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**“ LEXICAL AND GRAMMATICAL FEATURES  
OF ENGLISH - LANGUAGE TRAVEL BLOGS”**

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## Introduction

*Relevance of research.* The Internet has been a unique informational and social phenomenon for more than twenty years. Now it has a significant impact on all areas of human life: interpersonal communication, shopping, reading, studying, etc. Under the impact of the Internet, the outlook of its users and judgement about the surrounding world is formed. For example, the Internet helps us to choose what movies to watch, what books and magazines to read, what food to eat, and what to wear.

The blogosphere is a communicative space formed by blog users; the totality of all available blogs on the Internet and the connection between them, formed by authors and commentators. The blogosphere occupies an honorable place among other spheres of Internet communication. Thanks to their popularity, blogs are increasingly penetrating people's lives, gradually becoming the main source of information and entertainment. Blogging has become an integral part of the modern media space in the production of information content by network users themselves. The new direction in information activity provides grounds for understanding the essence and main functions of a blogger, media personality and documentarian.

The development of the blogosphere expands the understanding of the information sphere and its possibilities for individual activity. An active role in this is played by the audience that creates, analyzes and disseminates information and for whom. Peculiarities of computer and mass communication were studied in the works of the following linguists: J. Baudrillard, R. Barth, J. Eichinson, J.-F. Lyotard, Y. Habermas, J. Derrida, C. Merleau-Ponty, M. McLuhan, W. Eco, J. Deleuze, F. Guattari. Today, blogs are very popular, which give readers the opportunity to familiarize themselves not only with the textual content of the material, but also to view photos and videos, listen to audio - and experience moments together with the author. Such multimedia and the ability to be aware of everything that is happening attract and entertains the modern audience.

**The purpose** of the work is the study of metacognitive regulators of personal emotions in the process of working with Internet travel blogs.

In accordance with the set goal, **the** following **tasks** were defined:

- to characterize the concept of Internet blogs;
- to observe the lexical and grammatical features of blogs as a genre of Internet discourse;
- to analyze the lexical and grammatical features of English-language travel blogs;
- to determine the features of a modern English-language travel blog.

**The object** of research is Internet blogs.

**The subject** of the research is the lexical and grammatical features of English-language travel blogs.

**Research methods.** To achieve the goal, a set of methods was used, in particular: historical-logical – to study the development of lexical-grammatical features of English-language Internet blogs; systemic – to highlight the main issues of the studied issues; comparative analysis – for systematization, classification of research factors of lexical-grammatical features of English-language travel blogs.

**Theoretical and practical significance of the obtained results.** We determined and theoretically substantiated the study of the lexical and grammatical features of English-language Internet blogs. The lexical and grammatical features of blogs were studied and analyzed; the concept of Internet blogs is considered. The research materials can be used in the further study of the research topic of lexical-grammatical features of English-language Internet blogs; when writing thematic and generalizing textbooks, manuals, monographs. Processed sources, primarily previously unpublished materials, can be involved when compiling collections of materials on the lexical-grammatical features of English-language travel blogs.

**The structure** of the work: the work consists of an introduction, two sections, conclusions, list of used sources.

## **Chapter 1. Theoretical aspects of the study of lexical and grammatical features of English-language Internet blogs**

### **1.1. The concept of Internet blogs**

With the advent and development of the Internet, new means of obtaining information have opened up to mankind. An Internet blog became one of these resources. A blog is a fairly new media platform. The first "e-magazines" became popular on the Internet only in 1997 [10, p. 10]. The rapid development of the World Wide Web provided the basis for one of the most complex forms of Internet discourse. For the first time, the term "webblog" was used by Jorn Barger in 1997, and in only 2 years, Peter Merholtz created a shortened form of the term "blog" [11].

The popularity of electronic diaries is due to the large number of different topics, styles, the possibility of free expression of thoughts and ease of communication. Communication on the Internet is not limited to the use of letters only. While browsing Internet pages, you can notice the use of various stickers, emoticons and even numbers. The language of communication in the network differs from the literary language we are used to. In this case, we can especially emphasize slang, which is characteristic of all languages of the world. In addition to oral communication, it can now be found in the media space as well.

A blog is a website whose main content is posts, images and multimedia that are published regularly. Blogs are characterized by short entries of temporary value. People who blog are called bloggers. The aggregate of all blogs on the network is called the blogosphere.

Basically, a blog is an ordinary diary, where entries of a different nature appear every day. But unlike a diary, which does not involve a traditional reader and his comments, a blog needs these components. Information technology specialists (and bloggers) Robert Scoble and Shel Israel talk about the characteristic features of blogs in their book *Direct Communication link*. They formulate the "six pillars" of blogs - more precisely, six differences between blogs and other communication channels [1, p. 11]:

1) Ease of publication. Every Internet user can publish a blog. It takes quite a bit of time and is inexpensive. You can make blog entries from anywhere in the world.

2) Ease of search. Search engines make it easy to find any blog. The longer and more often a blog is maintained, the easier it is for users to find it.

3) Reliance on society. The blogosphere is one big conversation held by millions of people. Interesting topics and authors are connected with each other using links. With the help of blogs, people with the same interests create relationships regardless of their geographical location.

4) "Contagiousness". Information that enters the blogosphere spreads faster than in traditional mass media.

5) Possibility of direct communication. Blogs allow you to subscribe to material updates, discussions, etc. This process is much more convenient than just visiting sites in search of updates.

6) Interdependence. Each blog can be connected to others, and each blogger can be connected to all participants of the blogosphere. In their book, Scoble and Israel note that individually each "pillar" may have a place in other media, but all of them are present only in blogs.

It follows that the person who writes is limited only by his imagination and the technical features of the Internet. Why then are there so many questions about the blogosphere, especially in the field of journalism? The fact is that a kind of information revolution has taken place. As it was noted by Lazarenko N.I., every average user of the network, who has neither special skills nor special equipment, has been given the opportunity to publish his ideas and bring them to the court of millions of people. But unlike a postcard, which every citizen can issue at home, a blog does not need to be distributed, because it is not geographically limited [4, p. 29].

It is enough for the user to send a link to his diary to friends and acquaintances. And if his work, his content is really interesting, readers will come to him. Although today it is very difficult to define the concept of "decent" content.

Another interesting point is that all blog studies are quite relevant in their evaluations. Figures and facts appear almost every day. However, when the crucial

moment comes and you have to answer the question: Is blogging journalism or not? most authors begin to doubt. Blogs are talked about either in the future tense, or their potential is emphasized. The society has not delivered its verdict on the question of the relation of network dailies to mass media.

Despite the rapid increase in the number of blogs, the activity of this part of the Internet does not necessarily mean that it is informative and useful. The fact is that blogs are mostly entertainment for young people, who find online diaries an opportunity for communication, acquaintance, discussion of music and movies, etc. How a blogger organizes blog discourse depends on the type of posts being published and the author's intentions behind them. Depending on this, certain lexical, semantic, linguistic stylistic means and special linguistic strategies and tactics are chosen, which help to achieve the desired result.

Blogs vary in the type of content they contain. Buyalska T.I. identifies personal and niche blogs as the most common types [1]. Popular niche blog topics include: sports, food, writing, music, gaming, beauty, books, fitness, travel, entertainment, fashion, lifestyle, etc. It should also be noted the types of content blogs:

- 1) thematic blogs with copyright notices (posts);
- 2) the microblog contains short daily posts from the author's everyday life;
- 3) linlog consisting of links to other sites and comments;
- 4) blogs based on quotes and reposts from other blogs;

5) tumblelogs are almost the same as a regular blog, with one difference: a blog post can only be in a certain format. For example, a quote, video, link, song, conversation, etc.

6) splogs - spam blogs. Bloggers create new media trends that determine the further functioning of blogs and the information space [10].

Today, the blogosphere is used not only for self-image of the author, but also for professional purposes. One of them is self-development. Thanks to its interactivity and open dialogue with the public, the blogosphere especially influences readers, manipulates, teaches, educates, and activates. As mentioned earlier, the most common types of blogs are personal blogs and niche blogs. There are also content



blogs and corporate blogs. Diversity also applies to the language used by bloggers and article writers.

The analysis of a large number of English-language articles showed that modern English-language journalistic blogging is characterized by the use of such language expressive means as: abbreviations, acronyms, tropes, etc. The authors use vocabulary specific to their field of activity. In addition, we can observe a great variety of grammatical devices used in the articles. These tools include rhetorical questions, the comparative degree, infinitive and impersonal constructions, the use of passive constructions, uninflected verbs in business articles.

## **1.2. Lexical and grammatical features of blogs as a genre of Internet discourse**

It is common knowledge that a blog (weblog) is most often defined as an Internet diary, a personal chronological journal of the author-blogger's thoughts, which is published on a web page.

Linguistic and cultural conditioning of the Internet discourse determines the linguistic implementation of the content of the blog as a textual creation that took place in the conditions of a monolingual area, but one that functions in a polycommunicative Internet space.

A blog as a virtual diary practically does not limit the creative effort of the authors of messages and comments. Limitations during computer-asynchronous communication arise due to insufficient technical and language skills of users.

Structurally, the blog consists of a main message (post), the content of which is followed by a discussion in the form of comments.

The basic structural and content characteristics of blogs were defined by Solovyova L.F. They are: the ambiguity of their style, a special form of hypertext organization, a pragmatic orientation, and a high degree of expressiveness [9, p. 21].

Blogs are also divided by type of content [21, p. 12]. Thus, text blogs (mainly text), photo blogs (author's photos), art blogs (artists' blogs), music blogs, video blogs and blogs based on podcasts are distinguished.

Communication in blogs is culturally determined. A blog as a genre of virtual discourse is characterized by special jargon (abbreviations, emoticons, etc.), as well as language etiquette, which is followed by communicators. Mandatory additional features of a blog in the scientific literature are considered to be asynchrony, an oral-written form of communication; creolization, where iconic and verbal parts make up a common whole with a certain communicative load; high interactivity; polylogous nature of communication; existence in a single multimedia space together with photo, audio and video materials.

During intercultural communication, the problem of the correct choice of language means and their use in a specific language situation arises. The importance of this provision increases in conditions of virtual communication between representatives of different linguistic cultures. We agree with article "Luxury UK Staycation Ideas. Mrs Around the World" that the analysis of linguistic means became the basis for determining the potential risk of communicative defeats that occur during Internet communication [11].

Communicative defeats are considered by Blood R. as following:

- 1) complete or partial non-fulfillment of the communicative intention of the speaker, expressed through the intention of the statement;
- 2) violation of the information exchange process;
- 3) incorrect transmission or incorrect perception of the communicative attitude of the communicator or individual elements of the message;
- 4) unplanned emotional effect;
- 5) the presence of communicative expressions that signal a violation of the course of discourse development [16, p. 12].

The majority of communicative failures in the conditions of Internet communication usually occur due to linguistic and cultural barriers, which are difficult for the participants – representatives of different ethnic groups – to overcome. Linguistic barriers are defined by O. Spirin as "a set of characteristics of one or another local culture, linguistic means of their expression and communicative

strategies that complicate or prevent effective intercultural communication" [17, p.15].

Buyalska T.I. considers that in order to achieve the maximum effectiveness of communicative interaction, it is necessary to identify the most relevant linguistic forms of realizing the communicative intentions of interlocutors and to uniform the rules of communication for representatives of different linguistic cultures [1, p. 19]. The analysis of text messages in blogs proves that linguistic and cultural differences of communicators determine the nature of asynchronous communication and increase the number of communicative failures.

Therefore, an important aspect of successful intercultural communication is cognitive flexibility, i.e. the ability to perceive adequately and distinguish the phenomena of native and non-native cultures. We presume the idea of Solovyova L.F. that cognitive flexibility is "readiness to perceive phenomena unfamiliar to an individual from previous experience, recognition of the right of representatives of another culture to perceive the world from other concepts and the ability to overcome communicative defeats" [17, p. 17].

Computer language is an open functional variety of a national language that is formed and serves a specific sphere of communication.

Existence in a bilingual environment greatly simplifies intercultural communication. In the pair of languages Ukrainian / Russian, the historical development of the Ukrainian state gives bloggers the opportunity to convey and create content for both audiences. On the contrary, for a user, the content of Ukrainian-language Internet blogs is closed due to ignorance of the Ukrainian language. The similarity of languages and the long-term intersection of cultures leads to an increase in communicative failures due to the lack of complete understanding of posts.

To minimize communicative failures, we offer the following means: selection of traits characteristic of local cultures; allocation of the corpus of linguistic means determined by one or another cultural characteristic or their combination; construction of communicative strategies on the basis of certain linguistic and

cultural features; adjustment to the linguistic and cultural features of the interlocutor and communication within the chosen communicative strategy. In the light of the problem of intercultural communication, the correct definition of the genre belonging to a particular text is of significant practical importance, since the communicative direction of the text and its linguistic / stylistic features depend on the genre belonging. Adequate interpretation of any text (both in the narrow and broad sense of this concept) implies the correct transmission of not only the factual and purely informative content of the text, but also its communicative / functional orientation. In other words, the communicative-functional equivalence of the received information is no less important than its semantic equivalence.

The discourse of Internet blogs is a complex structural-semantic formation, a virtual version of everyday discourse, which has specific features at all levels of language. The format of the Internet blog provides the speaker with unique means of designing and structuring the utterance, the result of which is the formation of a certain set of meanings, which is actualized with the help of propositions.

## Chapter 2. Analysis of lexical and grammatical features of English-language Internet blogs

### 2.1. Grammatical Features of the texts of English-language blogs

Analyzing blog pages, you can also notice various exclamations or interjections (but wow, even what we saw was amazing), abbreviations (cause, y'all, fave, gonna), use of phraseological units (kind of), etc. These techniques are used to reduce the distance between the blogger and his readers, create an informal atmosphere, or attract attention. You can often find various grammatical features.

The presence of grammatical deviations from the norm indicates the convergence of written and oral communication, but these deviations do not correspond to the traditional rules of spelling [13, p. 21].

You can often meet: The analysis of many researchers Polyakova T.I. of Internet discourse proves that we can face such forms of deviations as:

- Incorrect plural formation of nouns: *Oh, those peoples.*
- Omission of the modal verb: *You try this tomorrow.*
- Errors in using the comparative form of adjectives: *This thing makes me the most happy.*
- Errors when using the article: *Finally, a good news.*
- Lack of tense agreement: *I wish he stopped crying.*
- Incorrect use of prepositions: *I want this in my birthday.*
- Substitution of pronouns: *Send me a pic of your.*
- Error in using the form of the word: *You were suppose to be here at 5.*
- Removing the apostrophe: *Its so beautiful.*
- Violation of the order of words in the sentence: *What it is?*
- Incorrect agreement between the subject and the predicate: *Even the baby knows.*
- Omission of the auxiliary verb: *What she says?*
- Incomplete sentences: *Changed my mind.*
- Absence of a predicate: *Hope you good [5].*

Some scientists believe that such grammatical deviations from norms increase the emotionality of the written text, but this does not prevent readers from understanding the meaning of what is written.

These features are used for a specific purpose, namely: reducing the time of writing a text, getting closer to spoken language in order to connect with the audience, saving effort, emphasizing the importance of the main idea.

## **2.2 Lexical Features of the texts of English-language blogs**

Blogs, in general, have long become one of the leading platforms for high-quality and fast communication. Such means of communication help to save time, attract attention with their availability and ease of use. Despite the numerous advantages of the Internet, its influence on the culture of today's youth is ambiguous. On the one hand, information is one of the most valuable resources of our time. In connection with the active process of globalization, a system of new standards and values is emerging. Language and culture develop in parallel and exert a mutual influence on each other, adapting to the needs of a dynamically progressing society. That is why the topic of the influence of Internet communication on the modern user is particularly relevant. At the same time, the information available to a wide audience is not censored and, as a result, often has a detrimental effect on the formation of the speech culture of young people.

Vocabulary is a key element of any text. The right choice of language units in travel blog publications is the key to a successful impact on the reader. That is why, in order to convey the necessary information to users in an interesting way, travel authors should resort to the use of various synonyms, antonyms, paronyms, phraseological units, neologisms, etc. In order to carry out a more thorough linguistic study, several modern English-language travel blogs were selected and the spectrum of their lexical content was analyzed.

Language is an integral part of the people, which has the ability to improve, responding to any social changes. Being a heterogeneous system, it includes four main levels: phonological, morphological, syntactic and lexical [19]. The last of them is the

most flexible and most susceptible to any changes, as it includes the entire composition of verbal units that are in constant circulation: some go out of use, becoming passive, others appear, gradually taking root in the active vocabulary. Lexicology is a branch of linguistics that studies the vocabulary of a language and the word as its basic unit [21, p. 16]. The lexical level of the language contains a considerable range of units: commonly used, which do not carry additional coloring, book and emotional-expressive vocabulary with an additional evaluative value. A large number of researchers, including O. Potebnia, V. Akulenko, V. Zhaivoronok, T. Panko, H. Yizhakevich, O. Taranenko, V. Levitskyi, were interested in the multifaceted nature of the word, its nominativeness, valence, paradigmatic, sigmatic, and associative-derivational relations. and many others.

Vocabulary is the core of any text or video content, including that which is published on the Internet. Let's consider the range of lexical features characteristic of travel blogs. At the linguistic level, each travel blog has a number of grammatical, stylistic, phonetic, syntactic and lexical features that distinguish it from the others. Amateur blogs often contain slang, jargon, dialectisms, neologisms and even involve obscene language. The content published by professionals is mostly characterized by high quality processing, as well as compliance with language norms and canons. In the presented work, we will focus the main attention on the lexical features that appear in travel blogs.

The popularity of electronic diaries is due to the large number of different topics, styles, the possibility of free expression of thoughts and ease of communication. Communication on the Internet is not limited to the use of letters only. While browsing Internet pages, you can notice the use of various stickers, emoticons and even numbers. The language of communication in the network differs from the literary language we are used to. In this case, we can especially emphasize slang, which is characteristic of all languages of the world. In addition to oral communication, it can now be found in the media space as well.

R. Hudson defines slang as a set of colloquial words and phrases that constantly change and are used to establish or strengthen social identification [4, p. 15].

Scientists single out Weblish (Web + English) as one of the types of Internet slang. It does not follow the rules of spelling, grammar or punctuation. You can often find acronyms (ASAP, LOL, IMO), lexical abbreviations (OMG, BRB), letter-sound abbreviations (*c – see, u- you, b – be*), number-sound abbreviations (*1 – won, 4 – for*), partially letter-sound or digital-sound abbreviations (*2day – today, nice 2 c u – nice to see you*). Usually, abbreviations are used to save time and effort when writing a post. More attention is paid to conveying the main idea to the audience. In English Internet slang, affixation (*creeper, narutard, naggars, selfie, nigger, pwned player, to unfriend*), word formation (*friendzone, facepalm, glasshole*) and conversion (*to slay – slay, to dislike – dislike, Google – to google*) special characteristic of the English language as a whole [16].

There are also a number of cases of transfer of meaning (*metaphorical and metonymic*) – (*to slay – in the sense of fighting (with beauty)*), crush – object of love/sigh, daddy-boyfriend/husband of a girl who takes care of her (*mostly materially*), supervises etc. (*practically like a father*).

Some roots form nests of words with the same root. For example: root like: like, to like, liker, likeback; root post: post, to post, poster, repost, to repost, masterpost, shitpost, shitposter. The following affixes are most often used in the formation of new words in English Internet slang: *suffix of the actor (noun) -er (vlogger, player, hater, slayer, vaper, poser)*;

diminutive-affectionate noun suffix *-ie (dogie, boobie, kellie, smilie)*;

re-action prefix *re- (to revlog, to repost, to retweet)*, a prefix with the meaning of cyber network space (*cyberjew, cyberson, cyberhusband*);

negative prefix *un- (to unfriend, unadumper, unnamed, unbecoming)*.

The use of abbreviations is also characteristic of English Internet slang: *OMG – "Oh my God" ("Oh Lord!")*; *LOL – laughing out loud (laugh out loud)*; *BTW – by the way*, etc. In English youth Internet slang, affixes can be attached to words, in the literary norm such affixes are unacceptable. Examples: *to unmute, to unfollow, to unfeel, screenful, folderful, instagramer, flooder, selfie*. The slang of social networks also has peculiarities of word combinations. In Internet slangisms of the English



language, word combinations can occur between roots that do not match in their semantics: *facepalm*, *picspam*, *selfiestick* [9].

The conversion of English Internet slang has its own peculiarities. Nouns (including proper names) which, from the point of view of semantics, do not have prerequisites for transitioning to the verb class can become verbs: *art*→*art*, *fluff*→*fluff*, *Instagram*→*instagram*, *YouTube*→*youtube*. Internet abbreviations and acronyms, which originally mean actions performed by the user or any life situations, also have a tendency to move into word classes of different parts of speech: *LOL* – *to lol* (verb), *such a lol* (noun), *ROFL* – *to rofl* (verb), *IRL*→*my irl friends* (adjective) [18].

The observations and analysis carried out in the field of blogs indicate the formation of slangisms, this gives rise to the following conclusions: the new formation of slang units on the Internet occurs mainly with the help of existing language models. The specificity of word formations on the Internet allows us to talk about the freedom of word formation of the participants of communication on the Internet. This freedom gives messages on the Internet ease of perception. Words that are formed on the Internet today often go beyond its borders and are used in everyday speech.

It should be determined that the features of travel blogs are mainly verbalized through the use of language phrases and units directly related to the field of tourism. Examining traveling posts at the lexical level, we can identify one of their main distinctive features - the dominance of colloquial language texts, which includes various abbreviations and acronyms, diminutive and euphemistic words, neologisms, slang, vulgarisms, etc. This technique adds expressiveness to publications and thereby allows attracting a larger number of readers who are interested in so-called "trendy" expressions.

### **2.3 Features of a modern English-language travel blog**

A tourist blog (travel blog) is a special type of blog, its subgenre, which has its own topic – travel. Travel blogs are useful content for users, because reviews, comments, opinions serve as a more reliable source of information than information from the representatives of tourist services themselves, and also influence the formation of public opinion about tourist services [18]. Travel blogs can be defined as personal posts that contain information about past, present and future trips.

Travel blogs have certain language features (presence of professionalism, intertext, general informativeness, etc.), which are characteristic of a classic blog in terms of functional style. The main characteristics of a travel blog as a functional style of a classic personal blog are the following: conversational, expressive type of narration; high level of personification; pre-communicative self-presentation, which is represented by the personality of the author and subscribers, expressed in the avatar and page interface; brevity of data presentation, use of simple or elliptical sentences, phrases. Content features are revealed in an informative aspect, displaying information about tourist places with the involvement of multimedia content related to travel, to immerse yourself in the atmosphere of a certain location; intertextuality, which is associated with links to other sites or blogs on a similar topic [4, p. 59]. Since the travel blogosphere is not homogeneous, several types of blogs of this direction can be distinguished, each of which has its own significance for tourism: "consumer for consumer", "business for business", "business for consumer", "state or government for consumer". Most travel blogs belong to the "consumer for consumer" category. In such blogs, participants share impressions, positive or negative experiences. Top blogs are distinguished by a greater level of literature and structure and may belong to professional blogs.

The goal of a travel blogger is not only to talk about his impressions, but to create interesting and high-quality content with relevant information in a certain tourist direction, since travel blogs are not only a tool for creating one's own image and self-expression, but also a commercial platform. Dialogicity is defined by Schmallegger

D. as a characteristic feature of travel blogs, since the development of the mentioned genre is connected with the author's answers to the questions and comments of the readership and with the comments of other blog authors who discuss similar topics [16, c. 10].

Considering the language level of travel blogs, it is worth noting that bloggers use slang, profanity and means of expressing subjective evaluation [17, p. 80], as in a travel blog article about a trip to Peru: “Alright, don’t freak out. He was not a total stranger. When I was traveling Palawan in the Philippines (some lifetime ago, honestly), I met this Peruvian guy who became my travel buddy in Palawan. Actually, there were four of us who did all the tours together and just basically hung out the entire trip” [20]. The author uses vocabulary typical for conversational style, namely: *alright, guy*, as well as the following phrasal verbs: *freak out, hang out*.

Instead, business bloggers focus on reporting new information, present the material in a structured manner with an emphasis on headings, subheadings, highlighting keywords, and also use normative vocabulary when writing a post: “*The hotel embodies the distinct Austin personality of this dynamic destination, while staying true to the welcoming service and amenities of the trusted Hilton Garden Inn brand*” [11]. The fragment of the official travel blogger's article is dominated by vocabulary of a neutral and elevated tone: *embodies, destination, amenities*, as well as proper names of locations: *Hilton Garden Inn*. This creates an atmosphere of credibility and informative marketing.

Information about the trip is covered in three structural and content components of the blog. Let us name the following components: coverage of the experiences of other travelers and the author’s expectations regarding the trip: *Again, a first for us – never been to Jersey before and we are very much looking forward to getting on a sparkly clean British Airways plane (from Heathrow) and enjoy 5 days of this little gem. I have been promised seafood, lovely beaches and of course, jersey royals* [15].

When planning the trip, the author notes that the trip is promising (*never been to Jersey before, looking forward to*), and has certain expectations about it (*I have been promised seafood, lovely beaches and of course, jersey royals*); representation of the

trip in real time through photo and video materials, online broadcasts, as well as in the form of a report after the trip with clearly structured material: *The east side of the Adriatic Sea may not be the first destination that comes to mind for idyllic views, but this island, near the shores of Dubrovnik, offers a live stream of the port and Pakleni island* [21]. Live streaming is accompanied by real-time recording, providing multimodal (video, image and text) interaction between live streamers and viewers.

Live broadcasting combines video and audio with online platforms that allow content creators to interact synchronously with viewers [12, p. 191]; presentation of the impression with the author's own thoughts, experiences, emotions regarding the trip: *I have recently visited Oslo, the capital of Norway and loved it. And in the hope that you do too, here are a quick recap of our weekend there and what to do in Oslo* [19].

The blogger comments on points that were not taken into account by him before, evaluates the trip, the country, service, quality of rest, makes general conclusions, gives advice. Travel blogs make it possible to construct the social identity of their authors and the audience. Social identity forms a typical intragroup behavior that distinguishes people from others by various characteristics (for example, perception, attitude). During the presentation of information and live broadcasts, authors and viewers exchange interests, competence, knowledge, beliefs, tastes, and show personal qualities. Mass media allow live streamers to present their social identity, capturing fleeting moments to make a statement. The interactivity of travel blogs activates the influence of the author on the formation of the social identity of the audience [6].

Social identity is a type of cultural identity. Cultural identity is the self-perception of an individual and his identification with groups of other individuals within the framework of a specific linguistic culture. There are the following means of its expression: a language that reflects a person's ethnic, national, geographical and other belonging; various non-verbal symbols - emblems, clothes, hairstyle, gestures, etc. Social identity is formed from the social roles that an individual performs in society,

and is divided into gender, professional, age, racial, ethnic, geographic, class, property, status, etc.

Social stratification is implemented at the communicative level in the presence of different languages, their regional variants and dialects [21, p. 69]. An example of a manifestation of social identity is the introductory part of the blog, which introduces the viewer to the sphere of activity of the traveler and corresponds to the episode that relays impressions and information about her acquired experience: Hey there! I'm Kristin. Welcome to one of the top women's travel blogs in the world, with over 5 million annual readers. I've 144 been traveling solo for over 9 years, and I share everything I've learned about saving money, having unique adventures, and documenting it all in my newsletter [16]. The author notes her gender and the gender of the target audience (*I'm Kristin, one of the top women's travel blogs in the world*), media status due to a large number of readers (*with over 5 million annual readers*), the competence of a traveler (*I share everything I've learned*). Markers of the social identity of the author can be presented in each structural and content component of the blog.

The content features of travel blogs are revealed in an informative dimension, displaying data about tourist places with the help of travel-related media content. Such content is used to immerse oneself in the atmosphere of a certain location, mark the blogger's own social identity and influence the identity of content consumers. The main task of a travel blogger is to show the world through the prism of his own ideas, knowledge, and social identity as he perceives it, that is, with all the advantages and disadvantages, immersing content consumers in the atmosphere of new places, creating the effect of presence for users.

Travel blogs are distinguished by a high level of visualization, interactivity, the use of the reportage effect, an individual author's style and enable the construction of the social identity of their creators and the audience. Depending on the method of covering information about the trip, three such structural and content components of the blog are distinguished: covering the experiences of other tourists and planning one's own trip; trip display in real time; giving an impression of the trip. To expand

the audience, bloggers use slang, non-normative vocabulary and means of expressing subjective assessment.

## Conclusions

Features of the modern language of the blogosphere are its uniqueness and diversity. It should be added that the language of bloggers reflects modern language trends. In English-language blogs, you can often find the presence of simplified grammatical constructions, which are characteristic of a conversational style of speech. Also, it is common for most bloggers to frequently use various means of expressive language in order to fully convey the desired information and gain a larger number of subscribers. So, for example, in order to facilitate the perception of the text of an advertising publication, complex sentences are not used. Therefore, bloggers tend to use simple and understandable language for the audience.

The discourse of the blogosphere is a complex structural and semantic formation, a virtual version of everyday discourse, which is characterized by specific features at each level of language. In this format, the speaker receives special means of designing and structuring statements, the result of which is the formation of a certain set of meanings, which is actualized with the help of sentences. Today, "blog" as a new genre of modern media discourse is insufficiently studied and needs further detailed analysis.

Thanks to the informational level of development of human civilization, the style of an Internet blog does not depend on the language tools used, because the Internet plane itself affects the features of one or another style and makes it hybrid. In both Ukrainian and English blogs, the lexical and grammatical levels tend to reduce the reported information. The syntactic level is preserved most completely in both languages, since its absence or loss will lead to communicative defeats in asynchronous communication in the network. One of the main trends in the development of Internet discourse in general and blogs in particular is the tendency to create artificial auxiliary mixed specialized languages.

Analyzing blog pages, you can also notice various exclamations or interjections (*but wow, even what we saw was amazing*), abbreviations (*cause, y'all, fave, gonna*), use of phraseological units (*kind of*), etc. These techniques are used to reduce the

distance between the blogger and his readers, create an informal atmosphere, or attract attention. You can often find various grammatical features. The presence of grammatical deviations from the norm indicates the convergence of written and oral communication, but these deviations do not correspond to the traditional rules of spelling.

Travel blogs are distinguished by a high level of visualization, interactivity, the use of the reportage effect, an individual author's style and enable the construction of the social identity of their creators and the audience. Depending on the method of covering information about the trip, three such structural and content components of the blog are distinguished: covering the experiences of other tourists and planning one's own trip; trip display in real time; giving an impression of the trip. To expand the audience, bloggers use slang, non-normative vocabulary and means of expressing subjective assessment.



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