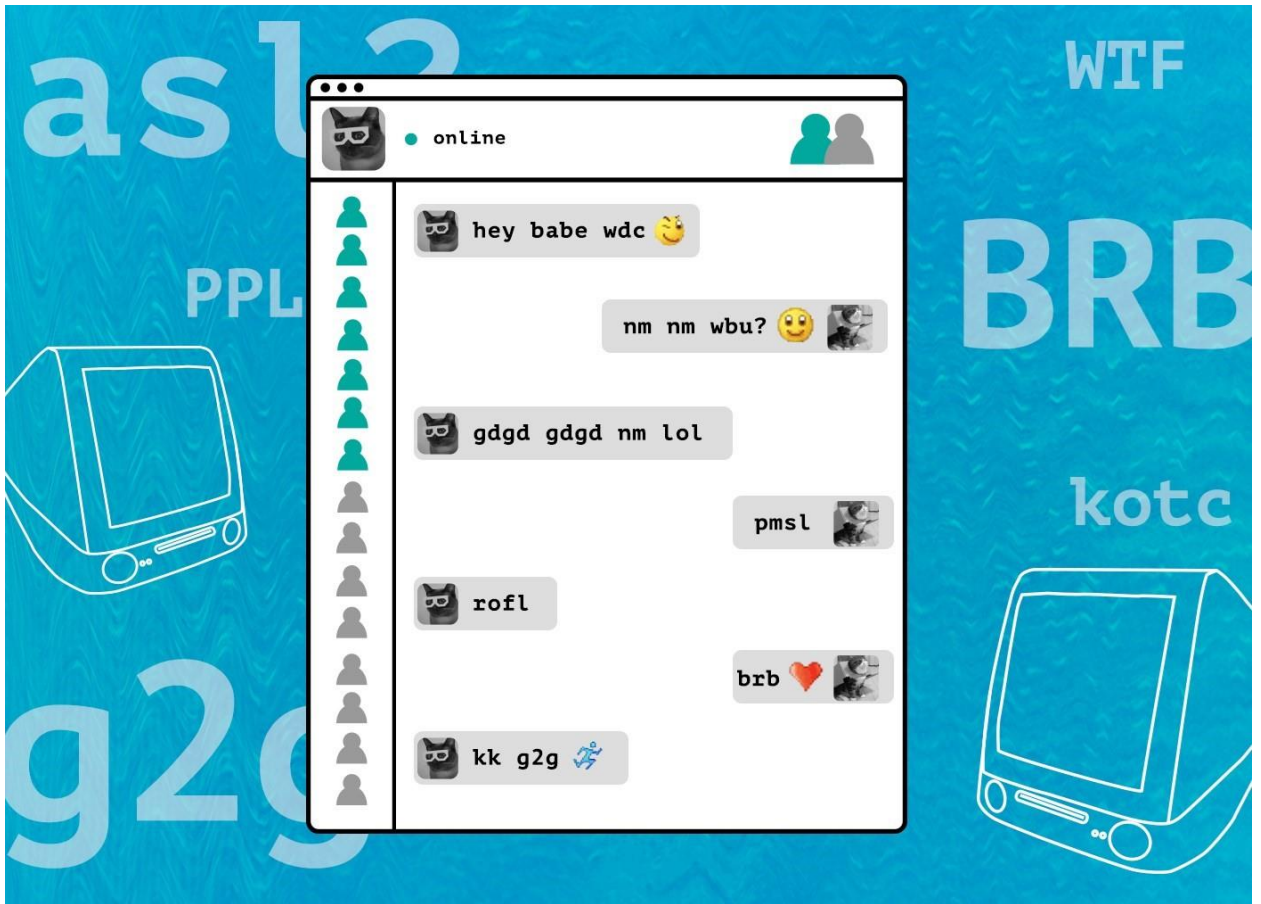


Fig. 2.2.22

Txting dusnt erode
my grammr skils.

Fig. 2.2.23

“Gd mrng, how r u?”

Fig. 2.2.24

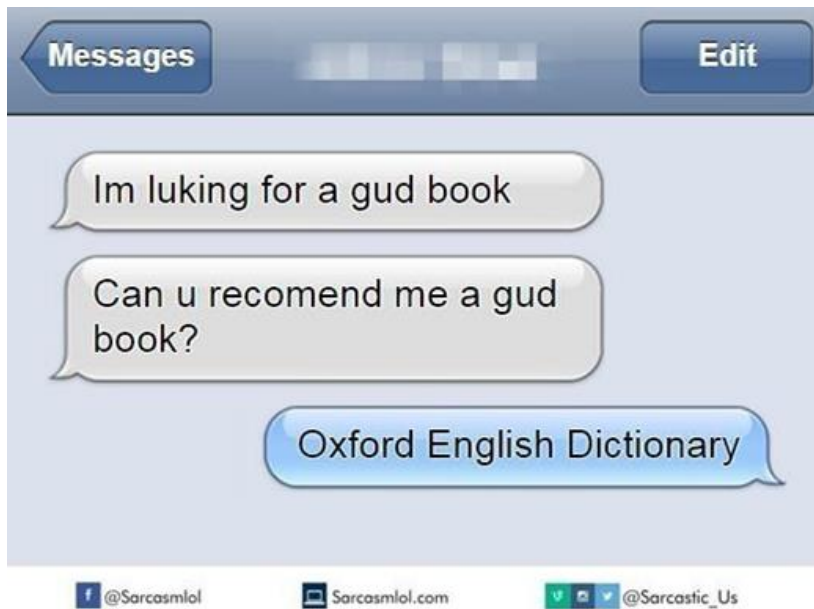


Fig. 2.2.25

Fig. 2.2.26 and 2.2.27



Fig. 2.2.28 and 2.2.29