Course Paper

"Lexical and grammatical features of Internet communication"

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CONTENT

INTRODUCTION

We live in the era of smart technologies and the Internet, so the Internet is an integral part of society. Communication on the Internet is used in almost every sort of life. Therefore, it will not be an exaggeration to say that the Internet has conquered the whole world. This allows us to communicate with people, conduct business, work remotely. But when did the era of digital technologies, gadgets and online communication begin? Probably with the advent of the Internet. So what is it?

The Internet is a huge network that connects computers around the world. The Internet allows people to share information and communicate from anywhere with a connection. It is important to note that Internet communication is impossible without the involvement of linguistics, since language is the central link in communication, and the Internet is already a means of its implementation.

Nowadays, short messages are often used to communicate with friends to save time. This can be in the form of a so-called "speech code". This is because someone who does not speak the language well may simply not understand what kind of language it is. We are talking about messages. In order to avoid writing whole sentences, short messages often use a few letters to express their point.

Internet communications are considered to be a safe resource for transmitting information. In some countries, certain parts of the Internet are blocked by censorship [18].

Internet use is monitored by numerous servers and, of course, by cyber police. We all use communication tools every day without realizing it. For example, writing a short message to a friend on social media or ordering a home delivery. For this reason, our modern life cannot exist without communication technologies. Every industry today depends in the Internet. From education to technology. Internet communication is everywhere: browsers, social networks, translators, games, programs for sending and receiving information.

And all this directly intersects with the lexical and grammatical structure of the language. Since the Internet is available in many countries, the information available on the web is distributed and published in many languages.

Therefore, the purpose of my research is to study the lexical and grammatical features of Internet communication. The topic of my research is the linguistic characteristics of Internet communication.

Objectives of the study:

- to define the concept of the Internet and its use by society;

- to study the types and applications of Internet communication;

- to determine the characteristic features of Internet communication;

- to define the concepts of lexical analysis and grammatical analysis in English

- to study the lexical and grammatical features of Internet correspondence;

- to identify lexical and grammatical features of official and unofficial Internet resources.

The following research methods were used to solve the research tasks as:

- theoretical - analysis, systematization and generalization of scientific ideas to clarify the essence and structure of the study of lexical and grammatical features of Internet communication;

- empirical - studying the experience of researching lexical and grammatical features of Internet communication.

The methodological basis of the study was the methods of scientific abstraction, analysis, synthesis, induction, deduction, logical analysis, systematic approach, etc.

The practical significance of the study lies in the fact that the generalization of the problem of studying the lexical and grammatical features of Internet communication can be used in the practical work of programmers, linguists, computer scientists, in the content of professional training of future teachers, in the process of students' pedagogical practice.

CHAPTER 1.

INTERNET AS THE MAIN SOURCE OF COMMUNICATION

1.1 The concept of the Internet and its use by society

The word "Internet" is widely used around the world. It has many common meanings. For example, the Oxford Dictionary defines the term as an international computer network that connects other networks and computers and allows people to exchange information around the world [13]. And this is the most accurate definition of the term. After all, people can only communicate remotely over the Internet using Internet-connected devices. Over the past decade, online communication has undergone major changes. We used to communicate online via email, but today we use social media and video conferencing to send messages and not waste time typing. This saves a lot of time and simplifies processes such as communication.

The emergence and development of Internet communication has affected not only the way people communicate in society, but also business, trade, education and science, medicine, and logistics. For example, a doctor can make an appointment with a patient via web chat and prescribe appropriate treatment [11, p. 17]. According to statistics for 2021, 4.7 billion people worldwide currently use social media as their primary means of communication, and 5.3 billion people use the Internet (Appendix1). Online communication has made people's lives more convenient.

The vocabulary used in online communication is also changing: word abbreviations, slang usage, abbreviated expressions, grammatical forms, etc. Conversation in the Internet has also changed somewhat in terms of language. E-mail is still used for business communication over the Internet. This form of communication is especially popular for European and Western countries. The grammatical structure of such messages requires compliance with certain rules. For example, the use of slang in speech, which is an ambiguous syntax, and sometimes abbreviations and acronyms are not allowed in business emails, and the meaning of abbreviations should be indicated in brackets. Headlines are also an important aspect. Headlines are those that most often attract people's attention for marketing purposes

and can convey the necessary information in a short amount of text. In most cases, the title reflects the content of the article. Parkhomenko A. argues that the titles - have a special style, characterized by the expressiveness of lexical and grammatical means. Readers are attracted by such stylistic aspects as large font and choice of graphics. Various methods were used in the lexical and grammatical design of news headlines, which caused problems in the translation of articles [15].

Thus, we can conclude that communication on the Internet is the main link that provides information from different sources, in different formats and with special characteristics. The study and analysis of the lexical and grammatical features of Internet communication is not exhaustive, and each identified feature can be the subject of a separate more detailed analysis. Therefore, the emergence and development of the Internet had a huge impact on society, changing the way people communicate. This influenced many areas of public life: doing business, studying and even receiving medical care. This kind of communication made people's lives easier and changed the way they use language. While the use of abbreviations, slang and other informal language is becoming more common in online communication, official communication must comply with certain rules and special principles. The study of lexical and grammatical features of communication on the Internet is a non-continuous process, and each identified function offers the potential for further analysis and research of this topic.

1.2 Types and areas of application of Internet communication

There lots types of Internet communication, but in this chapter we will consider the most popular.

Instant messaging is one of the best ways to communicate in the net. It services allow you to create so-called private chats with other users and communicate in real time over the Internet. In this way, language units are exchanged at the digital level. Chat systems usually notify you, when a friend or someone in your contact list is online. Digital communication apps can correct or point out grammar and vocabulary mistakes. Which is one of the advantages of Internet correspondence.

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One of the reasons why instant messages are so useful and popular is that they can be sent and received in real time. What can't be said about email where you have to wait for the recipient to check their email and send you a reply. Now, there is a notification system and if the person you want to contact is online and available in your contact list, your message will instantly appear in a window on their screen.

While most Internet users use instant messaging to communicate with family and friends, it is also becoming increasingly popular in the business world. Employees of companies get instant access to the necessary contacts from different offices and can get rid of the need to call when information is needed immediately and there is not enough time to call. Does the use of messages in Internet communication affect real communication between people? The answer is definitely "yes". Because, today people try to make life easier to save time and effort. It also helps different companies reduce communication costs [10, p. 21]. In communication, especially in business, it is important to follow clear vocabulary and grammatical rules. For instance, it monitors the correct use of grammatical structures in oral and written communication. Abbreviations and slang between words should be avoided.

From the above said, it can be concluded that Internet communication is a simple and effective way of transmitting language context, lexical and grammatical content in accordance with the style and form of language expression, which greatly facilitates life in the era of modern technologies. The instant messaging is one of the most popular forms of communication on the Internet, which allows you to exchange voice units in real time. Although, the use of messaging in Internet communication can also affect communication between people in the real world. Especially in business communication, it is important to adhere to clear vocabulary and grammatical rules in order to avoid misunderstandings and maintain professionalism. In general, Internet communication has become an integral part of modern life, providing a simple and effective way to convey linguistic context, lexical and grammatical content in accordance with the style and form of linguistic expression.

1.3 Characteristics of Internet communication

Internet communication can be considered from different linguistic points of view. According to them, Internet communication is a complex phenomenon that includes various language processes and means of communication. One of the main features of Internet communication is the creation of text correspondence. In the Internet, people communicate using text messages, such as social networks, chats, and e-mail.

In some cases, communication in the Internet is asynchronous, and real time passes between sending a message and receiving a response. This gives participants the freedom to plan their time and create more thoughtful and rational messages. Internet communication involves interaction between many participants, who may come from different linguistic and cultural backgrounds and use different language variations, jargon and special terms.

One of the features of Internet communication is the possibility of using various multimodal means of communication, such as emotional, photographic, video and audio.

Communication in the Internet involves the use of informal language. Online communication works through social networks and various platforms used in the Internet. This communication is usually two-way and does not allow the sender and receiver to exchange views on the open message. With the development of new technologies and the advent of the Internet, online communication is gaining great importance in society.

A characteristic feature and the main advantage of communication in the Internet is the possibility of communication in oral and written form with any subject for many geographical and time boundaries, as well as high speed of information transfer. Referring to the opinion of I. Shabshin, it is possible to single out such characteristics of the Internet as one of the means of mass communication, such as the absence of a centralized organizational structure, high speed of information dissemination, etc. The message that appeared on the website of the news agency can be instantly replicated by other Internet publications, and then electronic (radio and

television) and printed (newspapers, magazines). Information in the Internet spreads in networks, such as anecdotes and rumors. The Internet has properties similar to a crowd mechanism.

In both cases, the phenomena of an uncontrolled structure and "random environment" are implemented purely technically [8].

Interactivity of communication in the Internet. Interactivity means the possibility of entering into a direct dialogue with the audience, the ability to maintain feedback with the audience in real time, the possibility of communication between representatives of this audience [8].

The Internet is called "virtual space" or "virtual reality". According to some researchers, such as A. Voiskunskyi and I. Shabshin, the Internet is a "metastrider" in a number of technological innovations: a communication environment, an environment for the implementation of business technologies, an environment. Construction and operation of mass media, environments for storing and processing information, etc. You can find the necessary information on any topic in the Internet.

Such as celebrity news articles, biographies, photos and literary works and also songs, maps of cities, recipes of dishes from different countries. The Internet allows you to listen to music, watch movies, order tickets and shop. The Internet as a means of communication offers users unlimited freedom in choosing topics, types and sources of information, which is a significant alternative to traditional means of information [6, p. 27]. Compared to traditional mass media, the Internet deals with several parameters simultaneously. These are multimedia, personalization, interactivity and show mediators.

Personalization occurs, because the Internet provides information needed by individuals or groups of people at all levels of interest. In this case, delivery can be via content personalization, email and cable TV, depending on the user's preferences.

Interactivity implies a dialogue in the Internet, rather than a monologue, which is implied by traditional media. Interaction, dialogue and feedback between hundreds of users is possible through e-mail, message boards, forums, chats and conference calls. Internet communication, which is a type of communication, has the same scope

of communication as communication. The negotiation process, usually entirely mediated by Internet technology, actually involves the same elements as conventional negotiation: communicating information, making arguments and counter-arguments, expressing consent, disagreeing, etc. It is worth highlighting the features of business Internet communication. Among them, the main is the written form of communication. In offline negotiations (that is, in ordinary negotiations in real life), the main way of transmitting information is, of course, oral speech. Written and illustrative materials are, as a rule, auxiliary in nature. Communication in the Internet most often occurs in writing. The written way of communication requires a specific expression of opinion, clarification of formulations, a logical statement. Also, it contributes to the formation of a business style of negotiations, necessary when solving complex conflict issues.

Under informal in Internet communication is understood communication with interlocutors on ordinary topics. Such communication is characterized by: anonymity, which consists in the lack of reliable information about the interlocutor or insufficient information about him. Anonymity frees the user from the need to represent himself in the process of communication, that is, to correspond to his true "me", thereby opening up opportunities for building alternative self-presentations. Note that such opportunities are realized not so much in business as in informal and entertaining communication, where there are cases of concealment of true information or presentation of false information.

The negotiation process, as a rule, is completely mediated by Internet technologies and in fact includes the same elements as conventional negotiations.

Communication of information, presentation of arguments and counterarguments, agreement, disagreement, etc. It is worth highlighting the details of business Internet communications. Written communication is the most important of them. Of course, during offline negotiations (that is, normal negotiations in real life), the main form of communication is verbal. Textual and graphic material, as a rule, has an auxiliary character. Communication in the Internet takes place mainly in writing. Written communication requires concrete expression of thoughts,

clarification of formulations and logical expressions. It also helps develop the fact-based negotiation style needed to resolve complex disputes.

Informal Internet communication means communication with interlocutors on familiar topics. This communication has the following characteristics: anonymity in the absence of reliable information about the interlocutor or inadequate information about him. Anonymity saves users from the need to express themselves in the process of communication. In other words, it eliminates the need to deal with the user's true self and opens up the possibility of building a different self-image. Please note that such possibilities are less realized in business, and more in informal and entertainment communication, where true information is often hidden or false information is presented.

The text describes various linguistic aspects of Internet communication, highlighting its complexity as a phenomenon that includes various linguistic processes and means of communication. One of the main features of Internet communication is the creation of text correspondence, which gives participants the freedom to plan their time and create more thoughtful and rational messages. The text also emphasizes the use of informal language and the ability to communicate orally and in writing with any subject for many geographical and temporal boundaries. Moreover, the Internet is called "virtual space" or "virtual reality" and is considered a "metastrider" in a number of technological innovations. The Internet is also an important alternative to traditional media, as it offers users unlimited freedom in choosing topics, types and sources of information. The text usually concludes that the negotiation process, which includes the same elements as traditional negotiations, can be fully conducted using Internet technologies. Communication on the Internet in general creates unique opportunities and challenges for linguists and language users.

CHAPTER 2. LEXICO-GRAMMATICAL ANALYSIS OF INTERNET COMMUNICATION

2.1 The concept of lexical analysis in English language

In recent decades, a lot of attention has been paid to the change in the lexical composition of languages by both domestic and foreign researchers such as V. I. Zabotkina, Yu. A. Zatsny, V. O. Cherednychenko, J. L. Dillard [9]. The increased interest in innovations is justified by the fact that recently a large layer of new words and phrases formed under the influence of various social factors appeared in the English language. All these innovations require a comprehensive analysis, new studies of the main sources, methods and mechanisms of formation. The vocabulary of modern English is half Germanic (Old English and Scandinavian words) and half Romance (French and Latin words) in composition, with abundant and growing imports from Greek in the field of science and technology and with a significant number of borrowings from Dutch, Italian, German, Spanish, Arabic and many other languages.With the dynamic development of Internet technologies, new concepts and terms appear permanently, such as to denote types of addiction, namely:

- mobile addiction – self-perception of a mobile phone as a single whole, in the absence of which a feeling of inferiority appears;

- SMS-addiction – giving preference to the set of SMS-messages on the condition that it is cheaper and easier to call;

- infomania – "infomania", constant readiness to receive new information, which results in minute-by-minute checks of e-mail or SMS-messages;

- gadget-addiction – "gadget-addiction", an excessive desire, with the refusal of vital things, to buy new and fashionable phone models as one of the signs of social status and a source of joy[16].

In the given examples, we also trace this invariant dependence on something, which is integral, generalizing in all ways of using the term.

The terms of Internet communication form a separate term system of the English language, in which the meaning of each term is revealed by the deep lexical

and semantic content in this system. It is characterized by a vocabulary formed within its limits for special purposes, the units of which are used to denote concepts and objects in the sphere of Internet communication. We define the term Internet communication as a stable unit of synthetic or analytical nomination, which is anchored to a specific concept in the field of mobile technologies and is limited to a special field of use in the sense that is strictly regulated by its definition.

Common vocabulary is the main way of replenishing the English terminology of Internet communication. Interest in the term Internet communication in modern society is justified primarily by the social significance of terms as nominative units that represent different types of knowledge in the spheres of human activity. In particular, the terminology of Internet communication is the most mobile part of the vocabulary, which reflects the gradual development of civilizational scientific knowledge. Due to the existing permanent globalization processes, the vocabulary of this field needs in the future comprehensive research in the field of explication of the invariant of the term and its potential meanings.

2.2 The concept of grammatical analysis in English language

All events and phenomena of the surrounding objective reality take place in time, which is objective, infinite and irreversible. We attribute all events or phenomena to one of three time zones - present, past, future. When talking about any action or phenomenon, we use certain linguistic means that allow us to correlate it with the moment of speech, namely lexical - special words or phrases - today, yesterday, now, then, clock sharp, next spring.

A peculiarity of the English language is the so-called agreement of tenses, which consists in the mandatory use of relative verb forms in a subordinate clause depending on the simultaneity or different time of the described action - the action that is referred to in the main part of the complex sentence. Actions, which are in the plan of the real, are conveyed by the forms of the real time; actions that are planned for the future - forms of the future tense. It is another matter when the actions take place in the past tense. One-planned actions, their simultaneity are conveyed by the

forms of one time plan; preceding - past perfect tense; the intention of action to execution - forms of the dependent future[17, p. 25].

The most difficult and debatable issue is the existence of the species category in the English language and the nature of the meanings of verb tenses. In most studies, the issue of the grammatical category of the form of the English verb was either not considered at all or was not connected with the tense category.

As noted earlier, attempts to prove the existence of a species from the lexical meaning of the verb were not successful. However, the very attempts to establish the existence of this category in the English language are important. It is quite often claimed that there is a specific meaning in only one group of verb forms - Continuous. These forms, called "expanded", "curative", "continuous", "progressive", convey the course of the action, characterize it as a process. Other forms are considered purely temporary [10, p. 32].

In foreign studies of recent decades, the presence in the English language of two types, expressed by the opposition of the forms "goes" – "is going", is noted, and a peculiar use of verb forms is noted depending on their reference - either to the moment of objective time, or to different temporal relations.

In this connection, it is said about the duality of the English time system: in the first case, the action is related to the past, future, or actual, in the second - to antecedence, simultaneity, or future sequence. In the structural descriptions of verb forms, the elimination of analytical time forms and combinations of modal verbs with the infinitive occurs, but in some cases, based on the description of verb structures, interesting conclusions are drawn about their temporal or species character [4, p. 39].

In domestic linguistics, the categories of tense and form of the English verb are traditionally considered in interaction. Domestic researchers, as well as foreign ones, recognize the specific nature of Continuous forms; different readings are possible only by detailing the individual private meanings of these forms. The issue of the presence of special species characteristics in the Indefinite and Perfect forms is controversial. The Indefinite group of forms is often contrasted with the Continuous group as temporary.When comparing the forms goes and is going, only the kinds of

procedural meaning of the form Continuous - is going are clearly revealed, while the form goes has such an indefinite and broad meaning that it is sometimes considered devoid of any specific meaning.

2.3 Lexical and grammatical features of Internet correspondence

Online communication, just like regular communication, has two sides - exchange of information and perception, recognition of each other, establishment of relationships. However, in network communication, due to the lack of common physical space, the third party - interaction with each other - is limited. You will not be able to touch another person. But this same feature makes online communication, so universal and limitless. No matter where you are, you just need to turn in the computer and find the network - and you will find a huge number of people in front of you [1, p. 25].

The perception of another person when communicating in the Internet is also limited. Most of the communication in the network is carried out with the help of written language, which cannot express your intonation or facial expressions and cannot be accompanied by any eloquent gesture. Mutual understanding often suffers from this. Proponents of online correspondence decided to eliminate this drawback and tried to create a special language - the language of Internet communication. It, like many other slangs, is characterized by a tendency to abbreviations (for example, "comp" - computer, "inet" - Internet) and jargonisms (for example, "LOL" Eng. Laughing out loud – "laughed out loud" - this is how they comment some very funny things).

For analysis in this work, we will take a sample of an Internet message from the real correspondence of American citizens, which is freely available on the Internet and is an example of friendly online communication.Below is the text version of the telegram message:

"Yay – so glad you can join."

"We should leave from here around 9am, hope that is OK."

"LOL re lunch, just bring whatever's easy. Don't forget your sunblock – your reverse panda look wasn't so good last time! See you soon, Keri"

At the lexical level, in this message it is possible to single out the exclamation "Yay", used by the addressee as a greeting. According to the definition of the Cambridge leaner's dictionary, this exclamation is used to show satisfaction about something or someone ("used to show that you are very pleased about something").

The abbreviation "OK" is also used, which is characteristic of colloquial speech. In addition, at the lexical level, the slang term "reverse panda" should be noted, which in modern English youth language means "the effect of sunglasses on your face around the eyes causing a lighter skin tone in comparison to the rest of your skin". In addition, there are some abbreviations in the letter, for example "re" - as a shortened form of the words remark or remember, used here in the sense of "don't forget", "remember", "take into account".

The abbreviation "LOL" stands for laughing out loud and can express both positive, friendly laughter or a smile, as well as a whole range of other individual emotions, from irony to resentment. In this case, the acronym "LOL" has a positive connotation, because in general, the message expresses affection and indicates a close friendship between the communicators. In addition, some forms of grammatical abbreviations are used, for example, whatever's, wasn't, which is also caused by the feature of electronic communication, which involves rapid exchange of messages.

Depending on the semantic type of the electronic message and the pragmatic intentions of the addressee, the modality expressed in the text of the online message can be positive (the use of words characterized by the evaluative operator "good": thank you; confidence; absolute; to reach; harmonic; with great pleasure, etc. . p.) and negative (use of words characterized by the evaluative operator "bad": difficulties; not guarantee; the problem; to postpone, etc. [5, p. 11].)

Expressive and emotional expressions, which are more characteristic of the colloquial literary style, are no exception for the texts of e-mails and messages, including business ones. These are means of intensification, such as: so many, so few, again and again, very much, extremely, with great pleasure, indeed, etc. [7, p. 13].

Intensifier words are stylistically marked elements that contribute to the focus of the addressee's attention on the necessary information and give the expression high emotionality.

The vocabulary of the colloquial/informal register is used: "I hope things are getting well with you, thanks for, sort out, it sounds like you've been working really hard." Direct questions and imperative constructions are also widely used: "Do you have a suitable course ...?", "Are you free next Friday August 20 at 11 am?", "Let me know the time and dates." Moreover, they are used even for the implementation of communicatively complex speech acts (requests, for example), which somewhat contradicts the communicative principle of politeness. In messages characterized by a negative modality, euphemism is often used, which contributes to the manifestation of restraint when expressing dissatisfaction, the addressee's negative attitude towards some phenomenon. For example, phrases designed to express such dissatisfaction or indignation can be replaced by euphemisms "it is different from what I have expected", "I consider it very surprising", etc.

In addition to special words and expressions, the language of communication in the network also includes special icons - emoticons that reflect your facial expression, gestures, actions or mood. When using them, it is necessary to clearly understand the meaning of a particular sign, as well as to be sure that your interlocutor knows it. Otherwise, he may, firstly, think that you litter your language with incomprehensible parentheses and idioms, and secondly, confuse the meaning and decide that what is happening to you is not at all what was meant hey, who also want to talk.

CHAPTER 3. LEXICAL AND GRAMMATICAL FEATURES OF INTERNET COMMUNICATION HEADLINES

3.1 Lexical and grammatical features of Internet communication headlines

Lexical content in news headlines in English is made taking into account the target audience, purpose, subjects and linguistic competence of the writers. English newspapers are gradually forming their own lexical features to achieve the principle of ABC (Accuracy, Brevity, and Clarity). Some words take on new meanings because they are frequently used in certain types of news headlines, and they gradually become idiomatic expressions. These words are usually short and impressive [14, p. 24].

The lexical features of English headings can be identified:

a) an abbreviation commonly used in an English newspaper is a shortened form of a word or phrase used mainly in writing to represent the full form; abbreviations are often used in headings because they save space on the page and also require readers to pause to think about the original word or expression. For example: AIDS - Acquired Immune Deficiency Syndrome, PM - Prime Minister, TOEFL - Test of English as a Foreign Language, IELTS - International English Language Testing System.

b) according to Einini, abbreviation of various words in a newspaper is intended to save more space or reduce the length of headlines. [2, p. 29]. For instance: grad – graduate, hosp – hospital, cig – cigarette, Hi-tech – High technology. Kim Basinger: I Don't Wanna Be a Barbie Doll (The Guardian).

c) compound words in an English newspaper are usually formed from two or more words. By folding, we can simplify the structure, thereby saving space. For example: Bodyguard, Courtroom, walk-in. Trudeau condemns closed-door espionage trial of Canadian in China (The Guardian) Laid-off Lawyers, Cast-off Consultants (The Economist)

d) unclear words (sometimes it is difficult to define clear boundaries between things or facts); when journalists are unable to portray the situation exactly as it is, vague words become a more reasonable option, especially when avoiding possible

disputes over some sensitive issues. Therefore, the news headline becomes more intelligent, reliable and acceptable to the public when the news writer chooses more words to hedge. For example: A lot of people forced to leave houses due to landslide.

e) proper names can be divided into common and proper names. Proper nouns (also called proper nouns) are nouns that represent unique entities (such as the USA, the Earth, or Jane). They are distinguished from common nouns and describe a class of entities (for example, a city, a planet, or a person). Proper nouns are used to refer to a specific person, place, or thing without regard to any descriptive meaning the word or phrase may have. For instance: White House, Wall Street, Fleet Street, Obama ("The Times"). "Nicola Sturgeon says she will not be 'bullied' as no-confidence vote fails." (The Guardian)

f) alliteration as a problem of sounding the headline worries all journalists. You often have to work hard to find similar-sounding words to achieve the effect of alliteration. Repetition of vowels and consonants gives the title expressiveness and attractiveness. For example: Media makes Madonna Mad, Poison and Progress (The Wall Street Journal)

g) ambiguity. Headlines are often confusing, and this forces the reader to look at the article. Word Around the World (The Guardian), All For Show (The Globe and Mail).

Also, analyzing the English-language headlines, it is worth noting a large number of slang, neologisms, dialectics, poeticisms, slang, the use of metaphors, socio-political vocabulary, established clichés, etc. This use of elements of conversational style received its own name and is now known as "headline jargon". For example: "I've lost who I was": UK pauses to reflect on year of Covid (The Guardian).

The language of the Internet introduces its own peculiar rules to the practice of spelling the words themselves. The American variant of spelling is more common on the web than the British, partly for historical reasons (in general, the American origin of the Internet) and partly for reasons of economy, since most American ways of writing the same words are shorter than British ones (color - colour, fetus – foetus)

etc.). There are new spelling rules for the ending of the plural: in particular, the replacement of -s with -z as in the words tunez, gamez, serialz, etc.

In English Internet speech, spelling violations are usually intended to simplify writing to save the user typing time. Similar spelling distortions in English do not contain any special emotional color, if we compare them with similar phenomena in Russian or Ukrainian languages.

An example of such a distortion is the following variations of writing English words: Love = luv, to you = 2U, forever = 4ever, Congratulations! = Congratulations!

Another difference is the large number of grammatical errors in speech, which brings this jargon closer to illiterate, common English [16, p. 15].

For example, the sentence: "I can haz a cheezburger?" is a corruption of "Can I have a cheeseburger?" At the grammatical level, it is possible to note a violation of interrogative inversion, the use of an inappropriate form of the verb "to have". Another example is Lemme chex mah mailz, which is a corruption of Let me check my mail. Grammatical violations are expressed in the use of an inappropriate verb form (chex = checks) and the use of the plural form of a noun instead of the singular.

In the process of Internet communication, there is such a morphological feature as the incorrect formation of the plural form of a noun, but this does not prevent either the addressee or the addressee from receiving the necessary information during communication, for example: Lol the peoples (in modern English, the noun people is used in the plural form without adding a suffix -s). Sentences that express advice in English require the use of the singular, but in comments and posts by Internet users, the modal verb is often omitted. Despite the absence of a modal verb, communication participants usually understand each other without difficulty, for example: You try this later; People open their minds.The use of the comparative form of adjectives, which differs from the usual norms of the language, is one of the most common cases of violation of the grammatical norms of the modern English language in Internet communication. For those learning the language, the use of the comparative form of adjectives is formed according to certain rules, so non-native speakers of English consider deviations from the rule to be a mistake and avoid it.

At the same time, for native speakers and for those who are in the field of live language use, these rules undergo some changes and are simplified, for example: This is the stuff that makes me the most happy. According to the norms of the modern English language, the highest degree of the adjective happy is formed synthetically with the help of a suffix -est.

3.2 Lexical and grammatical features of official and non-official Internet resources

There is a variation of language etiquette formulas from the official Dear Mr. X; Best regards, etc., to colloquial, colloquial and even familiar Hello; How are you?; If you don't mind; Please understand; Thanks [12, p. 14]. Thus, the stylistic affiliation of the language of e-mails to the informal register is manifested in the choice of colloquial forms of address and complimentary endings: Dear Sue, Sue, Hi, Sue, Hello; Best wishes, Take care, See you soon.

The use of oral and conversational elements in the electronic form of communication is also characteristic, which is confirmed by the wide use of verbs with prepositions: sent off, find out, etc. and abbreviations: pcs., corresponding to "pieces", "pls." – please, "please reply asap" – as soon as possible, "fwd" – forward, I've, she's. At the same time, abbreviations such as "tnks & rgs" – thanks and regards, "u" – you, "2" – Too, "4" – for are rightly considered slang, since they are not normative in e-mails [3, p. 25].

Interactive communication is characterized by frequent misspelling of words, as well as confused writing of words, which, nevertheless, is often explained not by the illiteracy of the interlocutors, but by pressing the wrong key, for example: i wanna make friends in UK and maybe find an exchange student. In addition, the language of the Internet includes spoken language, the language of consonances, pictograms and abbreviations. The language of consonances is simple and consists in the fact that the names of some numbers and letters are consonant with words, while they are written faster, for instance: "to" – 2, "for" – 4 or "u" sounds like "you", therefore, "I love u" it means "I love you", "4u" the same like "for you", "2All" – to All – to all, "L8r" – later – later, etc.

It should be noted that the active use of abbreviations and acronyms is one of the most important and characteristic features of electronic communication.

An effective model of word formation in Internet discourse is also "word building" or blending. Examples of lexemes formed in this way are as follows: Appoholic (application + alcoholic) - an addicted person who constantly downloads mobile applications, which he uses once or twice, and then does not use again. This is often the name given to children who have tablets and mobile phones; Crackberry (crack + blackberry) - a person who constantly uses a phone of the "Blackberry" brand; Cyberloafing – use of Internet access by employees of the organization for personal purposes during working hours.

Since communication is conducted online, its participants often do not pay attention to the observance of grammatical rules, which gives rise to new words that are later used everywhere. Sometimes they are formed as a result of various mistakes, and sometimes intentionally, for example: "wut" – instead of "what"; "dat" – instead of "that"; "da" – instead of "the"; "ov" – instead of "of"; "picsher" – instead of "picture"; "awl" - instead of "all"; "lawl" - instead of "lol"; "jeenyus" - instead of "genius"; "geez" - instead of "jesus"; "bukket" - instead of "bucket"; "bai" – instead of "bye"; "dho" – instead of "though".

The Internet environment also becomes productive due to the speed and number of formation of "neologises", i.e. words denoting new concepts and objects, for example: columbusing - when someone claims to have discovered something new that has already existed for several years, decades or even centuries; contact sad – mood spoiled by negative user comments; easy like is the name in social networks for friends who always put "likes" on photos, recordings, comments, perhaps without even reading them, and regardless of whether they like them or not.

The title-summary is characterized by the maximum presence of supporting elements of the article, which convey its content in a condensed form. Such headings are also divided according to the degree of objectivity of content transmission: informative-neutral and informative-evaluative. The first ones include those that contain an objective meaning and perform a purely informative and nominative

function, which allows determining the main content of the article. The presence of supporting elements in the title ensures clarity and unequivocal coverage of the main content of the article.

Thus, for instance, the title "Manipulation found in Singapore's FX market" clearly indicates the content of the message, since its semantics consists of the following elements: WHO - manipulation, WHAT - found, WHERE - in Singapore's FX market. But the title "Dubious Punishments in Dubai" not only informs about the content of the newspaper publication, but also, thanks to the adjective "dubious", clearly expresses the author"s assessment of the events. Thus, in addition to informative content, this type of headline also includes an evaluative aspect of events or facts.Also, as an example, we can cite the headline of The Guardian newspaper: "Just who will love a smart Alec?", where we can also see the expressed opinion of the author of the article.

The header-indicator indicates the subject of the message, but does not contain complete information that will allow you to predict what the publication will be about.

The subtitle, which performs an equally important function, can allow the reader to reveal the true essence of the article. In a few words, he makes clear the topic of the article, a kind of generalization of it. For example: An Extreme Bike Race Across Russia Faces a Hurdle (The New York Times). This headline suggests that something bad happened during the marathon. Only the subtitle "How to Get More Women Riding" makes it clear that the headline was just for attention, and the publication itself says that the number of women participating in this competition is low, and the organizers are trying to fix this.

Header-indicator is reduced to a minimum - has a small number of supporting elements. For example: Payback (The Wall Street Journal), Seven Days (The Guardian, April), All For Show (The Globe and Mail).

The heading-indicator can name the spatio-temporal or other coordinates of the situation. For example: "The Last Frost Gardeners are waiting for the last frosty morning of spring, after which it's safe to sow tiny, vulnerable vegetable plants and

flowers" (The Guardian). In this example, the title does not give the reader clear information about the content of the article, however, in the very first sentence it becomes clear that it will be about plants that will be planted in open ground after the last frosts.

Since indicator headlines do not contain data that would allow us to predict the content of the publication in advance, they effectively attract the attention of the reader. In the initial sentences of the article, the title is usually explained. The locator title usually has an unfinished form and ends with three dots. This way of writing attracts the attention of the audience and encourages them to get acquainted with the material of the article, since the title does not give information about the content of the publication. For example: "When calamity strikes..." (The Economist). Such headings contain a toponym or an element that specifies the spatial coordinates of the situation. As a rule, the initial sentence reveals what the article will be about. For example: "Great Britain Is Talking... About Cherie Blair and the shield that repels negative forces. When the P.M.'s wife turned up at a recent function with a flying-saucer-shaped disc around her neck, the British papers pounced". We can see that the first sentence of the text is a direct addition to the title, without which readers would not understand the essence of the material.

In general, the vocabulary of the Internet sphere is extremely saturated with many new lexical formations, be it neologisms, blends, abbreviations, abbreviations or erative words, etc.

CONCLUSIONS

The study of the lexical features of Internet broadcasting showed that many new words and stable expressions are formed at the vocabulary level in the Internet environment. Neologisms, slang, eratives are actively used, productive methods of word formation are blending (word composition), abbreviations, abbreviations. Abbreviations used in Internet communication are of various types - they include not only letter elements, but also numbers and other symbolic signs.

The grammatical features of comments in social networks are reduced to the following: incorrect use of prepositions, omission of an apostrophe, absence of articles, omission of a modal verb, substitution of pronouns, use of inappropriate word forms, changes in the construction of comparative forms of adjectives, lack of agreement of tenses and incorrect formation of the plural of nouns. The analysis of the graphic features of Internet broadcasting showed that users actively use punctuation, symbols, signs, different fonts, capital or small letters, common or other types of writing letters in words.

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APPENDICES

Internet users